HYBRID
SOFTWARE

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GERMAN CARTON PRINTER
INSTALLS 100TH CLOUDFLOW

HYBRID Software has announced yet another milestone with the installation of the 100th CLOUDFLOW package, which has now streamlined production at Bromberger Packungen, a family-owned carton printer in Donaueschingen, Germany. The company has used CLOUDFLOW to automate the handling of production jobs and create an efficient link to its existing order system, improving performance and flexibility while allowing the modernisation of the prepress environment.

"HYBRID Software are pioneers in the field of prepress workflows and working with them is a big step forward for our company," says Christof Bromberger, who is the fourth generation to run the company since its formation in 1904. "With the implementation of PACKZ and CLOUDFLOW we have created a highly efficient and automated production process.

"We hold traditional values such as trust, integrity and that 'the customer is king' to be extremely important in all our business dealings and we experienced this same philosophy from the moment we first contacted HYBRID Software.

"The willingness of its employees, at every level, to really listen to our needs and concerns and be prepared to work with us to ensure we implement a product that is exactly what we need is truly reassuring amongst pre-press suppliers. This is a big step for us, as CLOUDFLOW is our first product from HYBRID Software and forms an integral part of how our workflow operates."

By replacing its previous ArtPro software with PACKZ, Bromberger has eliminated the need for file conversions. The integration of CLOUDFLOW enables the retrieval of job data from its ERP/MIS system, which can then be used by the PACKZ operator to complete information panels and execute automatic step-and-repeat functions.

"We produce a wide range of packaging, advertising material and display work, all from cartonboard, and jobs often have to be turned around within a very short timescale," says Christof Bromberger. "This means we need to be highly efficient at every stage of production and the workflow is crucial to achieving this. With our newly acquired efficiency in the prepress department we are able to produce work much more quickly and provide an even better service to customers."

The state-of-the-art facilities at Bromberger Packungen's site in the Black Forest include high quality sheet-fed printing, laminating, die-cutting, embossing and gluing. The pre-press/CAD department also provides a comprehensive service to customers, which are spread throughout Germany.

CLOUDFLOW is a web-based workflow solution that connects multiple workflows, devices, and even distributed production sites through a common interface and centralized database. Supported on Windows and Mac OS X, CLOUDFLOW interacts with external systems such as file servers, MIS/ERP systems and web portals, and can submit files to workflows in several ways.

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ABOUT HYBRID SOFTWARE
With offices in Belgium, Germany, Italy and the US plus a global partner network, HYBRID Software is a software development company focused on innovative productivity tools for the graphic arts industry. HYBRID Software's CLOUDFLOW workflow, PACKZ editor and integration products offer a unique set of advantages that include native PDF workflows, vendor-independent solutions based on industry standards, scalable technology and low cost of ownership. These products are used by hundreds of customers worldwide in all areas of pre-press and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing.

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