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**HYBRID SOFTWARE LAUNCHES CLOUDFLOW SHARE,
A UNIQUE, GROUNDBREAKING FILE TRANSFER PRODUCT**

In a major expansion of its product portfolio HYBRID Software has developed a unique method of transferring digital data between sites, which the company says will provide a range of important advantages over existing file transfer systems. CLOUDFLOW Share has been created following a request from HYBRID customer Brand Quadergy, a leading European supplier of brand asset management services.

CLOUDFLOW Share will be an add-on to the CLOUDFLOW workspace and will provide the ability to link different CLOUDFLOW systems to transfer jobs, files, licences, users, workflows etc. The new software works with CLOUDFLOW systems that share a database, but also with completely independent CLOUDFLOW systems operating separate databases. This allows the use of lower bandwidth Internet links.

"We're a long standing customer of HYBRID and are excited at being the world's first user of CLOUDFLOW Share," says Erik de Cloe, COO of DSN, a subsidiary of Brand Quardergy.
"We were an early user of HYBRID's PACKZ and have its CLOUDFLOW workspace and PROOFSCOPE remote proofing software in use at our premises in Belgium, Germany and Bulgaria. At present we transfer files between sites, including those we operate in the UK, France and Czech Republic, using self-developed tools that are triggered by our ERP system.

"However, we need a more efficient and transparent method of handling data, preferably one that doesn't require high investment in expensive leased lines. As we have a close working relationship with HYBRID we spoke to them about what we wanted. HYBRID is a company that listens and we were soon in detailed discussions! The result is CLOUDFLOW Share, which will be implemented early in 2016 at our sites in Belgium, Germany and Bulgaria.

"CLOUDFLOW Share is based on native PDF technology and will provide a range of productivity and flexibility benefits plus time and cost savings. In addition, we will have the ability to easily find out the position of any job, where it is and what stage it is at, which is a great aid in managing resources."

Brand Quadergy provides a huge range of pre-press services to leading brand names in markets such as retail, pharmaceutical, food and cosmetics. It has created centres of excellence within the group and CLOUDFLOW Share will enable the easy transfer of digital files to those sites where tasks can be carried out by the relevant experts.

"We work with high resolution files and CLOUDFLOW Share allows the transfer of only that part of the file which needs updating," says Erik de Cloe. "All of this is handled automatically by HYBRID's software. Another advantage is the ability to move work easily to a site where there is more capacity and with six sites in Europe this should enable significant improvements in efficiency. The new software can also be used with workflows from other vendors."

END

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.

For more information visit: www.hybridsoftware.com

ABOUT QUADERGY
Brand Quadergy delivers a full range of integrated brand asset management services dedicated to brands and retailers. The different services are focused on helping clients to 'do more with less' while synchronising and providing consistency across all brands and marketing touch-points as well as for print, online and digital. The Brand Quadergy group was formed in 2015 after acquiring and merging all competences from the previous group companies into a new group providing a fully integrated approach to managing brand assets.

Press Contacts:

HYBRID Software General
Philip Paris
Email: philip@philipparis.co.uk
Tel: +44 01862 832744
Website: www.philipparis.co.uk

HYBRID Software Europe
Jan Ruysschaert
Email: janr@hybridsoftware.com
Tel: +32 473 717001
Website: www.hybridsoftware.com

Brand Quadergy
Erik de Cloe
Email: erik.decloe@brandquadergy.com
Tel: +32 478 394 878
Website: www.brandquadergy.com