10th May 2016

HYBRID SOFTWARE PROVIDES MISSING LINK
BETWEEN PACKAGE DESIGN AND PRODUCTION

Hall 7A/F41

HYBRID Software, now the fastest growing software company in the graphic arts sector, has announced one of the most exciting new software products to be launched at drupa2016, following the development of PACKZ RoundTrip™. PACKZ is HYBRID's native PDF editing software, compatible with PDFs created in any application or with Adobe Illustrator files which are saved with PDF compatibility. PACKZ has been widely accepted in the packaging industry, with more than 400 licenses sold during the first two years after its introduction.

"PACKZ was designed as a fully-featured editor for packaging production, not as a design tool, while Adobe Illustrator is the design software of choice for most packaging designers worldwide," says Guido Van der Schueren, chairman of HYBRID Software. "Turning a design concept into a print-ready package can be achieved much more efficiently using specialized tools such as PACKZ.

"However, what has long been problematic for the trade shops servicing the packaging industry is that many brand owners and their designers require production artwork to be returned to them in Adobe Illustrator format so that it can be readily modified for package revisions in the future."

PACKZ RoundTrip provides a complete solution to this problem by creating a two-way link between native Adobe Illustrator files and the industry-standard native PDF format. Using PACKZ RoundTrip, even Illustrator files that are not saved with PDF compatibility can be opened and edited in PACKZ, then returned to the brand owner as a native Illustrator file containing all of the production features added using PACKZ e.g. trapping, extended gamut color mapping, step & repeat, barcodes, live or vectorized text etc. The

resulting file retains the key features of Illustrator, including layers, groups and styles, for easy archiving and reworking of package revisions.

"PACKZ RoundTrip is the best example yet of the innovation that the packaging industry so desperately needs," says Guido Van der Schueren. "The requirement to return final production files in Adobe Illustrator has been a burden on trade shops for years. Some of our customers have to edit their files twice in parallel, in a production editor as well as in Adobe Illustrator, in order to satisfy their clients.

"Our industry requires more efficient solutions and we are proud to be announcing this groundbreaking product development. We look forward to demonstrating PACKZ RoundTrip, along with several other industry-leading products, on our stand at drupa2016."

PACKZ RoundTrip reads design files created in any version of Adobe Illustrator and outputs the latest Illustrator CC format. RoundTrip does not require any Illustrator plug-ins in order to function, making it much easier for large organizations to administer their Adobe software licenses. It is an optional module for PACKZ users and is compatible with HYBRID Software's license server, allowing a single RoundTrip license to be shared amongst multiple PACKZ users.

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

Press Contacts:

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

Corporate
Guido Van der Schueren
Email: guido@hybridsoftware.com
Tel: +32 475 844778

Europe
Jan Ruysschaert
Email: janr@hybridsoftware.com
Tel: +32 473 717001

DACH/Eastern Europe
Christopher Graf
Email: christopherg@hybridsoftware.com
Tel: +49 761 70776710

USA
Michael Rottenborn
Email: miker@hybridsoftware.com
Tel: +1 215-852-8095

HYBRID Software NV
Guldensporenpark 18 Block B 9820 Merelbeke, Belgium.

HYBRID Software GmbH
Uhlandstr. 9, 79100 Freiburg, Germany.

HYBRID Software Inc.
1709 Langhorne Newtown Rd., Suite 6, Langhorne, PA 19047, USA.

Events:
DRUPA: May 31. - June 10. 2016 (Hall 7A, stand F41)