

Press Release: For immediate distribution



ANDERSON & VREELAND NAMED RESELLER OF PACKZ PACKAGING PREPRESS EDITOR THROUGHOUT NORTH AMERICA

Will work with Hybrid Software to install the native PDF editor at converters, printers and trade shops throughout the US, Canada, and Mexico

LANGHORNE PA, January 15, 2014 —HYBRID Software Inc. is pleased to announce that

Anderson & Vreeland is an official reseller of the PACKZ native PDF editor and related products throughout all of North America, including the United States, Canada, and Mexico.

“If you look at the products and companies that Anderson & Vreeland represents, it’s a who’s who of packaging supplies and equipment. They are one of the premier providers to the flexo industry. They have great coverage and their support team has the technical expertise to help customers adopt a native PDF workflow for their flexo platemaking,” remarks Michael Rottenborn, HYBRID Software president and CEO. “We are very excited to work with them.”

PACKZ makes high quality trapping and editing of packaging and labels accessible to small, medium and high production volume professionals. It provides a wide range of tools to simplify and improve packaging and label workflows, enabling levels of ‘supreme productivity’. Interactive editing through the output stage remains in the native PDF format, providing the ideal best practice for the packaging workflow. Offering unique functionality and ease of use, PACKZ lets professionals control every aspect from design import and layout to output.

“When we saw a preview of PACKZ at Print 2013 and a more thorough demonstration during its official worldwide debut at Labelexpo, we knew that it could be a very important tool for our customers,” explains Lee Zerfass, Digital Business Manager of Anderson & Vreeland. “We are

happy to work with HYBRID Software and expect PACKZ to be a helpful complement at printers, converters and trade shops throughout North America.”

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About Anderson & Vreeland, Inc. (www.AndersonVreeland.com)

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a “systems approach” by evaluating a customer’s needs and offering innovative solutions in the form of equipment, materials, training, and technology tailored for each customer. A&V supports these solutions with over 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at www.AndersonVreeland.com.

About Hybrid Software (www.hybridsoftware.com)

Headquartered in Langhorne, PA and with additional offices in Kortrijk, Belgium and Freiburg, Germany, Hybrid Software is a software development company focused on Order Lifecycle Management for the graphic arts. Their top-notch development team has over 100 combined years of printing experience and can easily tackle the integration challenges facing the packaging and printing industry today. Their clients and partners receive a unique set of advantages that include vendor-independent solutions based on industry standards, scalable technology for numerous applications and segments, and low cost of ownership. Their underlying software architecture protects customer investments, and the responsive development and management teams assure nimble changes to stay ahead of market demands. For more information visit: <http://www.hybridsoftware.com>.

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