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## **HYBRID SOFTWARE SETS NEW STANDARDS AT LABELEXPO EUROPE 2017**

### **Stand 8A10**

The increasing demand from printers to integrate pre-press and business environments has resulted in a significant rise in sales for HYBRID Software, according to Guido Van der Schueren, Chairman of the Board of HYBRID Software. Since their launch in 2013 at Labelexpo, more than 1,400 seats of the PDF label/packaging editing software PACKZ and 300 CLOUDFLOW workflows have been sold worldwide.

"The pace of our successes has been rising year-on-year, as label printers and trade shops look further into the future in terms of the software they purchase. A growing number want to create a seamless integration between the software used to run their business and that used in the pre-press department, such as MIS. They are also more discerning, demanding the freedom and flexibility to install products that are the most effective for their particular set up.

"HYBRID Software's willingness to listen has resulted in a host of customer-led products and visitors to our stand at Labelexpo Europe will be able to hear about several new developments," says Guido Van der Schueren. "This includes an e-learning program for operators, as well as new features incorporated within CLOUDFLOW and PACKZ, plus expanded pre-flighting functionality in PROOFSCOPE.

"Visitors will be able to see demonstrations of PROOFSCOPE's integration with Cerm's portal software Web4Labels, which creates a highly efficient end-to-end order approval system, as well as PACKZ integration with GMG's OpenColor software. The latter enables the production of printed material with a greatly extended color gamut."

**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](http://www.hybridsoftware.com)

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