



4<sup>th</sup> October 2017

**HYBRID SOFTWARE HAS RECORD WEEK AT LABELEXPO 2017 WITH €1.2 MILLION SALES**

HYBRID Software's commitment to innovation was validated strongly at Labelexpo Europe 2017, with €1.2 million in sales closed this week. "This was Hybrid's most successful Labelexpo ever. Our stand was at full capacity every day with visitors from all over the world, a testament to our leading position in technology. Customers appreciate that we listen to them and act on their input," according to Guido Van der Schueren, Chairman of the Board of HYBRID Software.

Show highlights included the purchase of three seats of PACKZ, the Native PDF editor for labels and packaging, by the French digital printer MR Cartonage Numérique, bringing the total number of PACKZ licenses sold to 1,500 copies! Z Due, a fast-growing Italian flexo trade shop, purchased 18 more licenses of PACKZ at Labelexpo for a total of 32 licenses, replacing all of their editing software with PACKZ. Other noteworthy sales were a full system comprised of CLOUDFLOW, ProofScope, and PACKZ to a large label converter in Australia. In total, 72 seats of PACKZ were sold this week including a large installation in North America, and the installed base of PACKZ has tripled in the last 12 months.

HYBRID's products were also demonstrated on other stands including AV Flexologic, where HYBRID's PACKZ and PatchPlanner software provided automated workflows for high precision plate mounting equipment. "We are on the radar screen of many large players in the label and packaging industry," says Van der Schueren. "However, our customers are always our primary focus, and they keep us driving ahead. We look forward to returning to Labelexpo in 2019 and beyond."

**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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