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**SGK TEAMS UP WITH HYBRID SOFTWARE FOR  
STRATEGIC NATIVE PDF PROJECT**

(GENT, BELGIUM) SGK, the leading global brand development, activation and brand deployment company, has signed an agreement with HYBRID Software to license its PACKZ Native PDF editor for use in all SGK facilities worldwide. This agreement was reached after an extensive pilot program in multiple facilities in the US, Europe, and Asia that demonstrated improved production efficiencies, reduced licensing costs, and a more modern graphic production infrastructure.

PACKZ is a powerful object-based Native PDF artwork editor for packaging, with sophisticated color handling, intelligent objects, trapping, warping, and stepping capabilities. It can also import and export native Adobe Illustrator™ files for SGK to exchange with designers, brand customers, and print providers.

In the coming year, SGK plans to install 425 PACKZ licenses at their production facilities in North and South America, Europe, and Asia Pacific. Gary R. Kohl, President, SGK Brand Solutions, stated, "The relationship with HYBRID Software gives us the opportunity to fundamentally reimagine how we manage our workflows, and will allow us to drive efficiency across our platform so that we can continue to be the most competitive graphics provider in our industry."

“HYBRID Software is honored to be an instrumental part in SGK’s quest for generating the technology of the future in Order Lifecycle Management,” states Guido Van der Schueren, Chairman of the Board of HYBRID Software. “This partnership is natural since HYBRID is targeting the production side of the Label and Packaging premedia market, and SGK is strongly focused on the brand owners which form a large part of their customer base.

Together, SGK and HYBRID Software can provide better productivity tools resulting in superior service towards the brand owner community. The goal is seamless connectivity across product management, marketing, and advertising to be able to take action across the different platforms.”

**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)

#### **ABOUT SGK**

SGK is a leading global brand development, activation and deployment company that drives brand performance. By creating brands, helping sell brands, producing brand assets and protecting brand equities, SGK helps their clients achieve higher brand performance. SGK's global footprint spans more than 20 countries. SGK was formerly marketed as Schawk, Inc. and is a division of Matthews International.

## **Press Contacts:**

### **General**

Philip Paris

Email: [philip@philipparis.co.uk](mailto:philip@philipparis.co.uk)

Tel: +44 01862 832744

Website: [www.philipparis.co.uk](http://www.philipparis.co.uk)

### **Corporate**

Guido Van der Schueren

Email: [guido@hybridsoftware.com](mailto:guido@hybridsoftware.com)

Tel: +32 475 844778

### **Europe**

Jan Ruyschaert

Email: [janr@hybridsoftware.com](mailto:janr@hybridsoftware.com)

Tel: +32 473 717001

### **DACH/Eastern Europe**

Christopher Graf

Email: [christopherg@hybridsoftware.com](mailto:christopherg@hybridsoftware.com)

Tel: +49 761 70776710

### **USA**

Michael Rottenborn

Email: [miker@hybridsoftware.com](mailto: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.