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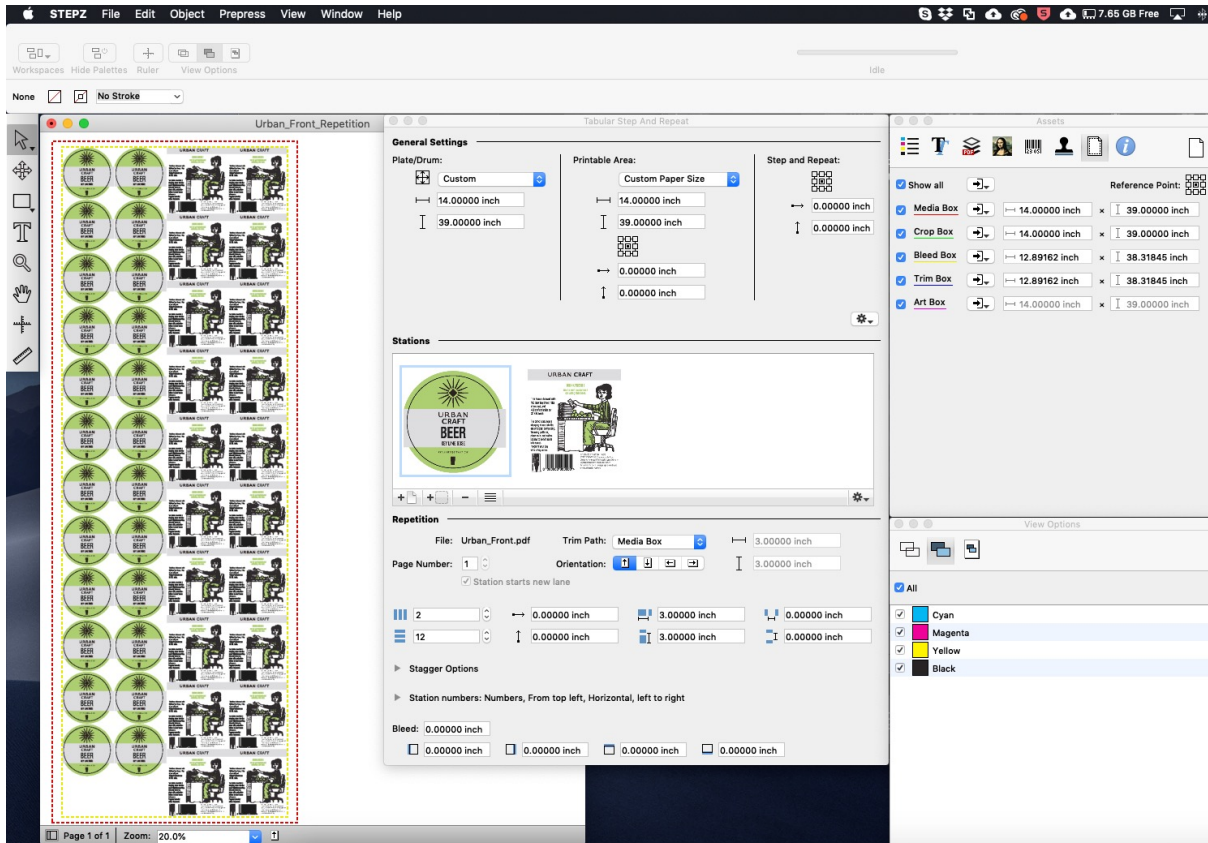
25 March 2019

HYBRID SOFTWARE ANNOUNCES NEW PDF LAYOUT TOOL "*Stepz*" FOR DIGITAL PACKAGING AND LABELS

(Orlando, FL) Concurrent with the opening of DScoop Edge Orlando, HYBRID Software is pleased to announce the release of a new product for digital printing of labels and packaging. Stepz is a native PDF step & repeat tool derived from HYBRID's widely-adopted PACKZ editor, but with specialized functionality and pricing for digital print applications.

Stepz can be customized for the capabilities and requirements of different digital presses and finishing equipment. The first version of Stepz is designed for HP Indigo users migrating to the new Production Pro DFE, with step & repeat templates that match the form factor of HP Indigo label & packaging presses, plus intelligent marks for common finishing devices. It also includes nested step & repeat for folding carton work, and full VDP functionality for variable barcodes and text on any label or package. Stepz will be available to HP Indigo users for rental or purchase on the HP PrintOS Marketplace.

Says Guido Van der Schueren, Chairman of HYBRID Software and Global Graphics Software, "We have learned that label and packaging printers need more than a DFE to achieve the highest levels of productivity and automation. The collaboration between HYBRID and Global Graphics on developing DFEs using Fundamentals has shown us that they also need front-end software to efficiently create layouts and add variable data elements. Stepz provides this capability efficiently and at a great price point, with the ability to support any digital press as our customers' needs evolve."

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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

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