



2/3/2017

HYBRID SOFTWARE LAUNCHES STATE-OF-THE-ART PACKZ WEBSITE

People could expect a rather special website when it has been created by one of the industry's leading software companies and this is exactly what HYBRID Software has achieved with the launch of its new PACKZ website.

"This has been a really exciting project to oversee," says Christopher Graf, managing director of HYBRID Software GmbH. "Being at the forefront in the development of software for the graphic arts market we wanted to build a site that provides a level of varied information which is accessible in an easy-to-use way that is not often encountered.

"The fully responsive site can be accessed from any mobile device such as an iPad or smart phone, with displayed information and images adapting automatically to the screen and platform being used. All of the data is available in its entirety in eight languages - English, German, Spanish, French, Italian, Polish, Czechoslovakian and Portuguese - and these will be added to as time goes on. It's a truly multi-language facility."

HYBRID Software has created an extensive series of short videos to demonstrate the different features within PACKZ, which has established itself as a leading professional PDF editor for packaging and label workflows. The native PDF software, which runs on Mac OS X and Windows platforms and provides 64-bit multi-processing and multi-threading facilities, eliminates the need for file conversions or proprietary file formats. Today, there are more than 1,200 PACKZ licences in use around the world.

"The videos are very informative and easy to follow and have been designed to give the feel of a live demonstration," says Christopher Graf. "For instance, if someone wants to learn more about the 3D warping facility they can read the technical specification and then watch those features actually being used.

“In addition, the screen shots have been designed with a degree of detail rarely seen on a website so, for example, trapping, barcodes and text can be increased in size to reveal the smallest points that an operator might be interested in examining. Potential customers can visit the site and come away with a solid understanding of what PACKZ can do for their business.”

The new website has a wide range of clickable links to social media outlets and enables users to easily download free software, such as the PACKZVIEW app for previewing and inspecting production PDF files. Product brochures can be readily downloaded, while company, technical and support information is all clearly displayed, as well as the latest news on software developments and corporate announcements.

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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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