



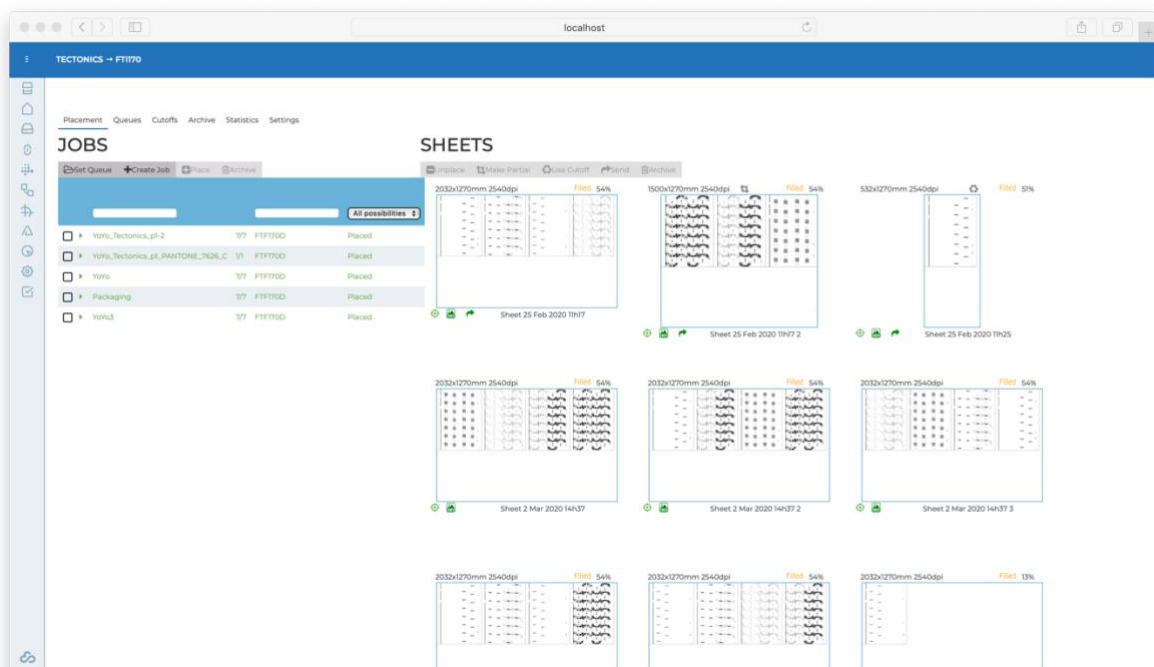
1 April 2020

HYBRID SOFTWARE LAUNCHES TECTONICS, AN INNOVATIVE NEW FLEXPRODUCTION SOLUTION

(Gent, Belgium) HYBRID is pleased to announce **Tectonics**, an innovative new Flexo production solution.

Tectonics is a brand-new application from HYBRID Software which saves Flexo plate material and optimizes the use of your Flexo CTP devices. The software allows Flexo customers to automatically optimize the layout of their jobs, reduce waste and optimize CTP usage. As a result, the software has a typical return-on-investment within the first six months.

Tectonics works flexibly with any brand of plate and CTP, and this year HYBRID has installed the software already with three customers across the globe.



“With digital printing taking central stage in many technology and product announcements, people tend to forget that **Flexo printing** is still a hugely relevant

printing process in our industry”, Nick De Roeck CTO of HYBRID explains. “The Flexo printing process is well established, and suitable for many packaging applications. Many of our customers create or process Flexo plates for their customers. Our growth the last couple of years gave us access to many great companies doing a lot of work with Flexo.”

HYBRID believes that the Flexo space is in dire need of innovation.

“We identified a true lack of innovation in the Flexo space, and we believe that software could help these customers become more efficient and productive.”, says Nick De Roeck, “With **Tectonics** we listened to our customers, and acted upon their input to offer a new approach to creating and optimizing Flexo.”

Customers often have many different brands of CTP devices, plate suppliers and software solutions. HYBRID software understands the heterogeneous reality of the production floor, and works with customers on creating an application that allows to optimize plate material and device usage across different brands. This makes the HYBRID solution unique.

With the first production installations of **Tectonics** by customers around the world in progress, we are on track to provide a much-needed next step of automation to these customers. Ultimately, freedom of choice allows customers to go for best-of-breed hardware and software.

Tectonics is available as a standalone server application or as a module within HYBRID’s powerful CLOUDFLOW workflow software.

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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

For more information on Tectonics visit:
<https://cloudflow.hybridsoftware.com/standalone/tectonics/>

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