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2 November 2020

**HYBRID SOFTWARE PRESENTED FLEXO LABEL ADVANTAGE GROUP’S FLAG 2020 Vendor Partner of the Year award**

(Trevose, PA USA) During the Flexo Label Advantage Group’s (FLAG)Virtual Summit Awards night on October 29, 2020, HYBRID Software was recognized as recipient of the FLAG 2020 Vendor Partner of the Year award. The award is given for excellence in serving FLAG and its Members, who are label and packaging converters. Recipients are Vendor Partner companies who provide exceptional support, proactive communication and commitment to the entire FLAG organization.

Flexo Label Advantage Group LLC was founded in 2010 when its founder and president, John McKay, saw an opportunity in North American for a label buying group based on his personal experiences with successful buying groups in other printing industry segments. FLAG is an independently owned company, just like its members. It provides opportunities for its Members to be more competitive as a buyer’s group in the marketplace and become stronger companies, without sacrificing their independence.

The 2020 FLAG Virtual Summit gave Member companies a chance to continue to learn, network, and grow in order to tackle the unprecedented challenges of 2020, and beyond. Label printers and converters were able to participate in industry and business education, build relationships, take advantage of technical sessions, and discover the latest products and services from vendor partners.

“We commend HYBRID Software for all the ways it has supported our Members over the past few years—and especially in 2020,” remarks McKay. “HYBRID has always been an active vendor partner, offering not only competitive pricing for our Members but, most important, exceptional workflow solutions and outstanding customer support. They have truly assisted in the continued success of FLAG and our Members.”

“This is the is the third significant award HYBRID Software has earned in just over a year. However, it is very rewarding to us because, unlike the other recognitions that were centered on technology, this was based on something more important: how we support our customers,” notes Mike Agness, HYBRID Software executive vice president, Americas. “We thank FLAG for giving us the platform to offer its Members our portfolio of production workflow tools, and meeting an exceptional group of printers.”

**END**

**ABOUT FLAG**

Flexo Label Advantage Group (FLAG) is a Valuable Community of Label Converters. We provide opportunities for our Members to be more competitive in the marketplace and become stronger companies, without sacrificing their independence. FLAG provides bottom line buying group savings on the most commonly used materials in the industry from our world class Vendor Partners. Savings include substrates, tool and die, inks, pre-press, digital, overlaminates, shipping, and more. We offer top line new label sales growth opportunities, catastrophic planning, networking opportunities with other label industry professionals, and a variety of new technical and business resources. FLAG offers independent label converters benefits similar to what large national converters can provide for their facilities.

**For more information, please visit** [www.flagadvantage.com](http://www.flagadvantage.com/)**.**

**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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