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**HYBRID Software highlights wide range of packaging and digital print applications at Printing United 2022**

(Ghent, Belgium) HYBRID Software, the innovative software solutions provider for packaging, labels, and print, will showcase its products along with Hybrid Software Group’s sister companies’ technologies (Global Graphics Software, iC3D, ColorLogic, Xitron, and Meteor Inkjet). On display on booth N763 will be a broad spectrum of packaging, digital and commercial print applications at Printing United Expo, October 18-21 in the Las Vegas Convention Center.

One of the HYBRID Software booth highlights will be 3-D visualization throughout the entire prepress process offered by recent acquisition **iC3D**. iC3D’s software suite offers the industry’s largest library of modelling templates for digital packaging and POP design and prototyping. iC3D lets users generate live 3D virtual mockups on the fly, along with in-store and outdoor visualization.

HYBRID Software highlights will include:

• **PACKZ 8**, HYBRID Software’s native PDF editor: Complex layered artwork can be viewed in color and wired modes simultaneously. The Smart Flattener professionally manages spot color and transparency interactions as well as press gamut conversion. The Pactions programmed toolset with action lists reduces the amount of operator time needed to edit, approve, and print a new package design.

• **CLOUDFLOW** workflow management, controlled from a web-browser, features a wide range of production workflow components along with a plug-in suite that facilitates interaction from the desktop or from Adobe Illustrator and PACKZ.

• **STEPZ 8**, an interactive software package based on the award-winning technology of PACKZ, allows for the preparation and execution of step-and-repeat and variable data tasks for high-speed digital printing of labels.

• **Variable Data Printing (VDP)**, an InterTech Technical Award recipient, highlights the ease of use and capabilities of variable data preparation and execution of files, while providing customers the use of any open output device they require.

“Printing United is a comprehensive printing event and, while HYBRID Software has focused on packaging our products, combined with our sister company technologies, offer solutions for a wide variety of applications. What is also attractive is that our technologies are modular. You do not need to invest in an entire suite of solutions, but just easily connect one to the other, as well as a broad range of partner solutions—for example, MIS/ERP,” explains Mike Agness, HYBRID Software executive vice president, Americas. “We look forward to showing visitors why there is probably a productive Hybrid Software Group solution for just about any print facility.”

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**About HYBRID Software**

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software’s CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

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