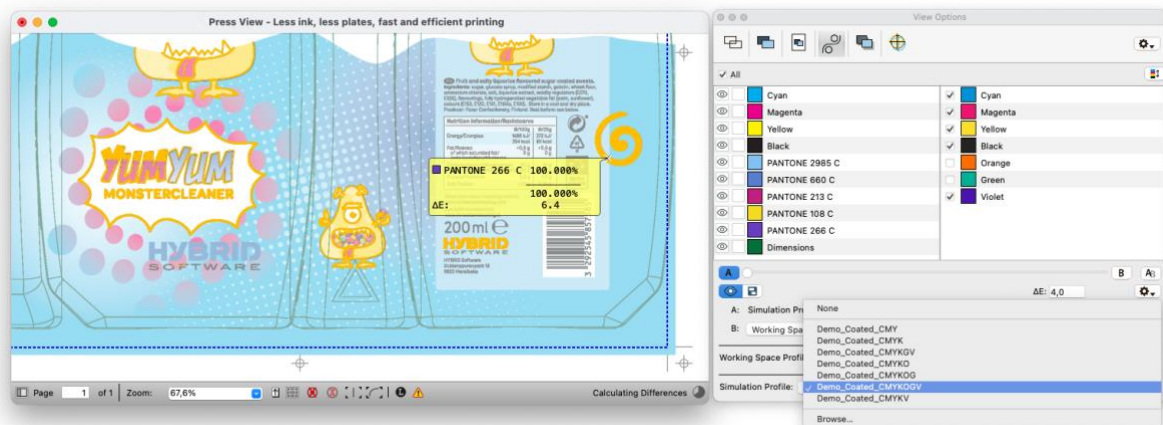19.01.2023

HYBRID Software's PACKZ and STEPZ 8.5 Spearhead the

Digital Print Evolution with Eco-Friendly Features

(Gent, Belgium) HYBRID Software, a leading enterprise software company for the label and packaging industry, announces the release of PACKZ and STEPZ 8.5 PDF production editing software. This is a major release for both products containing hundreds of new features and enhancements that meet the challenges of professional packaging prepress and illustrate once again the power of innovation.
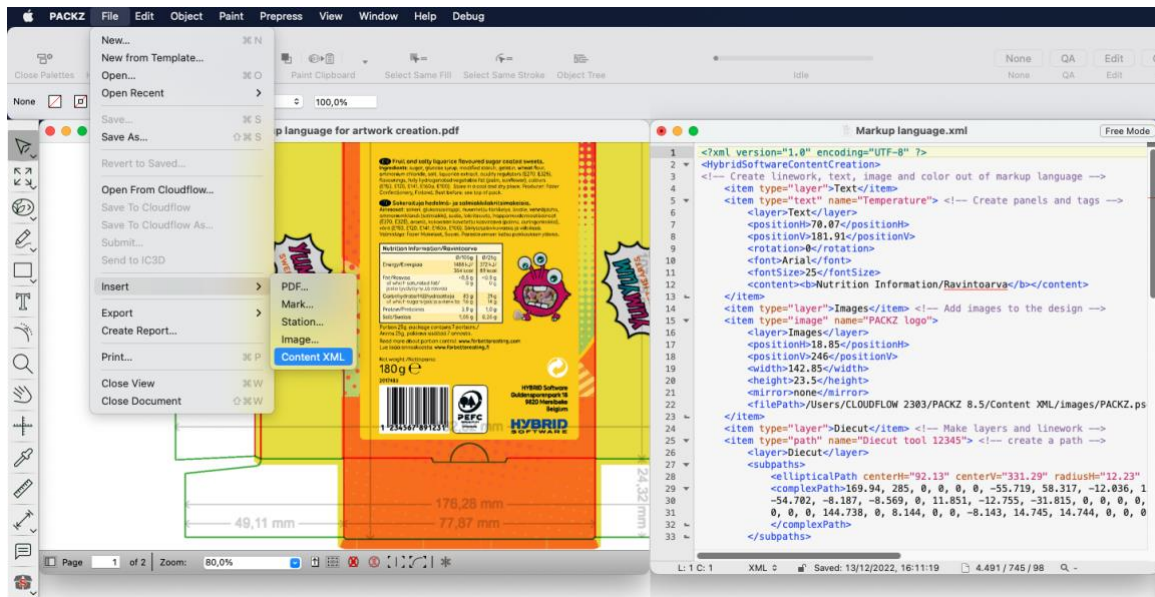
Pascal Wybo, product manager of PACKZ and STEPZ PDF editors, shares: "To support the growing demand for environmentally friendly and sustainable packaging, we are excited to announce a new feature called "Press View". The functionality supplies professionals with instant views of how graphics, especially spot colors which are critical to brands, are printed under various printing conditions. In many cases, accurate colors can be printed with fewer inks, less plates, and faster press speeds."

Spot colors can be defined as named Pantone™ colors or specified directly using the CXF standard. In addition, PACKZ and STEPZ now support the new GMG Version 2 API for full compatibility with the latest GMG Open Color software.

Caption: PACKZ 8.5 Press View shows the color accuracy of a spot color transformation

PACKZ 8.5 also introduces a powerful new feature called Content XML, allowing print service shops to transform PDF artwork templates into standard XML markup language, with the ability to drive high quality dynamic artwork creation from their ERP or MIS systems. The creative variation of text, linework, colour, and images can be easily leveraged in digital print-on-demand web solutions for engaging one-to-one packaging.

Caption: A packaging file is transformed into "Content XML"

PACKZ 8.5 also adds tools to create Digimarc digital watermarks, which encode the artwork surface with an imperceptible pattern for new data insights and smart packaging recycling for a circular economy.

Finally, HYBRID Software closes the loop with the verification tools in PACKZ and CLOUDFLOW, allowing error-free inspection of Digimarc watermarks within the PDF editors and workflow processes.

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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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