HYBRID SOFTWARE BRINGS LEADERSHIP IN INNOVATION TO LABELEXPO EUROPE TO INCREASE PRODUCTIVITY OF LABEL PRODUCTION

Gent (Belgium) 11 July 2023 -- HYBRID Software brings a major presence to Hall 8, Stand B/45, as Labelexpo Europe returns to Brussels on September 11th -14th after a four-year hiatus. This is a challenging time for the label industry, with a perfect storm of high prices for energy and substrates, a shortage of skilled labor, and higher interest rates that make capital equipment purchases more challenging. Software's role in driving production efficiency is more important than ever. At Labelexpo, HYBRID Software will demonstrate our continued innovation to boost productivity and improve the competitiveness of our customers who print and convert labels.

HYBRID's CLOUDFLOW software is used for workflow automation by thousands of label printers and converters worldwide. But industry consolidation has resulted in many printers with multiple printing locations, so centralizing prepress automation in the cloud provides a real advantage. **MyCLOUDFLOW** delivers all the power of CLOUDFLOW in a multi-tenant workflow solution hosted in the AWS cloud and managed by HYBRID Software to provide ease of use and extreme performance that is scalable on demand. MyCLOUDFLOW is not just for multi-site printers; even smaller label companies can benefit from lower infrastructure costs, with no servers to purchase or local IT support required, and a new customer can be up and running in a matter of hours.

True workflow automation requires a tight link between workflow and MIS/ERP systems so that the parameters for an order can be used to create the job layout and drive platemaking systems or digital presses. At Labelexpo, we will highlight MyCLOUDFLOW's turnkey integrations with CERM, Label Traxx, and Radius, the leading MIS systems used in labels and packaging today. We'll also demonstrate a major new release of Packzimizer for automated lane planning of label repetitions for digital print production as well as stacked label imposition for sheet-fed "cut & stack" label production.

With many label converters producing shrink sleeves and in-mold labels, 3D modeling has become an important prepress tool for the label industry. HYBRID Software acquired industry-leader iC3D last year and has now integrated their technology into Proofscope for high quality 3D rendering of labels and shrink sleeves, including photorealistic ray tracing and visualization of embellishments. This process can be automated with MyCLOUDFLOW for efficient production.

Workflow is only part of the story; creating high quality, press-ready labels remains a challenge for the industry, and HYBRID Software has continued to innovate with many new capabilities in the PACKZ editor. **Content XML** is a new technology in PACKZ and CLOUDFLOW which provides data-driven creation of labels and packaging by inserting text, graphics, and other design elements dynamically from an asset database. This is especially useful for creating multiple copies of a label in different sizes or languages and for managing nutrition facts and ingredients panels, but it can be extended for many other complex label applications.
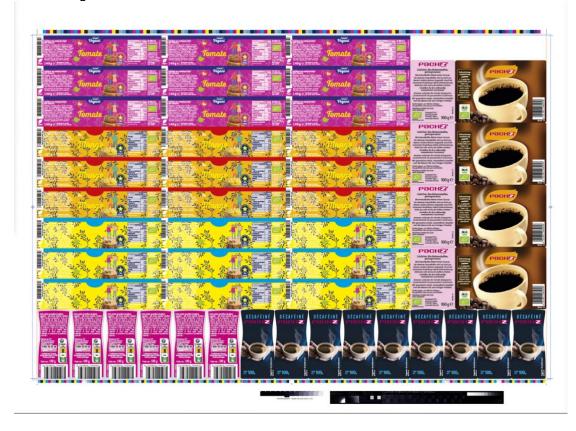
PACKZ Advanced Color uses technology from our ColorLogic division to provide an accurate snapshot of printed artwork under various printing conditions, including different spot color strategies. The feature is designed to help label and packaging producers accurately reproduce brand colors using the fewest number of inks and the least amount of each ink to achieve the lowest production cost. Once the spot color
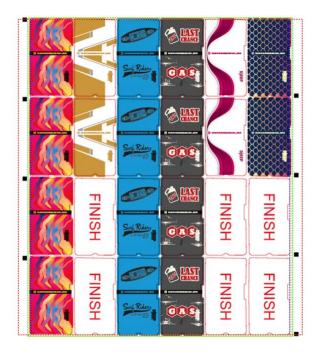
strategy has been selected, it can be applied automatically using MyCLOUDFLOW for all future instances of that color.

HYBRID's variable data printing (VDP) software has been enhanced for easier preparation of variable data labels for digital printing. Its output format is standard PDF which is compatible with any RIP, but it has been especially optimized for our own Harlequin RIP, the world's fastest RIP used by many preeminent manufacturers of digital presses as well as our own Digital Front Ends: Xitron NavigatorDFE and Global Graphics SmartDFE. Customers tell us that PACKZ VDP jobs print up to four times faster than VDP jobs created with other software, enabling digital presses to run faster and produce more labels per shift.

But digital printing isn't the only game in town; most labels are still printed with flexo, offset, or gravure presses, and we continue to innovate in analog printing as well as digital printing. At Labelexpo, visitors can see a variety of print samples from our new **Velvet Screening**, the next generation hybrid AM/FM screening technology for flexo printing which provides unprecedented control of highlight dots and smoother gradations on all types of flexo plates, even at lower output resolutions. Velvet Screening can also be combined with Intelligent Flexo, the surface screening solution for high quality flexo printing across a wide variety of plates and substrates.

Says Executive Chairman Guido Van der Schueren, "Labelexpo Europe is our most important show in 2023 and it never disappoints. This year's show promises to be even more significant for HYBRID Software as it's the last time the show will be held in our country, so we're pulling out all the stops to provide a meaningful experience for our customers and visitors at the show. The label industry has always been a very important segment for HYBRID Software, and we work closely with our customers to provide software solutions that increase their production efficiency. I'm looking forward to demonstrating the results of our continued innovation."

Example Packzimizer Stacked Label Imposition

Example Packzimizer Digital Lane Planning Imposition

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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. www.hybridsoftware.com

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