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Announcing PrintFusion: Exclusive Software from HYBRID Software for Koenig & Bauer Rapida Sheetfed Offset Presses



(Ghent, Belgium) HYBRID Software, the innovative software solutions provider for labels and packaging, and [Koenig & Bauer](#), the leading press manufacturer have combined competencies to supply an exclusive product for Koenig & Bauer's Rapida sheetfed offset presses. Acting as a gateway, PrintFusion steers Koenig & Bauer presses with [PACKZ](#) prepress software and the [CLOUDFLOW](#) production workflow suite.

- Innovative workflow solution for packaging printing
- Koenig & Bauer and HYBRID Software combine competencies
- Short set-up times and greater efficiency when changing jobs

The key to optimizing the prepress to print workflow

Parallel to plate creation, all printing data is securely and efficiently delivered to Rapida sheetfed offset presses. As PrintFusion supplies all relevant setting data in advance, users benefit from automation through shorter setup times and greater efficiency between job changes. In addition, printing parameters can be conveniently stored with the job data for subsequent repeat jobs. This end-to-end packaging workflow solution allows for superior efficiency through an automatic retrieval of job data from connected MIS/ERP systems.

Thanks to intelligent learning, PrintFusion maximizes press and substrate utilization and continually optimizes printing accuracy. Koenig & Bauer Rapida Sheetfed Offset presses can run far more independently and with a substantially lower less risk of errors.

Ralf Sammeck, Chief Data Officer at Koenig & Bauer describes the partnership: „The strategic decision to join forces stems from a mutual understanding of our industry’s needs, with the prioritization of best-in-class standards and innovation. PrintFusion is the result of a symbiotic partnership: what is achieved together is greater than the sum of its parts.”

Christopher Graf, HYBRID Software Chief Marketing Officer reflects, „We have built our partnership on mutual trust and common values. Already today, it is much more than a traditional supplier-vendor relation. We have combined our people to develop an innovative solution for our customers; supplying a unique technology which drives productivity to new heights.”

END

Photo 1:

From left to right: Sascha Fischer, Head of Product Management Koenig & Bauer, Christopher Graf, Chief Marketing Officer HYBRID Software, and Ralf Sammeck, CDO and CEO Segment Sheetfed Koenig & Bauer, check the final details of PrintFusion in the press manufacturer’s CEC

Photo 2:

At this year’s Sales & Service Conference, Sascha Fischer presented the new software solution for the packaging workflow

Photo 3:

The Proofscope module within PrintFusion provides a browser-based soft proofing and collaboration solution for a seamless end-to-end packaging workflow

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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About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,485 employees.

Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. The annual revenue in the 2022 financial year was around €1.186bn. Further information can be found at www.koenig-bauer.com