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HYBRID SOFTWARE RECONNECTS WITH SUCCESS AT LABELEXPO EUROPE



Guido Van der Schueren, Olivier Moeyersoms, & Pascal Pernot of Hybrid Software ring the bell to celebrate a new order with Christophe Seguin, Managing Director of ELC Etiquettes

(Gent, Belgium) Hybrid Software is pleased to announce the successful outcome of Labelexpo Europe, held last week at the Brussels Expo. More than 550 companies visited the Hybrid Software Group stand for product demos during the four days of Labelexpo, and more than 30 customers placed orders for packaging workflow and editing software, with an order value of more than €1.5 million. Hybrid Software shared the stand with group companies ColorLogic GmbH, Global Graphics Software, Meteor Inkjet, and Xitron which together deliver the group's value proposition: The Heart of Industrial Printing.

Labelexpo also marked the successful launch of Global Graphics' SmartDFE™, the fastest available Digital Front End (DFE) for digital printing of labels and packaging. SmartDFE is built entirely with leading edge technology from all Hybrid Software companies: blazing fast rasterization from Harlequin™ Direct, spot color matching for CMYK and extended gamut digital presses from ColorLogic GmbH, as well as workflow automation tools adapted from Hybrid's CLOUDFLOW software and file preparation and VDP tools based on PACKZ. SmartDFE and Xitron's Navigator DFE were on display at several partner booths at Labelexpo.

"This was my sixteenth appearance at Labelexpo in Brussels, one of the most important events for our industry," stated Guido Van der Schueren, Chairman of Hybrid Software. "Although I look forward to the next incarnation of Labelexpo Europe in Barcelona, I will always remember the Brussels exhibitions fondly and am very pleased that the final Brussels show was such a big success for Hybrid Software and our customers."

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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 PLC.

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