

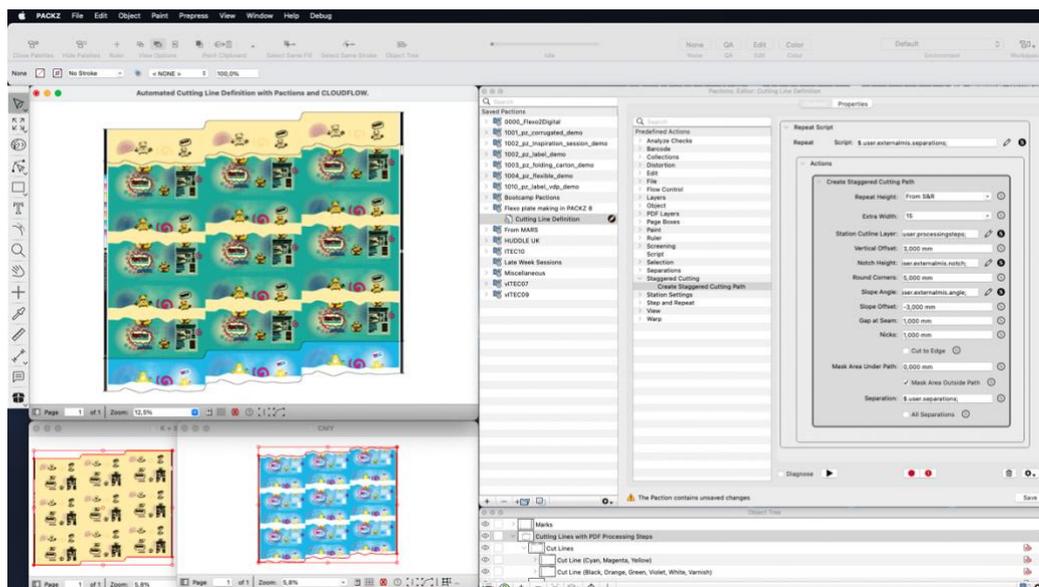
4 July 2022

## HYBRID Software's PACKZ 8 adds powerful tools for both flexo and digital output of flexible packaging

(Ghent, Belgium) HYBRID Software, an innovative software development company for labels and packaging printing, has released Version 8 of its PACKZ and STEPZ native PDF editors, featuring automated action lists and new prepress tools for the demands of digitally printed flexible packaging. PACKZ and STEPZ support flexo and digital printing of flexible packaging, with more than 4,000 copies used by packaging printers and trade shops worldwide.

### Automation of Cutting Line Definition

PACKZ 8 automates the entire cutting line definition process for flexo plate production using programmable automation tools called "Pactions". The digital automation not only saves time but ensures personnel safety by reducing injuries which can result from manual flexo plate cutting.



PACKZ 8's automation of cutting line definition with Pactions

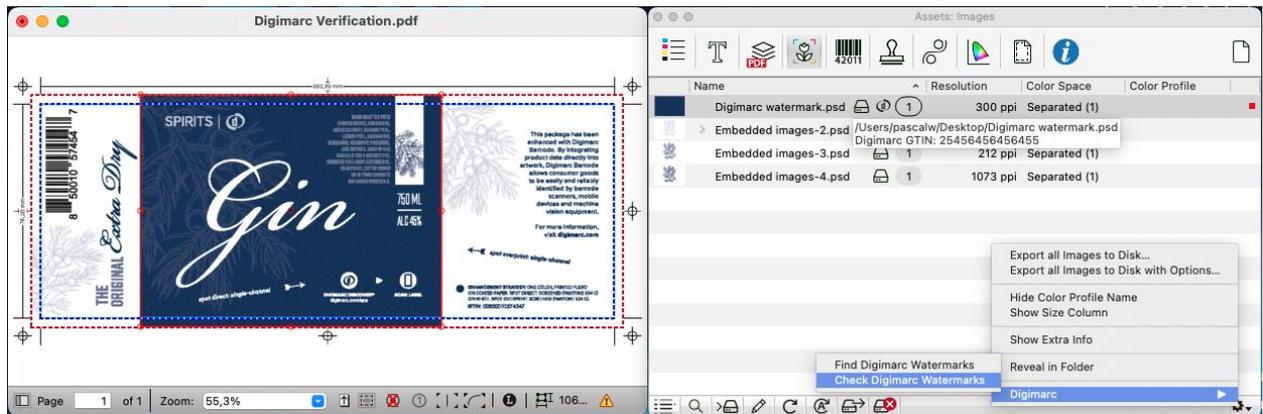
### Precise Shrink Sleeve Compensation with iC3D

HYBRID Software's acquisition of iC3D, the 3D package design visualization software, has brought further innovation for shrink sleeves in flexible packaging. PACKZ 8 provides increased precision in the compensation for heat shrinkage in the flat artwork and a more accurate 3D modelling representation, resulting in less design iterations and printed packaging flaws.

### Digimarc Watermark Recognition

HYBRID Software leverages Digimarc's expertise in digital watermarking techniques to deliver a seamless solution for brand protection and traceability. PACKZ 8's Digimarc digital watermark recognition capabilities drastically reduce the margin of error in

Digimarc watermark handling, from creation to approval, to help avoid expensive printing mistakes.



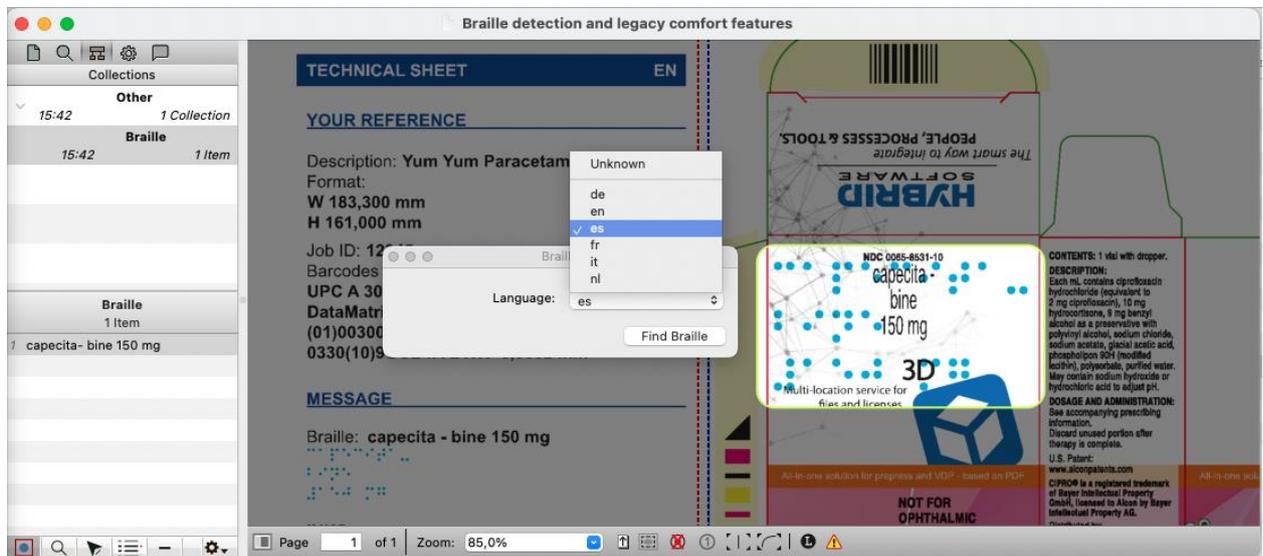
PACKZ 8 automatically detects Digimarc watermarks within the artwork

### Automation and security of barcode generation

PACKZ 8 delivers improvements in barcode readability for labels and clothing tags and offers new barcode generation from a delivered barcode graphic. Through the software's adaptability to unique printing conditions, this feature is accessible for both low-cost label printers and high-end digital presses.

### Braille inspection and user experience

PACKZ 8 includes a new braille inspection tool and new features for comfort and convenience, such as adding drop shadows to the artwork.



Braille detection is a new functionality available in PACKZ 8

### Usability

Finally, the customization features of PACKZ and STEPZ 8 increase usability and operator performance through three primary solutions: Workspaces, for wide-screen accessibility, new available Paactions for tailored shortcuts and tools, and á la carte user interface customization for more focused work environments.

**END**

## **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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