HYBRID SOFTWARE

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Hybrid Software Launches New BrandZ Business Unit at London Packaging Week and EuroPack Summit 2024

(Gent, Belgium) Hybrid Software, developer of innovative productivity tools for packaging and label printing, announces the formation of a new business unit to provide hosted artwork management and 3D visualization solutions for brands and consumer packaged goods companies. The first industry events for the new unit take place this week: London Packaging Week, and EuroPack Summit 2024 in Montreux, Switzerland. Hybrid Software BrandZ will be based in Gent, Belgium with dedicated sales and support teams based in western Europe and North America.

The flagship product for the BrandZ unit is Artflow, a comprehensive, SaaS-based artwork management solution that helps brands, CPGs, and retailers manage their large portfolios of complex graphical projects. Artflow provides powerful 2D and 3D visualization and approval technology based on Hybrid Software's ProofScope software, combined with brand-specific tools for detailed briefings, project scheduling, and much more. Artflow can be integrated with ERP, CRM, or DAM systems through its core API. Dedicated 3D solutions including Capture3D and iC3D round out the BrandZ product offering.

Says Igor Vandromme, VP/GM of Hybrid Software BrandZ, "Our year-long partnership with TGS has shown that brands and retailers have many unmet needs for artwork management and visualization tools, both for flat artwork and 3D. Being part of Hybrid Software gives us access to a wide software portfolio and technology stack, allowing us to address those needs. For example, our recent collaboration with Diageo for point-of-sale printing of unique custom labels on Johnny Walker bottles was a strong success that will be repeated in the future. With thousands of brands who do not have their own solutions for artwork management, we expect rapid growth in this segment as we add additional sales and support resources around the world."

Group CEO Mike Rottenborn adds, "HYBRID Software's core mission is to develop innovative enterprise production software for packaging converters and trade shops. Extending our reach into the brand and CPG space is a natural extension to power future growth. The expertise of trade shops and packaging converters is critical in providing high quality printed labels and packaging, but many brands want to manage their own artwork. We're taking a true 'hybrid' approach that provides the right tools for both brands and printers to drive efficiencies and improve quality in package printing."

For more information about BrandZ and other Hybrid Software solutions visit: www.hybridsoftware.com.

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About Hybrid Software

Through its operating subsidiaries, Hybrid Software Group PLC (Euronext: HYSG) is a leading developer of enterprise software for industrial print manufacturing. Customers include press manufacturers such as HP, Canon, Durst, Roland, Hymmen, and hundreds of packaging printers, trade shops, and converters worldwide.

Hybrid Software is headquartered in Cambridge UK. Its subsidiary companies are color technology experts ColorLogic, printing software developers Global Graphics Software, enterprise software developer Hybrid Software, 3D design and modelling software developers iC3D, the industrial printhead driver solutions specialists, Meteor Inkjet and pre-press workflow developer Xitron.

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