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E-magen acquires a major suite of Hybrid Software solutions marking a milestone in prepress innovation in Argentina



(Ghent, Belgium) E-magen, a prominent player in prepress services for flexographic printing, has taken a major leap forward in prepress technology by acquiring a comprehensive suite of Hybrid Software solutions. This landmark investment is an industry first in Argentina, positioning E-magen as a national benchmark in cutting-edge prepress innovation.

Innovation is in E-magen's DNA. With more than 20 years of tradition as a family-run company, E-magen has become a standout in Argentina's flexographic printing industry—renowned for its commitment to quality and setting new standards in advancing cutting-edge technology.

Its success is no coincidence. Damián Petrola, Vice President of E-magen reflects, *"Our solid organizational structure, combined with our highly skilled team, has earned us the trust of leading clients who recognize and support our commitment to excellence and innovation. Professionalism, a customer-focused mindset, and our relentless drive for continuous improvement have been key to our growth and leadership in the flexographic market."*

Petrola highlights the company's evolution: *"Since the beginning, we've consistently upgraded our machinery, refined our processes, and embraced new technologies. Now, we see the need to take a bold step forward in software innovation—specifically to optimize our internal workflows, reduce repetitive tasks, and minimize human error through automation."*

Through the continuous integration of cutting-edge equipment and software, E-magen has consistently worked to optimize its processes—enhancing agility and precision at every stage, accelerating production, and ensuring maximum accuracy in every job. It was this motivation to offer a true competitive edge to clients and brand owners that led the company to invest in solutions from Hybrid Software.

"Several factors tipped the scales in favor of Hybrid Software," Damián Petrola explained. *"First, the company's eagerness and adaptability to meet our specific needs—a level of flexibility that competing solutions simply could not match. This level of customer service, combined with the suite's powerful features, positions us to achieve new levels of efficiency and precision at E-magen."*

Hybrid Software was chosen by E-magen not for a single application, but for a comprehensive software suite to yield greater transparency and precision at every stage of the printing process: from creation and editing to review, approval, and final output.

The suite includes **PACKZ**, native, open-standard PDF editor tailored for the label and packaging market with the PACKZ Connector for GMG Color; **CLOUDFLOW**, a secure, cloud-based platform that streamlines editing and approval processes for print shops, converters, and clients; **Packzflow**, designed to optimize workflow across all PACKZ-related tasks; and **Proofscope**, a comprehensive and secure HTML-based solution for creating digital proofs and enabling collaborative review.

But that's not all. E-magen also acquired **Roundtrip**, a powerful tool that enables deeper integration with original Adobe Illustrator (.ai) files. These files can now be opened directly in PACKZ while preserving their

complete structure—including metadata and object hierarchies—ensuring seamless editing and workflow continuity.

In addition, the company announced strategic investments in **Intelligent Flexo** and **Velvet Screening** for flexo, two innovative Hybrid Software technologies designed to optimize screening patterns. These solutions reduce ink consumption while maintaining exceptional color fidelity and image quality. Specifically, Hybrid Software's new Velvet screening pattern allows E-magen to configure parameters such as minimum dot size, resolution, and screen ruling directly within the prepress workflow—without limitations and in any combination.

"We have acquired a comprehensive licensing package with the primary goal of optimizing internal communication, workflow tracking, and our prepress and approval processes," says Damián Petrola. "In addition, Hybrid Software helps us to elevate our flexographic plate technology through Velvet Screening and the microtexturing capabilities of Intelligent Flexo. With the investment in these technologies, we're strengthening our commitment to innovation and continuous improvement—delivering greater efficiency, precision, and performance in all our processes."

"This suite of tools will enhance our flexo plate technologies with the new Velvet Screening and the microtexturing capabilities of Intelligent Flexo. With these technologies, we are reinforcing our commitment to innovation and continuous improvement, delivering more efficient and precise performance across all operations."

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About E-magen

<https://www.flexoemagen.com.ar/index.php>

About Hybrid Software

Headquartered in Ghent, Belgium, with offices across Europe, the Americas, China, and a global partner network, Hybrid Software is a leading enterprise software company specializing in productivity tools for the graphic arts industry.

Its innovative solutions—including the PACKZ native PDF editor, CLOUDFLOW production workflow, iC3D 3D visualization software, ColorLogic color management solutions, and advanced print quality technology—deliver key advantages such as native PDF workflows, enterprise cloud solutions, scalable architecture, low total cost of ownership, and seamless integration with leading MIS systems and output devices.

Hybrid Software is trusted by thousands of customers worldwide across all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format, and digital printing.

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