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Live from Amsterdam: SAUERESSIG Introduces AI-Powered Image Search Solution MATCHES to Hybrid Software's CLOUDFLOW Enterprise Workflow



SAUERESSIG presents MATCHES, prepress efficiency boosting software at Hybrid Software's premier packaging summit on April 23, 2025.

(Amsterdam, Netherlands) The SAUERESSIG Group, a leading international provider of innovative solutions for the packaging and surface industries, is entering into a strategic partnership with Hybrid Software. This collaboration involves the integration of the AI-powered image search solution MATCHES into Hybrid Software's workflow platform, CLOUDFLOW—a significant step toward further digitalization and automation in the Design2Print process.

MATCHES enables fast, intuitive searches for visually similar or identical image content—eliminating the need for manual keywording. Thanks to its integration into CLOUDFLOW, the AI image search is now seamlessly embedded into existing production workflows, creating new opportunities for process optimization in prepress and packaging design.

"By integrating MATCHES into CLOUDFLOW, we are making our technology available directly within the prepress production workflow for the first time," explains Ingo Beutler, Product Owner of MATCHES at SAUERESSIG. "Our partnership with Hybrid Software significantly expands the reach of our solution and impressively demonstrates how modern AI applications deliver real, practical value."

The MATCHES component available within CLOUDFLOW includes all the core functions of the current version, such as text-based content search, intelligent region-of-interest recognition, and optimized visual search tailored specifically for the label, packaging, and decor industries. Users thus benefit from an end-to-end solution that intelligently connects creative and technical processes.



MATCHES allows for fast image comparison within seconds via a pure image search.

Nick De Roeck, CTO of Hybrid Software Group, emphasizes the importance of the collaboration: *"The integration of MATCHES significantly enhances CLOUDFLOW's capabilities, delivering substantial value to our users. AI-supported image search and analysis is becoming a cornerstone of modern, automated workflows."*

"Together, SAUERESSIG and Hybrid Software bring MATCHES to market—a high-performance solution that reflects our core values: innovation that's practical, and always on the pulse of print."

"MATCHES will become an integral part of the digital workflow—from the initial design draft through to production," adds Beutler. "This integration brings greater efficiency, transparency, and speed to customers worldwide."

"The integration of MATCHES into CLOUDFLOW offers customers a tangible increase in efficiency and future-ready access to advanced AI technology. SAUERESSIG and Hybrid Software are jointly paving the way for intelligent, next-generation production—enhancing competitiveness, strengthening innovation, and securing long-term success."

The solution is immediately available as a module within the CLOUDFLOW platform.

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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 PDF editor, iC3D visualization software, 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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