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For the second time, HYBRID Software receives the Flexo Label Advantage Group's FLAG vendor partner of the year award.

(Ghent, Belgium) During the Flexo Label Advantage Group's (FLAG) Annual Meeting Awards Ceremony Awards night on June 12, 2024, HYBRID Software was recognized as recipient of the FLAG 2024 Vendor Partner of the Year award. The award is given for excellence in serving FLAG and its Members, who are label and packaging converters. Recipients are Vendor Partner companies who provide exceptional support, proactive communication and commitment to the entire FLAG organization.

Flexo Label Advantage Group LLC (FLAG) was founded in 2010 when its founder, John McKay, saw an opportunity in North America for a label buying group, based on his personal experiences with successful buying groups in other printing industry segments. FLAG is an independently owned company, now with over 140 Members.

FLAG negotiates national group incentive agreements on products and services converters purchase every day. Their Members maintain their independence, and negotiate their own invoice pricing while receiving quarterly incentives and direct savings, because they are part of the group. FLAG also offers independent label converters benefits similar to what large national converters can provide for their facilities with multi-location backup and support, should a catastrophic event take place. It provides opportunities for its Members to be more competitive as a buyer's group in the marketplace, and become stronger companies, without sacrificing their independence.

The Annual Meeting Awards Ceremony Awards night was just one small portion of FLAG's Annual Meeting, which was held this year from June 11-13, in Buffalo NY. The summit gave Member companies a chance to continue to learn, network, and grow. It featured industry experts, thought leaders, panel discussions covering a range of topics relevant to label converting, and a Vendor Partner tabletop expo highlighting services, products and new technologies. This year, the group also toured FLAG Member and host company Niagara Label's facility to see first-hand the culture that has enabled them to grow significantly while staying true to the family-owned company values that have guided them for over 38 years.

Last year, Mike Agness, HYBRID Software Executive Vice President, Americas earned the FLAG Brad Brown strategic partner award, exemplifying commitment, creativity and excellence in his support of FLAG. "However, as a group, I am thrilled that HYBRID Software has received the FLAG Vendor Partner of the year award again; only one of two vendors have received the award twice. It is prized by us because it honors the way we support our customers," says Agness. "We believe in our commitment to FLAG because of the value and true win-win-win approach. We thank FLAG again for giving us the platform to offer its members our portfolio of production workflow tools, and meeting an exceptional group of converters."

"HYBRID Software is an excellent example of the way a vendor should support our members," remarks McKay. "They have always been an active vendor partner, offering not only competitive pricing for our Members but, most important, exceptional workflow

solutions and outstanding customer support. They have played a valuable role in the continued success of FLAG and our Members.”

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ABOUT FLAG

Flexo Label Advantage Group (FLAG) is a valuable community of label converters. They provide opportunities for its Members to be more competitive in the marketplace and become stronger companies, without sacrificing their independence. FLAG provides bottom line buying group savings on the most commonly used materials in the industry from its world-class vendor partners. Savings include substrates, tool and die, inks, prepress, digital, over-laminates, shipping, and more. They offer top line new label sales growth opportunities, catastrophe planning, networking opportunities with other label industry professionals, and a variety of new technical and business resources. FLAG offers independent label converters benefits similar to what large national converters can provide for their facilities.

For more information, please visit www.flagadvantage.com.

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 that focuses 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, including 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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