

# HYBRID SOFTWARE

28 January 2025

## Hybrid Software Finalizes Agenda and Sponsor Partners for Fusion Packaging Summit Held April 22-25 in Amsterdam



(Ghent, Belgium) Hybrid Software is set to host one of the most anticipated events in the label and packaging printing industry: the *Hybrid Fusion Packaging Summit 2025*. Taking place in the iconic city of Amsterdam, this three-day summit will bring together global industry leaders for an exclusive opportunity to learn, exchange ideas, and gain practical insights on driving operational efficiencies, embracing digital transformation, and meeting sustainability targets.

The event will be held at the luxurious **NH Collection Amsterdam Barbizon Palace** from **April 22-25, 2025**. It promises to be a customer-first experience with a full agenda designed to empower attendees through interactive sessions, industry-acclaimed keynote speakers, and networking opportunities. The program will be available in French, German, Italian, and Spanish to accommodate an international audience.

*Hybrid Fusion Packaging Summit 2025* will feature an exciting array of activities, including a river boat cruise along the picturesque canals of Amsterdam and an elegant Gala Dinner. The event is co-sponsored by industry leaders Arden Software, HP, ECO3, ABG, AV Flexologic, Bobst, CERM, Conics, Global Vision, Infigo, Koenig & Bauer, and XSYS, with highly relevant keynote addresses by Marco Boer and David Zwang.

The summit will include factory visits to three industry-leading Hybrid Software customers and partners -- **Geostick**, **Intergrafipak**, and **AV Flexologic** -- who will share their state-of-the-art facilities for the production of labels, folding cartons, and mounted flexo printing plates. Fusion

2025 also incorporates a **Partner Program**, ensuring attendees' partners enjoy cultural exploration, unique local experiences, and delightful culinary moments.



### **Key Summit Tracks and Topics:**

- Impact of Artificial Intelligence on Labels & Packaging
- Migrating from Conventional to Digital Printing
- Industrial Printing & the Smart Factory for Distributed On-Demand Printing
- Mastering Variable Data Printing (VDP), Color Management, Flexo Printing, and IT Security
- Securing End-to-End Digital Workflows with Leading Industry Partners

### **Special tracks for Brands include:**

- Artwork & Project Management for Brand Owners and CPGs
- Mass Customization in the Wine and Spirits Market
- Artwork Compliance Checking for Brand Owners and Trade Shops

Guido Van der Schueren, Chairman of Hybrid Software, explains: *"In today's fast-evolving landscape, businesses must continuously assess their workflows, embrace digital transformation, and leverage innovative tools to remain competitive. We are excited to offer the Fusion platform for our customers, resellers, and partners to engage, share insights, and explore ways to streamline their operations across the packaging value chain."*

**Location:** NH Collection Amsterdam Barbizon Palace

**Dates:** April 22-25, 2025

**Full Agenda, Speakers, and Registration Link:** <https://bit.ly/hybrid-fusion>

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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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