



NEWS FOR IMMEDIATE RELEASE

Hybrid Software releases PACKZ 12 with AI-powered assistant and Amazon Transparency support

Ghent, Belgium, 22 July 2026: Hybrid Software, a global provider of enterprise software for the packaging and printing industry, has released PACKZ 12, the latest version of its PDF editor for packaging prepress. The release introduces an AI-powered assistant that helps users work more efficiently, along with support for Amazon Transparency codes for product serialization and authentication.

The multilingual AI assistant provides context-aware guidance for PACKZ tools and workflows, giving new users quick access to relevant information and step-by-step assistance for routine tasks. It can also generate PACKZ Action Lists, dynamic information panels, print marks and scripting code, helping prepress teams automate routine processes and develop custom workflows more quickly.

PACKZ 12 further strengthens brand protection by supporting Amazon Transparency Codes through its advanced barcode and variable data printing capabilities. Together with Hybrid Software's Artflow artwork management software and CLOUDFLOW enterprise software, PACKZ forms part of an end-to-end workflow spanning code retrieval, artwork approval, barcode generation and print production. The integrated solution enables scalable serialization and accurate production of Amazon Transparency codes and supports emerging GS1 Sunrise 2027 initiatives through the adoption of data-rich 2D barcodes.

PACKZ 12 also introduces a range of production enhancements designed to improve efficiency across packaging workflows. New Packzimizer capabilities optimize stacked label layouts to reduce waste and enhanced PACKZ Max quality control simplifies inspection of object-based screening on transparent artwork. In addition, support for HELL Gravure JobTickets strengthens connectivity between prepress and engraving.

"PACKZ 12 marks a new era where artificial intelligence becomes an integral part of the modern prepress workflow," says Pascal Wybo, product manager for PACKZ. "We see AI as a way to remove barriers between users and the software, making advanced capabilities easier to discover, easier to learn and easier to automate routine tasks."

For more information visit: <https://hybridsoftware.com/products/packz/whats-new/>

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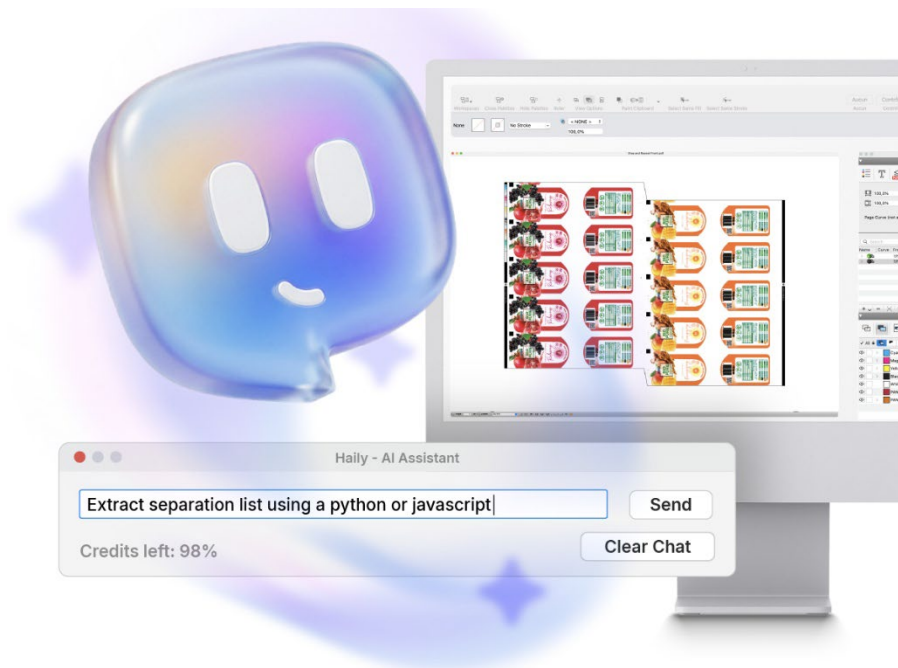


Image: *The latest version of PACKZ introduces an AI-powered assistant that helps users work more efficiently.*



Image:
PACKZ 12 supports Amazon Transparency codes to simplify product serialization and protect brands.

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, and ColorLogic color management solutions, 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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