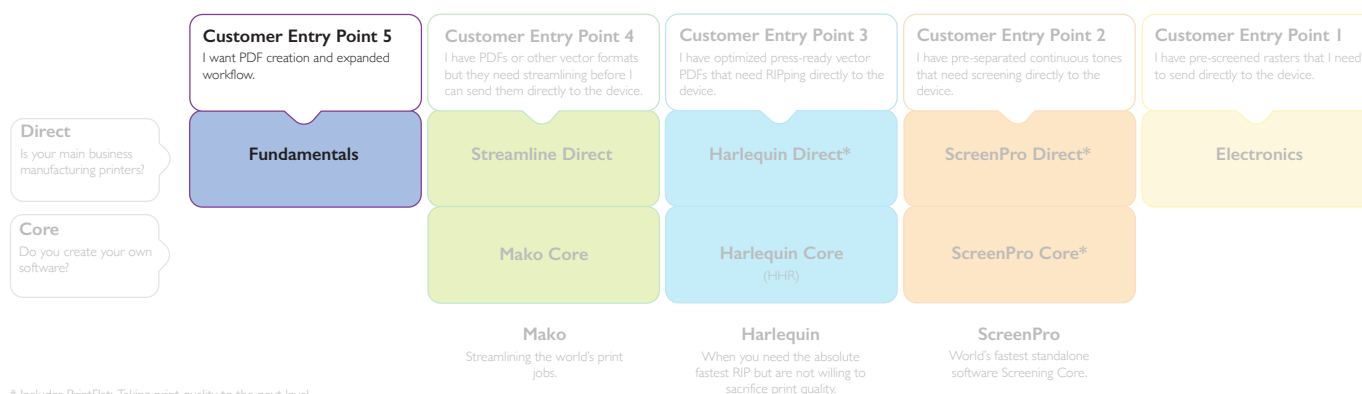# Fundamentals™
for labels and packaging

Are you aiming your printer at the label and packaging market? Do you want to supply award-winning PDF creation and advanced workflow as standard with your product? Fundamentals bundles our Direct products with STEPZ and CLOUDFLOW from our partner, HYBRID Software. This gives you a single source of software fundamental to a label and packaging solution for a digital press.

	Customer Entry Point 5 I want PDF creation and expanded workflow.	Customer Entry Point 4 I have PDFs or other vector formats but they need streamlining before I can send them directly to the device.	Customer Entry Point 3 I have optimized press-ready vector PDFs that need RIPping directly to the device.	Customer Entry Point 2 I have pre-separated continuous tones that need screening directly to the device.	Customer Entry Point 1 I have pre-screened rasters that I need to send directly to the device.
Direct Is your main business manufacturing printers?	**Fundamentals**	Streamline Direct	Harlequin Direct*	ScreenPro Direct*	Electronics
Core Do you create your own software?		Mako Core	Harlequin Core (HHR)	ScreenPro Core*	
		Mako Streamlining the world's print jobs.	**Harlequin** When you need the absolute fastest RIP but are not willing to sacrifice print quality.	**ScreenPro** World's fastest standalone software Screening Core.	

* Includes PrintFlat: Taking print quality to the next level.

Features and benefits

- HYBRID STEPZ is an award-winning labels and packaging composition tool creating PDF print jobs.
- Streamline Direct: If print jobs arrive from many sources, creators and formats, analyse, streamline and convert to print ready PDFs.
- HYBRID CLOUDFLOW is an enterprise label and packaging workflow system.
- Harlequin Direct: begin with print-ready PDFs and then RIP, screen and stream them at maximum physical print speed directly to the head driver electronics.

STEPZ by HYBRID

HYBRID STEPZ is an award-winning labels and packaging composition tool, featuring:

PDF editing

- Designed for Labels and Packaging
- No file conversions needed

- Multi Platform Solution for OS X and Windows
- 64-bit multi-processing and multi-threading
- PDF is the industry standard. It´s universal, secure and self-contained

Structured Assets

- Separation and color profile handling
- Fonts, text and character recognition
- Images, graphics and external links
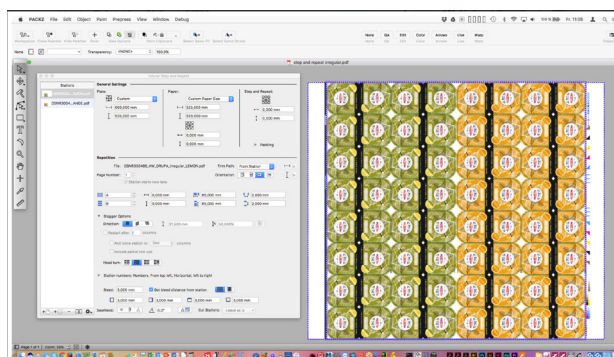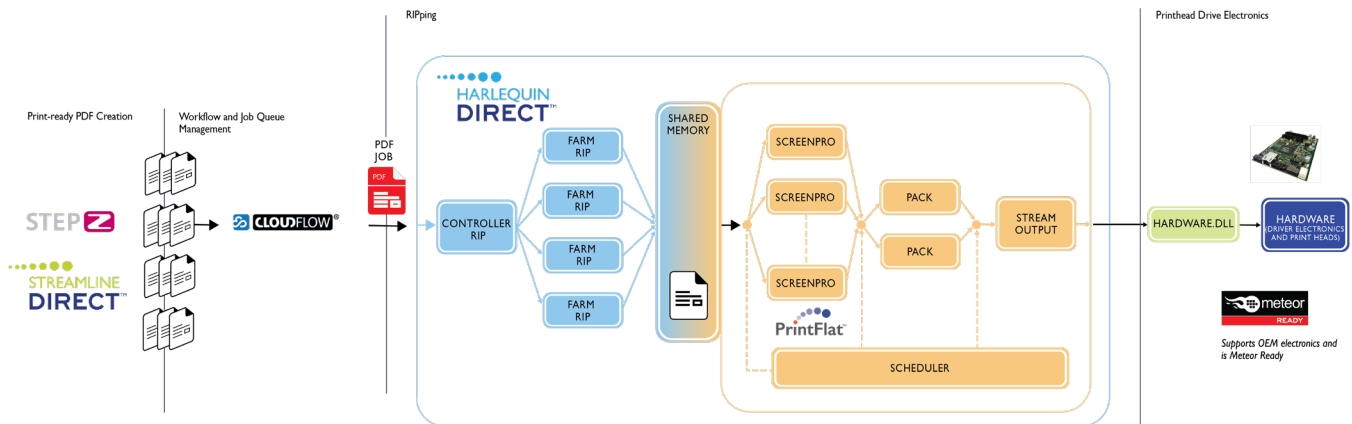- Barcode creation and recognition

- Page box definition and positioning

Variable Data Imposition

- Moves VDP where it belongs: from press room to prepress
- All-in-one solution for prepress and VDP – based on PDF
- Consistent process for any digital press
- Optimized PDF creation for on-the-fly printing at full speed

Stepz - Step and Repeat - imposition options

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Streamline Direct

Will your print jobs arrive from many PDF sources and creators? Do you need to support non-PDF formats? Streamline Direct will check each PDF, allowing you to reject any that are likely to slow your device down. Streamline Direct can also be used to streamline any problem PDF to achieve the same output quality whilst maximizing your device speed. If your market requires non-PDF formats, Streamline Direct can be used to convert many formats to print-ready PDFs.
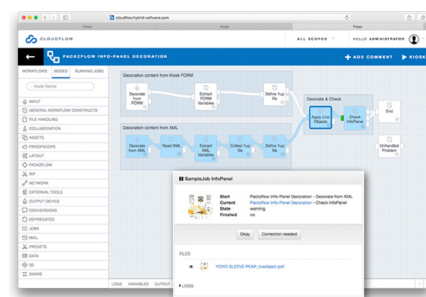
Harlequin Direct

Harlequin Direct gives you everything you need to take print-ready PDFs and then RIP, screen and stream them at maximum physical print speed directly to the head driver electronics. Harlequin Direct includes our award-winning PrintFlat technology to help take your device's quality to the next level.

CLOUDFLOW by HYBRID

CLOUDFLOW is an enterprise label and packaging workflow system. It is a compact, modern and modular system for running automated graphics production workflows on a private or public computing cloud. More than ever, your success is based on processing a larger quantity of smaller orders, with the same number of employees and equipment. This requires a new breed of automation tools.

Cloudflow - Workflow Editor - create custom workflows

- Prepress automation based on native PDF files
- Unmatched speed: 64-bit multi-processing and multi-threading
- Full customizable workflows. Extensible and fully customizable UI using CLOUDFLOW´s Pagebuilder HTML editor
- Complete set of prepress functions, such as document preflight and correction, separation handling, barcodes, transformations, trapping, flattening and many more

- Advanced Step & Repeat for labels, flexible packaging, folding cartons etc.

Variable data processing

- Creation of job info panels, slug-lines, bearer bars, etc
- Turnkey solution for soft proofing and collaboration
- Correct high-res preview in the web browser
- Easy to embed in existing web portals with full API

Job management

- Presents job information in a graphical user interface
- Easy search and access to files in existing jobs
- Execution of prepress and approval tasks based on job info
- Call existing item or job for re-run with same or modified properties
- Connectivity and data collection

Order Lifecycle Management

Process management application for print production of labels and folding cartons.

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