



Agfa and Hybrid Software join forces to bring full variable data capability to digital folding carton production

Mortsel, Belgium / Cambridge, UK — 12 May 2026 — Agfa and Hybrid Software have announced a collaboration to help folding carton converters unlock the full potential of variable data printing and accelerate their transition toward more efficient, fully digital production workflows.

As brand owners increasingly demand shorter runs, faster turnaround times, and greater versioning, folding carton manufacturers are under growing pressure to evaluate traditional production models. The integration of Hybrid Software's advanced packaging design, prepress, and smart digital front-end workflow software with Agfa's digital printing solutions – notably the **SpeedSet Orca** single-pass digital packaging press and **Asanti** software – enables converters to efficiently produce folding cartons with changing graphics, text, languages, or artwork from carton to carton. Together, Agfa and Hybrid Software provide an agile and scalable digital production environment while maintaining the high quality and consistency required for packaging applications.

Agfa's SpeedSet Orca digital folding carton press brings the advantages of digital production – including rapid job changeovers and reduced waste – into high-volume folding carton environments. Designed to operate where traditional production models fall short, this *apex predator* combines digital primer, advanced water-based inks, and inline varnish, and offers broad substrate compatibility across paper and micro-flute to support multiple packaging applications with one digital production platform.

The integration of **SmartDFE** from Hybrid Software's OEM business, Helix, enables complex inline variable data printing. SmartDFE uses patented AI software to optimize system configuration in real time, resulting in faster, more efficient production – even for highly versioned jobs. The addition of color management software from Hybrid's **ColorLogic** ensures consistently accurate brand colors across versions and substrates.

“This collaboration reflects a shared commitment to helping folding carton producers navigate the shift from analog to digital production, especially as demand for versioning and customization continues to grow,” said Michael Dupré, Head of Software Digital Printing Systems at Agfa.





Lawrence Geere, OEM Sales Director EMEA at Hybrid Software Helix added: *“By combining the expertise of the Agfa and Hybrid Software engineering teams, we aim to help converters unlock the full potential of digital production. This collaboration provides a clear, practical path to compete in a rapidly evolving market.”*

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Notes to editors

About Agfa

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group operates through three divisions: Radiology Solutions, Healthcare IT, and Digital Print & Chemicals. They develop, manufacture, and market analog and digital systems for the healthcare sector, for specific industrial applications, and for the printing industry. In 2024, the Group achieved a turnover of € 1,138 million.

About Agfa's Digital Printing Solutions

Agfa's Digital Printing Solutions aims to advance the use of inkjet printing technology across diverse industries, helping businesses become more versatile, efficient, and sustainable. By understanding the unique needs and challenges of each sector, Agfa partners with its customers to deliver innovative printing solutions.

Agfa offers a comprehensive range of high-quality inkjet printers, inks, software, and services. These products can be provided as fully integrated solutions or as customized components within larger production workflows, ensuring exceptional quality, productivity, and cost-effectiveness. With global service and support, Agfa helps businesses achieve outstanding printing results and drive growth.

To find out more please visit: www.agfa.com.

Please note that more information is also available in the Agfa Newsroom:

<https://agfa.thinkb2bmarketing.com/>

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