

## HIFLEX Corporation of North America Press Release

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### HIFLEX CHOOSES DRUPAL

ASHLAND, NEW YORK, November 3, 2009 – HIFLEX ([www.hiflex.com](http://www.hiflex.com)), the global leader in Web2Print and MIS Solutions for Print, has chosen Drupal ([www.drupal.org](http://www.drupal.org)) as their Content Management System (CMS) (<http://www.youtube.com/watch?v=rF1X12PE6PY>). Drupal is a free, open source CMS and is the choice of other leading companies such as Yahoo, FedEx, Nike, Forbes, IBM, NASA, Sun Micro Systems, Novell and many others. In a bold move by HIFLEX, this solution provides HIFLEX Web2Print users 'Web2Print configuration carte blanche' with the Drupal CMS bundle.

Competitive Web2Print vendors do not allow their customers to 'have the keys to the car' when it comes to configuring their systems. This is because Web2Print vendors view this as a primary source of revenue (configuring and customizing their customer's web sites). Users of competitive systems typically do have the ability to change graphics and images, but are highly limited regarding their ability to add, remove or restructure the location of storefront elements and functionality.

HIFLEX's Drupal bundle allows its customers to leverage from over 2000 Drupal community programmers and users who have also used Drupal to create their own unique and custom on-line storefronts. Furthermore, Drupal is the most popular global Content Management System. The Drupal community is comprised of storefront programmers in about every major city in the world, making the bundled HIFLEX solution well supported and local to a printer's business.

"The strategy and concept behind choosing Drupal as our CMS partner is to give our HIFLEX Web2Print customers autonomy and speed when creating multiple, custom branded, on-line sites," comments Gary E. Marron, HIFLEX President & CEO.

Mr. Marron goes on to say: "HIFLEX users configuring and building their storefronts are able to search and tap into other user's storefront experiences and configuration ideas for doing business on-line. HIFLEX users will be able to build their sites more economically with custom functionality

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and without reinventing the wheel. This translates to making money much faster with HIFLEX Web2Print Solutions.”

HIFLEX users are able to choose the best parts and pieces from hundreds of storefront themes and designs and adapt these ideas as a part of their new sites. Getting the storefront up and running quickly and doing it in a unique way that fits the model and requirements of a buyer is crucial to the site’s business viability. This is essential when creating multiple branded sites that cater directly to the needs, desires, looks and design requirements of both existing and potential customers.

The impact of the HIFLEX-Drupal solution means that users will be empowered to do things on their own without HIFLEX assistance and, as a consequence, pay less to create these custom configurations. More importantly, HIFLEX-Drupal users will be able to get multiple branded sites up and running in lightening speed which translates to making money.

For the many printers who want to take their businesses to the web, HIFLEX’s strategy is essential and strategic to the viability to doing business on-line. These HIFLEX functionalities and capabilities are strategic to their customer’s ability to sell and promote value added solutions to their clients.

HIFLEX Webshop offers a design configuration tool with the Drupal bundle. System administrators can choose from hundreds of design templates, or ‘themes’ as Drupal refers to them, and changes only take place when the user activates the new functions into the completed design. No programming or DTP skills are necessary because single elements can be shown or hidden and can be moved via drag and drop functionality within the page areas. These functionalities are why HIFLEX has chosen Drupal and why they have become the global CMS leader.

With HIFLEX and Drupal, users are able to provide webex demos to potential customers and show them, on the screen, how they can quickly ‘skin’ a site to meet their functionality, branding needs and requirements, and do so while they watch.

HIFLEX’s Award Winning ‘Webshop’ Web2Print System is viewable by visiting [www.bestprint66.com](http://www.bestprint66.com). HIFLEX Webshop is the world’s only completely dynamic on-line ordering engine. For a demonstration or more information about HIFLEX Web2Print or MIS Products, please visit their website at [www.hiflex.com](http://www.hiflex.com) or call HIFLEX at 518-734-5400 and ask to speak to a sales representative.

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### HIFLEX IN BRIEF

HIFLEX is an international software provider who develops sophisticated solutions especially for the Print and Media Industry:

HIFLEX MIS (Management Information System) - precisely models and supports all business processes in printing plants and media companies and is subdivided into the business areas Office, Factory and eBusiness. HIFLEX Print Support - high-performance web-based eProcurement System for print and media purchasers that provides a highly developed tool to organize the process of print procurement more efficient. HIFLEX Webshop - new open web2print-solution and the only world-wide online print shop with integrated product configuration and implemented Internet ordering of custom formats.

HIFLEX is known world-wide as the technological leader in JDF integration. A close cooperation exists with all well-known press and system suppliers in the print and media industry. HIFLEX is partner member of the CIP4 Organization, won fifteen of the CIP4 Innovation (CIPPI) Awards and is the PIA/GATF 2008 InterTech Technology Award recipient. HIFLEX is the most successful software provider for the print and media industry. HIFLEX is JDF-certified by the CIP4 Organization and by PIA/GATF.

HIFLEX software is installed in 30 countries and available in 28 languages. About 30% of revenue is re-invested in research and development annually.

[www.hiflex.com](http://www.hiflex.com), [www.printsupport.com](http://www.printsupport.com)