

HP Buys into Web-to-Print

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HP acquires Hiflex Software GmbH, a German software vendor specialising in web-to-print and management information systems solutions for printing services, for an undisclosed sum.



Founded in 1991, Hiflex offers Webshop (a web-to-print portal with a Drupal-based quote generator tool for print jobs) and MIS Office suite (a product handling order processing, materials management, CRM, connections to financial and payroll accounting).

The company also allows developers to integrate applications with MIS office via XML/SOAP-based API, and a partner program for companies seeking exposure.

Hiflex is not the first print-related purchase for HP-- the company purchased online photo sharing and printing service Snapfish in 2005 and print-on-demand provider Tabblo in 2007.

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