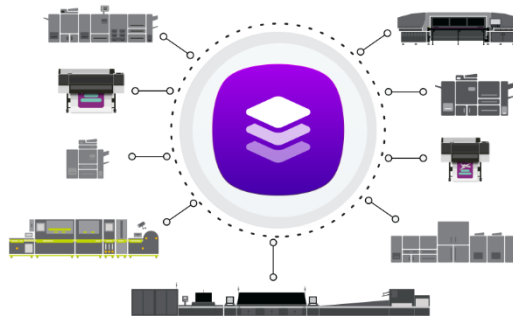# Fiery FreeForm Create 2.0 Sets New Bar for Print Personalization

Award-winning free variable-data application offers powerful personalization capabilities for all Fiery Driven printers, including large format

FREMONT, CA. January 29, 2026 – Fiery, LLC, the print industry's leading innovator of digital front ends (DFEs) and workflow software, today announced the launch of Fiery FreeForm™ Create 2.0, the latest version of Fiery's free variable-data print (VDP) software that makes personalized print easier, faster, and more customizable for all users.

A free, standalone variable-data application, Fiery FreeForm Create makes it easy to add personalization to any print job. Add barcodes, personalized text, and variable images to files in minutes to create impactful, unique print products that connect with your audience – all without needing to ask your designer to create endless custom elements.

FreeForm Create 2.0 – winner of the 2025 Pinnacle Award for Variable and Transactional Software – redefines how you bring personalized print to life across all your Fiery Driven™ printers. From enhanced creativity tools like customizable QR codes, to simplified image setup that reduces manual steps, to integration with Fiery XF 9 for large format applications, FreeForm Create 2.0 gives you unparalleled power to make print personal.

Bring new creative capabilities to print personalization
FreeForm Create 2.0 offers rich creative options for a wide range of real-world applications – everything from direct mail, labels, and tickets to signage, packaging, and retail displays.

With new QR code customization capabilities, including center images, along with a Style Manager that helps ensure a consistent visual appearance, you can customize print projects with maximum creativity – all while maintaining brand alignment and reducing repetitive setup tasks.

New Fiery XF 9 integration brings variable-data power to large format print
FreeForm Create 2.0 is integrated with the award-winning Fiery XF 9 RIP software for large format print, eliminating the need for separate, expensive variable-data tools. Large format printers can now create personalized signage, packaging prototypes, point-of-purchase displays, and promotional materials with same workflow as other Fiery Driven printers – giving you a true unified print room across commercial, large format, and industrial applications.

Simpler setup and ease of use make personalization easy
FreeForm Create 2.0 is designed for ease of use and minimal operator input. Data Preflight checks data fields, barcode validity, and image paths early to prevent output errors and reduce reprints, while a simplified image setup process improves image handling with fewer manual steps – reducing effort for both print operators and designers.

"Personalization is a major growth driver in print, and FreeForm Create 2.0 makes it easier and more profitable than ever. This new release expands personalization into large format through Fiery XF 9 integration, opening new revenue opportunities without added software costs. It also improves accuracy, branding, and setup efficiency, helping you deliver higher quality personalized work with less risk and effort. With demand for customized, data-driven print personalization rising across the print industry, FreeForm Create 2.0 is a must have for any print shop looking to offer variable-data solutions," said John Henze, vice president, sales and marketing, Fiery.

FreeForm Create 2.0 is available to download for free from the Fiery website.

About Fiery, LLC
Fiery, LLC is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading hardware, software, and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices. Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners. For more information, please visit Fiery's website and follow us on YouTube and LinkedIn.

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