

# Labeling, marking, and coding that transforms your supply chain

Minimize IT resources and streamline your labeling operations. BarTender provides easy-to-use label design tools, on-demand printing, and integration with your business data and systems, ensuring regulatory compliance.

- **Standardize and centralize your labeling workflow** with easy-to-use label design tools usable by everyone – regardless of proficiency.
- **Print anywhere, anytime on any device** using the industry's largest printer driver library to over 9,000 drivers for the highest optimized printing performance.
- **Enable interoperable communications** for industry standards and compliance with support for the latest barcode and labeling standards (GS1, RFID, UDI, GHS, and more).
- **Automate your labeling workflow** by leveraging the industry's only REST API to integrate with any business system or application and build custom integrations.

## A unified solution for any industry

### Manufacturing

Track your ingredients, parts, assemblies, and finished products throughout the manufacturing process. BarTender helps identify your assets and provides the knowledge and agility you need to optimize every process, asset, and resource.

### Warehouse

Ensure accurate inventory counts, location, and traceability in and out of the warehouse. BarTender empowers teams with the accuracy, visibility, and mobility needed to meet shipment objectives and increase customer loyalty.

### Transportation & Logistics

Build accurate bills of lading, link ASNs to your trading partners, and print labels anywhere, anytime. BarTender enables easy barcode label and RFID tag generation to communicate accurate real-time information and enhance workforce flexibility.

### Retail

Ensure every product is placed correctly, create frictionless checkout experiences, and quickly look up product information. BarTender accelerates your digital transformation to improve your overall retail experience end-to-end – whether it is in-store, eCommerce, or somewhere in between.

### More industries BarTender supports

- Aerospace
- Automotive
- Chemical
- Food & Beverage
- Healthcare
- Medical Devices
- Pharmaceutical
- & more

**Get started now – contact us today!**

## Deploy BarTender your way

BarTender can be deployed locally, in the cloud, or as any hybrid combination to meet your specific business needs.

### BarTender Software (on-premises)

Available in four editions as a traditional per-printer or workstation license or subscription.

#### When to choose BarTender software (on-premises)

- Have available IT resources
- Need to trigger printing by a connected device automatically
- Print a variety of custom label templates
- Need advanced security configurations and audit trails/logging
- Need support for both private network and internet connectivity

| Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Automation                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Professional                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Starter                                                                                                                                                                                                                                                                                                                                                                                                                                            | Automation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Essentials                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Comprehensive enterprise labeling management</b> <p>Secure centralized control and compliance for your organization's most demanding industry regulations.</p> <ul style="list-style-type: none"> <li>• Centralize label and document storage and management</li> <li>• Easily manage printing across all your locations</li> <li>• Allow customers and suppliers to print remotely</li> <li>• Manage comprehensive security and auditable processes</li> <li>• Enable complete traceability</li> <li>• High availability with enhanced reliability</li> </ul> | <b>Powerful integrations with existing business systems</b> <p>Efficient automated printing with powerful process automation and business application integration.</p> <ul style="list-style-type: none"> <li>• Integrate your business system (ERP, WMS, MES, etc.) with your labeling</li> <li>• Print a lot of different labels and documents for the same job</li> <li>• Automate print operations – no coding required</li> <li>• Reprint lost or damaged labels</li> </ul> | <b>Dynamic labels, RFID tags, and cards</b> <p>Dynamic business printing with data entry forms, on-demand printing from any device, anywhere, and database connectivity.</p> <ul style="list-style-type: none"> <li>• Leverage dynamic data from a database or advanced serialization</li> <li>• Print with different operators using data entry forms</li> <li>• Print labels on-demand from any device or BarTender Mobile App</li> <li>• Print large volumes of many individualized labels</li> <li>• Encode RFID tags, cards, etc.</li> <li>• Workstation licensing available</li> </ul> | <b>Simple label design and printing for small businesses</b> <p>Basic business label design and printing with easy-to-use design tools to print labels quickly and easily.</p> <ul style="list-style-type: none"> <li>• Connect to local data sources (only Excel or CSV files)</li> <li>• Design simple barcode labels</li> <li>• Be up and running in minutes</li> <li>• Print to unlimited printers from a single user (Workstation)</li> </ul> | <b>Flexible integrations with your business applications</b> <p>Increased flexibility and control with customizable integrations and greater storage.</p> <ul style="list-style-type: none"> <li>• Integrate your business system (ERP, WMS, MES, etc.) with your labeling using the industry's only REST API</li> <li>• Manage more label documents &amp; files, and print history</li> <li>• Receive higher level support for your mission-critical labeling (available 24/7/365 coverage add-on)</li> </ul> | <b>The quickest and easiest way to start printing</b> <p>True cloud-based labeling without the need for additional IT infrastructure and resources.</p> <ul style="list-style-type: none"> <li>• Design anywhere, anytime using the cloud-based BarTender Designer along with over 300 pre-defined label templates</li> <li>• Centralize label and document storage and management</li> <li>• Connect to cloud databases (Excel Online, Google Sheets, Azure SQL, SAP HANA, etc.)</li> <li>• Be up and running in minutes – skip any software installation</li> </ul> |

Each higher edition/plan supports all features included in the edition/plan preceding it.

### Additional services available:

#### Premium Support

Prevent downtime for your mission-critical labeling with 24/7/365 global coverage and 1-hour priority response for any production impacting issue.

#### Professional Services

Let us help you deploy, or update to, the latest BarTender solution successfully and quickly with custom integrations, label design, and training.

### BarTender Cloud

Available in two subscription plans that enable anywhere, anytime printing without additional IT and infrastructure resources needed.

#### When to choose BarTender Cloud

- Print labels remotely and from multiple locations
- Need to provide printing access to external/semi-public parties
- Have seasonal or temporary label print volume
- Need to deploy a labeling solution quickly
- Integrate with cloud/SaaS-based data sources or business systems