

## Label design and printing made simple: The all-in-one software solution for Zebra customers



No Zebra barcode labeling solution is complete without the right software to create, automate, and manage labels. With BarTender® enterprise labeling software from Seagull Scientific, you can maximize your Zebra investment with the ideal tool set for label design, printing, and management.

## BarTender Software from Seagull Scientific

BarTender makes it easy to create, automate, and manage barcodes, labels, RFID tags, and more. It's a simple and scalable solution with three editions for businesses of all sizes. BarTender software completes your labeling solution by empowering these essential tasks:

### Simple and Straightforward Label Design

- Easily design and edit labels and tags with a WYSIWYG editor
- No coding or X/Y coordinate adjustments required
- Let data drive your printed design choices
- Enter print-time info with configurable data entry forms
- Replace thousands of printer code files with a single file, using our exclusive Intelligent Templates™

### Automated Label and Tag Printing

- Print from any operating system, device, or browser (BarTender services require Windows OS)
- No need to open another application to print labels or tags
- Easily integrate label printing with any ERP, WMS, or MES
- Apply business rules and logic to automated print processes
- Automate printing using web services and other data transactions methods

### Secure Label Management

- Centrally manage and secure your entire labeling system
- Monitor label and tag print status in real time
- View detailed system usage and editing history
- Maintain a complete audit trail for compliance
- Get peace of mind, especially in high-compliance industries and applications

## Three BarTender Editions Built to Grow with Your Business

### Professional

Print from spreadsheets and databases, create data entry forms, and encode RFID tags and smart cards.

### Automation

Combine forms, actions, and system integrations to build a powerful labeling solution.

### Enterprise

Automate label printing from any OS, manage devices remotely, and control devices across multiple locations and even continents.

## Simple and Cost-Effective Licensing

With BarTender, licensing is based on how many printers you use, not how many software installations you run or the number of users. You can run an unlimited number of installations on hundreds or thousands of devices across multiple sites, and pricing is always based only on how many printers you're using.

## Legendary Support

BarTender software is backed by Seagull Scientific's legendary tech support and an unwavering commitment to our customers' success. For Enterprise Edition customers, premium support is available 24/7, everyday of the year. Ensure successful deployments of BarTender with Professional Services from Seagull Scientific, available for everything from software training and label design to on-site consulting.

## Web Integration

Zebra's Link-OS integrates with BarTender's Print Portal mobile application to provide a web-based labeling solution right from the palm of your hand. Link-OS enabled printers provide print notifications and real-time diagnostic information about printer status back to your mobile device. Zebra Link-OS-enabled printers used with BarTender's Print Portal application make mobile label printing flexible and easy.

## A Unified Solution for Any Industry



### Supply Chain

Enterprise labeling enables the transparent, interoperable supply chain



### Retail

Barcode and RFID solution for the rapidly evolving retail supply chain



### Pharmaceutical

Compliance labeling solution for global serialization regulations



### Medical Devices

Secure, automated UDI compliance labeling



### Food & Beverage

Simple solutions for compliance with traceability regulations



### Chemical

Automated GHS compliance labeling



### Aerospace

Accurate supply chain tracking, security, and compliance



### Healthcare

Secure labeling for health care asset tracking and pharmacy labeling

## Let's see how we can help you with your labeling.

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