BarTender®

LABEL PRINTING SOFTWARE

Enterprise Power...
Windows Simplicity

Drivers *by* Seagull™

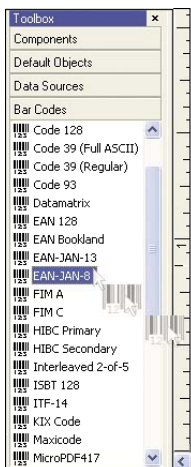**SEAGULL** SCIENTIFIC

Label Design Made Simple

The Clear Leader

Seagull Scientific is the world leader in true Windows label printing. The trend began in 1993 when BarTender became the first Windows program to support both laser and thermal printers. Today, we are the world's largest developer of true Windows printer drivers for label printers and BarTender is available internationally in over 20 languages. So, choosing the right Windows label software is easy – we've done it the longest and we do it the best.

Modify and print multiple label designs.

Easy to Learn, Easy to Use

If you've used just one other Windows program, you're ready to start designing professional quality labels with BarTender. Careful attention to Micr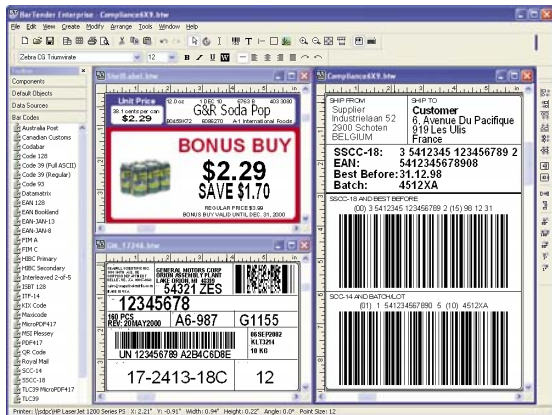osoft standards for the "look and feel" of software makes it easy. Format bar codes, text and graphics exactly the way you want using simple, intuitive mouse motions. And a variety of power features give you the design freedom you need as you become an expert.

"Instant" Bar Codes! Create bar codes and other objects with a quick "drag and drop" motion.

Free Technical Support

Our USA and Europe offices combine for 18 hours of free phone and e-mail support each day.

High Precision On-Screen Display

The extremely accurate design-time view and print-time preview let you design quickly without wasting labels.

Exceptional Font Control

Access a remarkably wide selection of Windows and printer fonts. Mix different text styles in a paragraph and connect them to different database fields.

Advanced, Customizable Serialization

Generate anything from the simplest serial numbers to the most advanced, totally custom sequences.

Compliance Labels and Ready-to-Print Formats

We've familiarized ourselves with numerous label standards in order to build BarTender into the most full-featured compliance-labeling tool available. Whether you use our ready-to-print formats or design labels from scratch, you get the power and flexibility to satisfy thousands of compliance label standards.
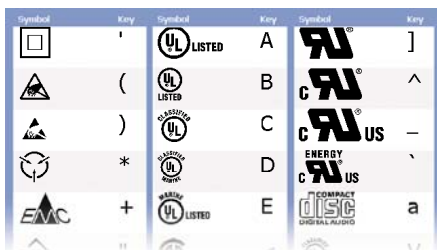
Custom Data-Entry Forms

When you won't know some of your label data until the last second, customizable, pop-up "Prompt Dialogs" make it easy to enter it at print time.

Password Protection

By locking BarTender into a "print-only" mode, you can prevent unauthorized users from altering label designs – be it by accident, well-intentioned, or otherwise.

Industrial Symbol Libraries

Choose from hundreds of high-quality, scalable symbols organized into categories such as electrical, hazardous material, packaging, and more.

BarTender comes with hundreds of ready-to-use symbols.
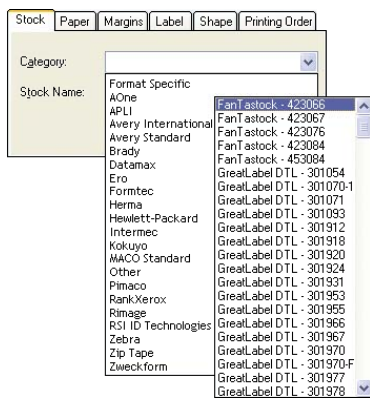
Add Your Own Features Using Visual Basic Script

Our Visual Basic "Script Assistant" lets even non-programmers customize BarTender's behavior to tackle a wide variety of advanced data-processing and other challenges.

Predefined and Reusable "Toolbox" Components

Jumpstart your designs with common, predefined building blocks ready for immediate insertion into your labels. You can also combine label objects into your own components and reuse them in future label designs.

Huge, Expandable Label Stock Database

BarTender comes with literally thousands of ready-to-use label sizes in a huge, conveniently organized label stock database. You can also design your own stock sizes and add them to the database for future use.
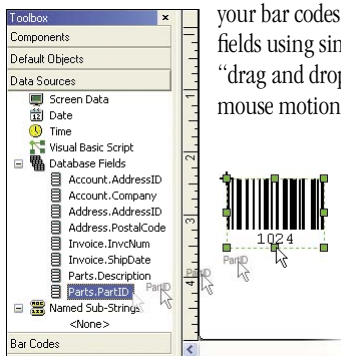
Choose from more than 2,000 label stock sizes.

Quickly and Easily Assign Data to Label Objects

Whether you're connecting to multiple databases or a single text file, BarTender displays your available data fields in a convenient, easy-to-understand format. Assign the desired fields to your bar codes and text fields using simple "drag and drop" mouse motions.

BarTender's toolbox gives you data linking with "drag and drop" simplicity.
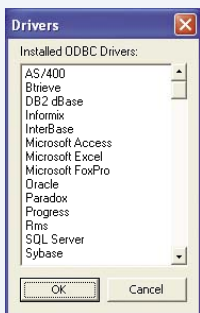
Integration with Other Software

Labeling is almost always part of a larger process. That's why some of BarTender's most powerful features are dedicated to cooperative operation with other software.

Powerful, Flexible Data Mining

From the simplest pick list to the most sophisticated SQL query, BarTender delivers a wide variety of convenient ways to extract the desired data.

Read from Most Databases and Spreadsheets

BarTender makes it easy to simultaneously access multiple databases on multiple networked computers. This includes Microsoft ODBC (Open Database Connectivity) support for literally dozens of industry-standard and proprietary data formats, even non-Windows platforms such as UNIX, AS/400, Oracle, Sybase and Informix. Delimited and fixed-width text formats are also supported.

Read label data from numerous sources.

SAP IDoc Files

BarTender is the only label program with a data interface formally certified by SAP – the world's largest developer of ERP (Enterprise Resource Planning) software. The Enterprise Edition can directly open and parse SAP IDoc files "as is," without any file conversion.

Transparent Operation from within Other Software

All editions of BarTender can be controlled from within your other applications. Your users don't even have to know that it's BarTender printing the labels. Any program capable of issuing a run-program, shell, or similar command line can select and launch print jobs.

ActiveX Automation

The implementation of Microsoft's ActiveX integration technology in the Enterprise Edition can handle even the most advanced integration challenges. Numerous critical control functions are supported, as well as job status inquiries.

Error and Event Handling

The Professional and Enterprise Editions of BarTender offer a variety of message handling features, including support for log files, automation exceptions, and Windows event logs. The Enterprise Edition can even e-mail its messages.

Print Job Logging

The Enterprise Edition can automatically generate attractively formatted reports detailing each print job and its results. This includes which label formats were used, the job start and stop times, and even the actual label data.

Commander™ Makes Custom Middleware Obsolete

No need to write your own middleware! The Enterprise Edition's Commander utility allows programs that can't directly control BarTender to launch label print jobs anyhow. When you don't have access to your other applications' source code, or you're working with a non-Windows platform that can't use ActiveX, Commander can wait and watch for a "trigger" file or e-mail. Commander then "wakes up" BarTender, which reads your data and prints your labels.

Drivers
by Seagull ™

Seagull is proud to be the official driver supplier to many of the world's largest label printer manufacturers.

Easier and More Cost-Effective than "Embedded" Drivers

Most other label programs still use the old DOS approach of embedding printing support into the main program. This creates Windows-compatibility problems and degrades network performance. In contrast, Seagull drivers lower training and administration costs, since you don't need to learn and support a proprietary alternative to the Windows Print Manager.

The "True Windows" Advantage

By basing our printing architecture on Microsoft's driver standards, we deliver the advantages of:

• Superior Windows compatibility

• Use of Windows Spooler for Faster Printing

• Better Network Compatibility and Speed

• Reduced Training and Easier Administration

• Easier, More Cost-Effective Upgradeability

The Seagull Advantage

Label printers are often used in high volume production environments. Accordingly, to maximize speed, printer manufacturers have added special features to reduce the amount of print data that needs to be sent. When Drivers by Seagull are used with BarTender, you benefit from performance enhancements such as:

• Printer-based bar codes

• Printer-based serialization

• Downloadable fonts and graphics

• Printer-based label formats

• Storage in printer and reuse of non-changing label parts

Supported Printers

BarTender supports any printer with a Windows driver. In addition to virtually all laser, ink-jet and dot-matrix printers, this includes the following, for which Seagull has developed its own enhanced Windows printer drivers:

Autonics, Avery Dennison, Brady, C.Itoh, cab, Citizen, Datamax, Datasouth, Eltron, IBM, Intermec, Meto, Monarch, Novexx, Okabe, Paxar, Pitney Bowes, Pressiza, Printronix, Quick Label, Ring, SATO, System Wave, TEC, Tharo, UBI, VIPColor, and Zebra.

Bar Code Support

Linear Bar Codes:

AIAG, Australia Post, Canadian Customs, Codabar, Code 128, Code 39 (Regular & Full ASCII), Code 93, EAN 128, EAN Bookland, EAN-JAN-13, EAN-JAN-8, FIM A, FIM C, HIBC Primary, HIBC Secondary, Interleaved 2-of-5, ISBT 128, ITF-14, KIX Code, LOGMARS, MSI Plessey, Royal Mail, SCC-14, SSCC-18, UCC-EAN 128, UPC-A, UPC-E, UPS Tracking, and US Postal.

Two Dimensional Bar Codes:
Datamatrix, Maxicode, PDF417 (Micro & Standard), QR Code and TLC39.

International Language Support

International editions support on-demand switching of the user interface between:

Chinese (Simplified & Traditional), Czech, Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese (European & Brazilian), Spanish, Swedish, and Thai.

BarTender Editions and Features

Our three editions address a wide range of features and user requirements.

Enterprise Our most powerful software integration capabilities. Allows unlimited network users, with licensing based on number of printers.

Professional All the design features of Enterprise and most of the data access, but limited integration. Licensing based on number of users, with unlimited quantity of printers.

Basic BarTender's most important design features, but without external data sourcing and integration. Licensing same as Professional.

EDITIONS:	E	P	B
GENERAL			
Printer-Based Licensing	●		
User-Based Licensing		●	●
Free Phone and E-mail Support	●	●	●
HTML-Based Help System	●	●	●
LABEL DESIGN			
True WYSIWYG Label Design	●	●	●
"Drag and Drop" Object Creation	●	●	●
Import Numerous Graphic Formats	●	●	●
Industrial Symbol Font Libraries	●	●	●
One Degree Rotation of Objects	●	●	●
Export Bar Codes to Other Programs	●	●	
Unlimited Undo / Redo	●	●	●
Full Color Support	●	●	●
Print-Time Data Prompting	●	●	●
Library of "Ready-to-Print" Formats	●	●	●
Build Reusable Components	●	●	●
Huge Database of Name Brand Label Sizes	●	●	●
Metric and English Measurements	●	●	●
Password Protection	●	●	
TEXT			
On-Screen Text Editing & Sizing	●	●	●
Rich Text Formatting	●	●	
Auto-Size Text to Fit in Rectangle	●	●	
Paragraph Aligning & Spacing	●	●	●
Paragraph Justifying & Indenting	●	●	
User-Definable Tab Stops	●	●	
Use Windows & Printer-based Fonts	●	●	●
BAR CODES			
Numerous 1D Symbologies	●	●	●
Numerous 2D Symbologies	●	●	
Unlimited Width and Height	●	●	●
UCC / EAN 128 Assistant	●	●	●
Automatic Check Digit Capability	●	●	●
Sequentially Numbered Bar Codes	●	●	○
Customizable Character Template	●	●	●

EDITIONS:	E	P	B
PRINTING			
Hundreds of Printers Supported	●	●	●
True Windows Drivers, Can Use Windows Spooler	●	●	●
Advanced Print Preview	●	●	●
Supports Printer-based Bar Codes, Serial Numbers & Copies	●	●	●
Job-Logging	●		
Print Locally or to Network	●	●	●
Label Copy Count Controllable from Keyboard and Database	●	●	
SERIALIZATION			
Basic Serialization (increment digits)	●	●	●
Advanced Serialization	●	●	
DATABASE OPTIONS			
Reads Text Files, Databases, Spreadsheets, etc.	●	●	
SAP Certified Interface	●		
Drag and Drop Data Linking	●	●	
Multiple-table Data Access	●	●	
Databased Graphics	●	●	
Query Wizard & SQL Assistant	●	●	
Print Time Record-Picking	●	●	
DATA PROCESSING			
Customize using VB Script	●	●	
Customizable Field Length Limits, Data-Entry Filters and Error Checking	●	●	
String Concatenation	●	●	
Get Data from Time, Date & Keyboard	●	●	●
Easy Entry of Special & "Unprintable" Characters	●	●	●
INTEGRATION			
Control Print Jobs from other Programs	●	●	
Automated Printer Selection	●		
Logs Errors and Events to a File	●	●	
Logs Errors and Events via E-Mail	●		
Command Line Interface Option	●	●	
ActiveX Automation	●		
"Commander" Integration Utility: Senses incoming data, then starts print jobs and logs results.	●		

● Fully Supported   ○ Partially Supported