BarTender®
BY SEAGULL SCIENTIFIC

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	Warehouse	Transportation & Logistics	Retail
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	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.	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.	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!

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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

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

Enterprise	Automation	Professional	Starter	Automation	Essentials
Comprehensive enterprise labeling management	**Powerful integrations with existing business systems**	**Dynamic labels, RFID tags, and cards**	**Simple label design and printing for small businesses**	**Flexible integrations with your business applications**	**The quickest and easiest way to start printing**
Secure centralized control and compliance for your organization's most demanding industry regulations.	Efficient automated printing with powerful process automation and business application integration.	Dynamic business printing with data entry forms, on-demand printing from any device, anywhere, and database connectivity.	Basic business label design and printing with easy-to-use design tools to print labels quickly and easily.	Increased flexibility and control with customizable integrations and greater storage.	True cloud-based labeling without the need for additional IT infrastructure and resources.
• Centralize label and document storage and management • Easily manage printing across all your locations • Allow customers and suppliers to print remotely • Manage comprehensive security and auditable processes • Enable complete traceability • High availability with enhanced reliability	• Integrate your business system (ERP, WMS, MES, etc.) with your labeling • Print a lot of different labels and documents for the same job • Automate print operations – no coding required • Reprint lost or damaged labels	• Leverage dynamic data from a database or advanced serialization • Print with different operators using data entry forms • Print labels on-demand from any device or BarTender Mobile App • Print large volumes of many individualized labels • Encode RFID tags, cards, etc. • Workstation licensing available	• Connect to local data sources (only Excel or CSV files) • Design simple barcode labels • Be up and running in minutes • Print to unlimited printers from a single user (Workstation)	• Integrate your business system (ERP, WMS, MES, etc.) with your labeling using the industry's only REST API • Manage more label documents & files, and print history • Receive higher level support for your mission-critical labeling (available 24/7/365 coverage add-on)	• Design anywhere, anytime using the cloud-based BarTender Designer along with over 300 pre-defined label templates • Centralize label and document storage and management • Connect to cloud databases (Excel Online, Google Sheets, Azure SQL, SAP HANA, etc.) • Be up and running in minutes – skip any software installation

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.