



Digital **intelligence** for a smarter supply chain.

BarTender provides intelligent label design and printing solutions that empower you to reduce friction, optimize productivity, and ensure regulatory compliance across your supply chain.

TRUSTED BY TOP GLOBAL COMPANIES

ExxonMobil

Sysco

H&M

DHL

amazon



100+

BILLION LABELS
PRINTED ANNUALLY



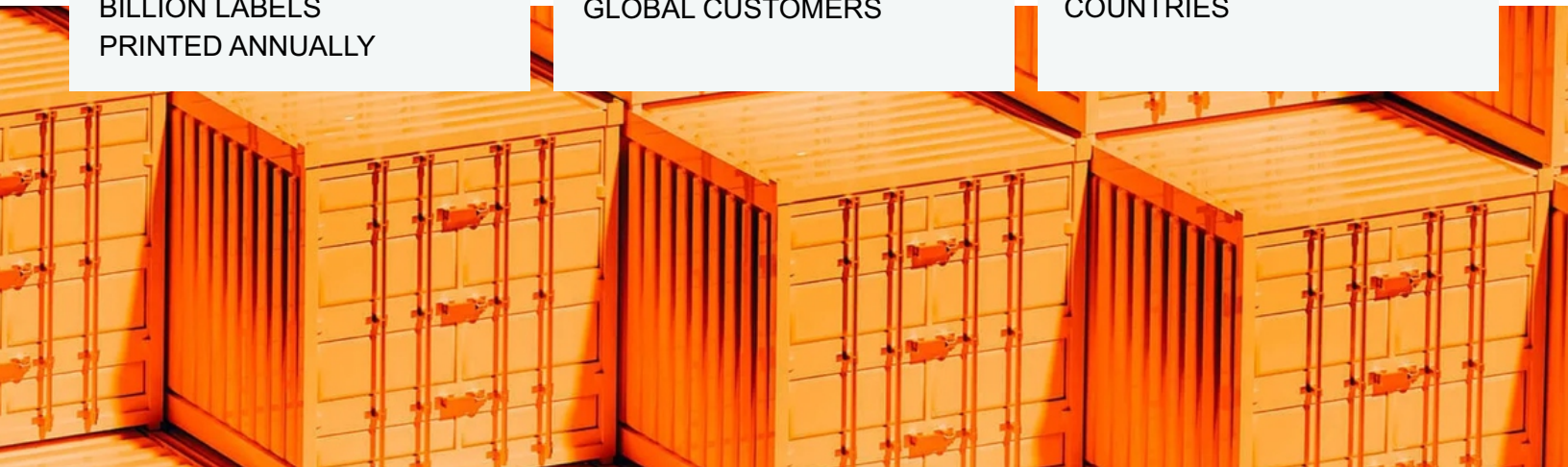
250k+

GLOBAL CUSTOMERS



175+

COUNTRIES

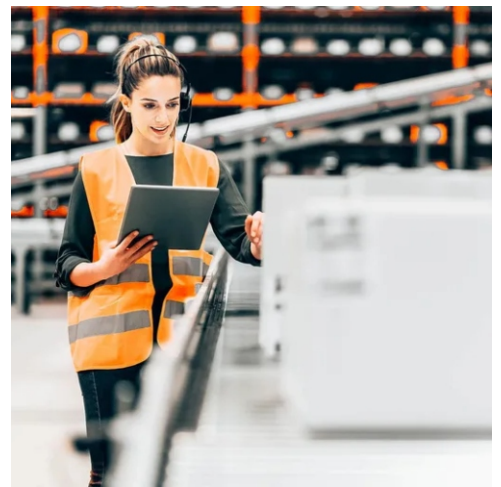


Take your operations to the next level.

Our versatile technologies make it easy to generate a dynamically encoded identity for physical objects - allowing assets and products to communicate and interact efficiently.

LABEL DESIGN

Easily generate consistent barcode labels and RFID tags with intuitive design tools anyone can use – regardless of proficiency. The dynamically updated template library helps you manage accuracy and compliance, whether you design your own label or use one of our predefined label templates.



LABEL PRINTING

BarTender streamlines your workflow by enabling printing directly at the source of work from any browser or mobile device, all while reducing IT workload with driverless remote printing. With the industry's largest library of over 10,000 printer drivers, we make it easy to print wherever it's most convenient.



BarTender Software provides comprehensive enterprise-wide printing with centralized label management. Our robust solution streamlines your operations with workflow orchestration and revision control, auditing, and flexible printing. Always-on high-availability and added security provide the ultimate level of confidence.

Centralized, robust, and secure.

BarTender label management software is ideal for businesses that operate in regulated industries or span multiple locations and need to control design and printing throughout the organization.

BarTender 11.4 Now Available

Scale your labeling operations and future-proof performance.

BarTender combines its trusted software reliability with the flexibility of its cloud solution to increase labeling efficiency and maximize performance.

- Easily scale labeling and minimize IT workload with driverless remote printing
- Simplify regulatory compliance with the most current pre-built templates – updated instantly
- Maximize uptime with newly added support for .NET 8 and Windows Server 2025

Choose the BarTender edition that's right for you.

Enterprise

Provides centralized document storage, audit trails, and logging to hold teams accountable

Automation

Automates repetitive tasks by integrating your business systems with advanced methodologies - including REST API

Professional

Enables database connectivity to optimize printing efficiency and label template management

Starter

Includes easy-to-use label design tools and pre-built label templates that ensure regulatory compliance

Software Features Comparison

General

	Starter	Professional	Automation	Enterprise
Business label design and management	✓	✓	✓	✓
Dynamic business printing		✓	✓	✓
Efficient automated printing			✓	✓
Comprehensive enterprise-wide printing				✓
Number of users	Single user	Single or unlimited users	Unlimited users	Unlimited users
Number of printers	Unlimited printers	2+ or unlimited printers	2+ printers	3+ printers

Included companion applications

	Starter	Professional	Automation	Enterprise
Administration Console	✓	✓	✓	✓
Designer	✓	✓	✓	✓
History Explorer	Up to 7 days	Up to 7 days	Up to 7 days	✓
Data Builder		✓	✓	✓
Print Station		✓	✓	✓
Print Portal		Web-based printing	Web-based printing	✓
Integration Builder			✓	✓
Process Builder			✓	✓
Reprint Console			Unlimited reprinting from logged jobs	✓
Printer Maestro				✓
Librarian				✓

Support

	Starter	Professional	Automation	Enterprise
Standard Maintenance and Support	Includes 1 year	Includes 1 year	Includes 1 year	Includes 1 year
Premium Maintenance and Support - Add-on Option		✓	✓	✓

Easy-to-use design

	Starter	Professional	Automation	Enterprise
Easy WYSIWYG template design	✓	✓	✓	✓
Global support	✓	✓	✓	✓
Comprehensive help system	✓	✓	✓	✓
Quick start	✓	✓	✓	✓
New Document Wizard	✓	✓	✓	✓
Fonts	✓	✓	✓	✓
Text formatting	✓	✓	✓	✓
Transformed text	✓	✓	✓	✓
Shapes and lines	✓	✓	✓	✓
Dynamic text and object wrapping	✓	✓	✓	✓
Unmatched barcode support	✓	✓	✓	✓
Human readable barcode	✓	✓	✓	✓
GS1 Application Identifier Data Source Wizard	✓	✓	✓	✓
Graphics and images	✓	✓	✓	✓
Symbols	✓	✓	✓	✓
Tables and grids	✓	✓	✓	✓
White-on-black printing	✓	✓	✓	✓
Front and back template design	✓	✓	✓	✓
Amazon Transparency support	✓	✓	✓	✓
Embedded revision logging	✓	✓	✓	✓
Full color support		✓	✓	✓
Online template library with 400+ pre-built templates	✓	✓	✓	✓

Software Features Comparison

Intelligent Templates™

	Starter	Professional	Automation	Enterprise
Suppression	✓	✓	✓	✓
Label templates		✓	✓	✓
Template selector		✓	✓	✓
Layers		✓	✓	✓
Automatic face detection and cropping		✓	✓	✓
Scriptable object properties		✓	✓	✓

Dynamic data and databases

	Starter	Professional	Automation	Enterprise
Date and time	✓	✓	✓	✓
Data validation and processing	✓	✓	✓	✓
Concatenate data	✓	✓	✓	✓
Basic database connectivity	✓	✓	✓	✓
Simple serialization	✓	✓	✓	✓
Named database connections	✓	✓	✓	✓
Database filters	Basic databases	✓	✓	✓
Database sourced tables	Basic databases	✓	✓	✓
Dynamic data preview	Basic databases	✓	✓	✓
Dynamic graphics and images	Basic databases	✓	✓	✓
Embedded database tables		✓	✓	✓
Enhanced database connectivity		✓	✓	✓
Advanced serialization		✓	✓	✓
Create a database		✓	✓	✓
Write back to databases		✓	✓	✓
Visual Basic (VB) scripting		✓	✓	✓
Global database field		✓	✓	✓
Advanced global database field				✓
Phrase library				✓

Data entry forms

	Starter	Professional	Automation	Enterprise
Database record selection		✓	✓	✓
Powerful form controls		✓	✓	✓
Keyboard and mouse input		✓	✓	✓
Scanner input		✓	✓	✓
Weighing scale input		✓	✓	✓
Image capture		✓	✓	✓
Data validation		✓	✓	✓

Integration and automation

	Starter	Professional	Automation	Enterprise
Intelligent Forms			✓	✓
Integrations			✓	✓
Business systems			✓	✓
Document level actions			✓	✓
Integration data			✓	✓
Integration actions			✓	✓
.NET SDK			✓	✓
BarTender REST API			✓	✓
Print Portal REST API				✓

Software Features Comparison

Printing, encoding, and exporting

	Starter	Professional	Automation	Enterprise
Drivers by Seagull™	✓	✓	✓	✓
Print optimizations	✓	✓	✓	✓
Windows printer drivers	✓	✓	✓	✓
Printer configuration and diagnostics	✓	✓	✓	✓
On-demand and batch printing	✓	✓	✓	✓
Print preview	✓	✓	✓	✓
Image exporting	✓	✓	✓	✓
RFID, smartcard, and magnetic stripe encoding		✓	✓	✓
Web printing		✓	✓	✓
Native PDF generation		PDF printing details	PDF printing details	Unlimited - See details
Printer code templates			✓	✓
Reprint labels and documents			Up to 7 days	✓
Printer failover				✓
Driverless remote printing		✓	✓	✓

Centralized management

	Starter	Professional	Automation	Enterprise
Centralized role-based permission management				✓
Centralized document storage				✓
Template files and revision control				✓
Optimized label design workflows				✓
Define workflow team				✓
Workflow Designer				✓
System audit trail				✓

Security, monitoring, and alerts

	Starter	Professional	Automation	Enterprise
Status monitoring	✓	✓	✓	✓
Email alerts	✓	✓	✓	✓
Role-based security		✓	✓	✓
Document and printing password		✓	✓	✓
Electronic signatures				✓
Document encryption				✓
Backup and resilient licensing server				✓

Proven to deliver

Having the right labeling system in place — one that is secure, proven, automated, and fully integrated with your existing workflows — means greater cost savings and efficiency for your business. That's why businesses of all sizes have trusted BarTender Software for their mission-critical labeling for over 30 years.