

# BarTender®

LABEL & RFID SOFTWARE



*Enterprise Power...*

*Windows Simplicity*



**Drivers**  
by Seagull™

**SEAGULL**  
SCIENTIFIC



Hello,

When I designed my first bar code product in 1985, it wasn't even my idea but the suggestion of a friend that needed something built. I didn't know it then, but I was most definitely in the right place at the right time! Now that I've been working with labels and bar codes for twenty two years, I feel as lucky as ever. I've hired some of the smartest people that I could ever hope to find and Seagull Scientific has hundreds of thousands of users in more than 110 countries!

One important lesson I've learned is that designing and printing labels is just part of a bigger challenge. Whether those labels have bar codes, RFID tags, graphics, or just text, it seems that nothing affects the success of a label project more than quick and easy integration with the other software people use to run their operations. BarTender version 8.0 takes this philosophy to a whole new level with numerous advanced integration features designed to make centralized printing truly easy and cost-effective. Our new Enterprise Print Server edition also brings to market the industry's first web-based label printing capabilities.

Another reason Seagull has so many long-standing, loyal clients is our industry-leading support. After working hard to make each new edition of BarTender as powerful and intuitive as possible, we back it with **free technical support**. Why not try it yourself? We even support our free, downloadable Trial Edition!

Thank you for giving Seagull Scientific the opportunity to meet your label software needs.

Sincerely,

A handwritten signature in black ink that reads 'Jeremy Seigel'. The signature is fluid and cursive, with a large, sweeping 'J' and 'S'.

CEO

Seagull Scientific, Inc.

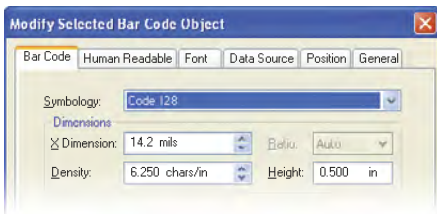
# Label Design Made Simple

## Easy to Learn, Easy to Use

With BarTender, a few quick mouse motions are all it takes to combine bar codes, text, and graphics into professional quality labels. You can even encode RFID tags. A “look and feel” that carefully follows Microsoft’s official guidelines means that, if you’ve used just one other Windows program, you’re ready to start designing labels today.

## Exceptional Design Flexibility

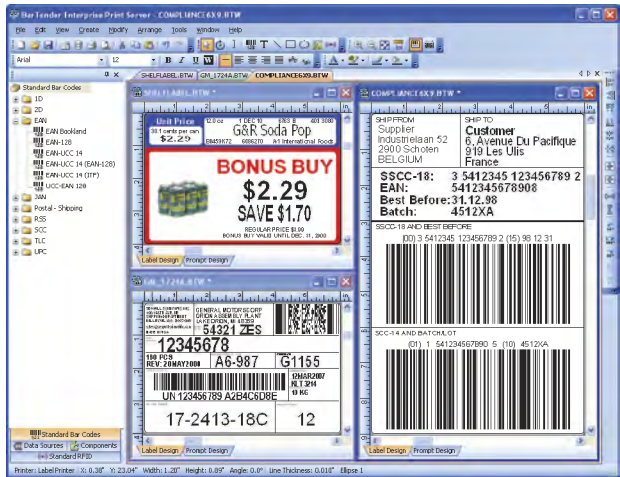
BarTender gives you total control over your label’s appearance. Place objects exactly where you want and control rotation as precisely as 1/10th of a degree. You’re limited only by your imagination.



Smartly organized dialogs offer numerous options, while keeping things simple.

## Designer Typefaces and Advanced Text Formatting

Choose from an extraordinary variety of Windows and printer fonts. Benefit from font downloading (depending on printer) for maximum printing speed. Our “Rich Text” supports multiple typefaces, styles, and sizes within a single text block while reading data from multiple sources.



Precision display and print preview let you design quickly without wasting labels.

## Free Technical Support

Tech support is free for all registered users.

## Full-system Unicode Architecture for Superior Language Support

Combine and print text from almost any language on Earth without the configuration problems and data corruption associated with “code page” swapping. BarTender’s “Full-system” Unicode support not only handles label data, but also servers, databases, tables, and fields containing any combination of international characters in their names.

### WARNING • 注意 • تحذير

Do **not** store at greater than 25°C.

25°C以上では保管しないこと。

لا تُحفظ في درجة حرارة أعلى من  
25 درجة مئوية

Rich text and Unicode support provide incredible text formatting flexibility, even for externally-sourced data.

## Custom Data-Entry Forms

Sometimes you won't know certain label data until the last second, such as when a product comes off an assembly line or is about to ship. Fortunately, BarTender's customizable, pop-up "Prompt Dialogs" make it easy to enter data at print time. The Enterprise Print Server edition will even convert your prompts to HTML for display and data entry in any web browser.

*Design custom data-entry screens to match your workflow.*

## Password Security

Whether the change is accidental, well intentioned, or malicious, even the slightest alteration of bar codes or text objects can take a label out of compliance. Fortunately, password protection makes it easy to lock BarTender into a "print only" mode that prevents unauthorized changes.

## Predefined and Reusable "Toolbox" Components

BarTender components combine bar codes, text and graphics into predefined building blocks ready for quick "drag and drop" into your label designs. You can also make your own components in order to easily reuse portions of your labels in the future.

## Industrial Symbol Libraries

BarTender includes hundreds of high-quality, scalable symbols, saving you the trouble of researching and drawing them yourself. Choose from categories such as electrical, hazardous material, packaging, and more.

Symbol	Key	Symbol	Key	Symbol	Key
	a		A		0
	b		B		1
	c		C		2
	d		D		3
	e		E		}

*BarTender comes with hundreds of ready-to-use symbols.*

## Error and Event Handling

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

## Custom Features using VB Script

Special data-processing requirements sometimes arise, such as equations and conditional actions. BarTender's Visual Basic "Script Assistant" helps even non-programmers meet a wide variety of advanced and custom challenges.

### Script Assistant (Multi-Line Script)

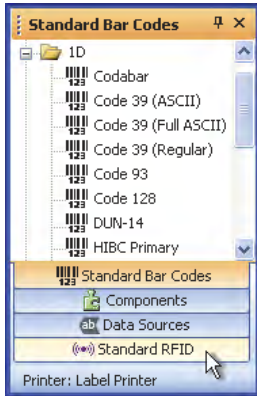
```
Script
If Field("Parts.Color") = "Black" Then
    Value = ""
Else
    Value = "Color: " & Field("Parts.Color")
End If
```



# The Smarts for “Smart Labels”

## RFID Power from the Leaders In Windows Label Printing

BarTender has developed a world-wide reputation for making even advanced label design features intuitive enough for beginners.



The available RFID encoding features uphold that tradition of flexibility and ease of use. Use simple mouse motions to “drag and drop” RFID objects into your label design the same way you would create bar codes and other label objects.

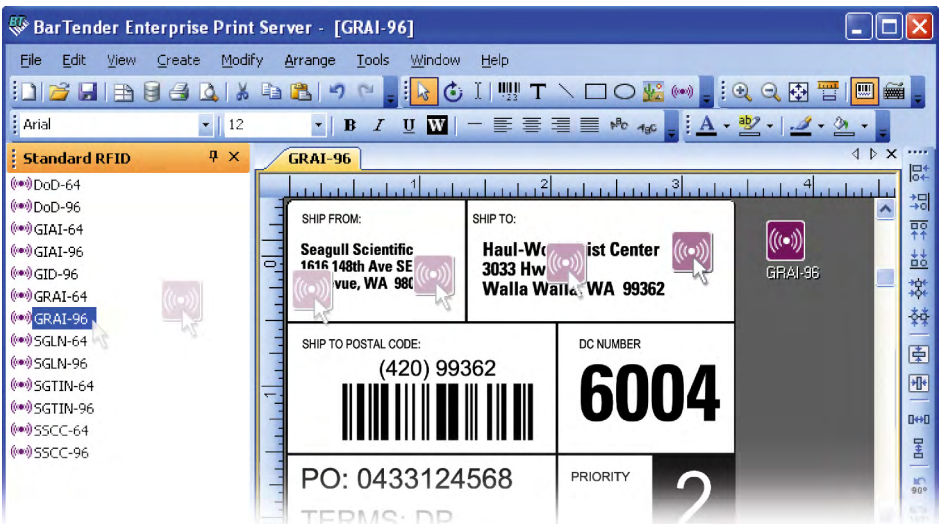
## Support for the Latest Tag Types

The RFID and Enterprise Print Server editions support most of the tag types available in today’s RFID-capable printers. This includes EPC Class 1, Gen2, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, and Picotag. (Because new tag types get introduced from time to time, please check with us regarding the most up-to-date compatibility.)

## Data Formats for Wal-Mart, DoD, EPC, and more

Most RFID tags allow data to be encoded in a variety of formats. Formats currently supported by BarTender include DoD, SGTIN, SSCC, GIAI, GID, GRAI, and SGLN (for both 64 and 96 bit tags). You can also specify your own custom RFID data formats.

- 1 One click and BarTender’s “Toolbox” is ready to create RFID objects.



- 2 Simply drag desired RFID objects to anywhere on the label. (Since RFID objects never print, they display next to the label.)

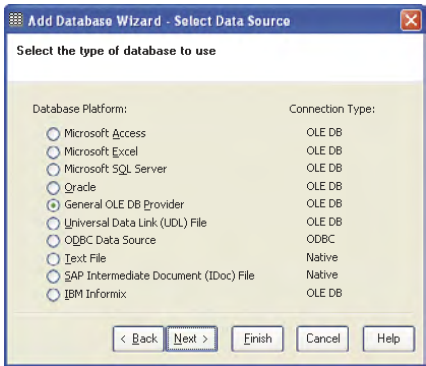
# Industry-Leading Data Access

For some labeling projects, you can just type the necessary label data right into BarTender. Often, however, you need to access data created by other programs. Multiple “related” tables may even be distributed across networked computers. Fortunately, BarTender makes it easy to navigate and link to a nearly endless variety of data sources.

- ◆ OLE DB
- ◆ ODBC
- ◆ Text
- ◆ SAP
- ◆ Oracle

## Read from Most Database Platforms

Robust support for OLE DB and ODBC combined with BarTender’s native data access capabilities let you read from just about any database platform.



Use a preconfigured data connection or configure any OLE DB or ODBC driver.

In addition to the platforms displayed above, numerous OLE DB and ODBC drivers are available for AS/400, Linux, Btrieve, Informix, Interbase, MySQL, Paradox, Pervasive.SQL, PostgreSQL, Progress, Sybase and much more.

## Delimited Text Files

Read numerous text formats, including quote, comma, CSV, tab, fixed width and custom delimited.

## SAP-Certified Integration

BarTender is the only label software certified by SAP to directly read label data from both SAP IDoc and AII



(Auto ID Infrastructure) documents. BarTender is also certified for SAP NetWeaver integration. (See Features List.)

## Oracle XML Label Requests

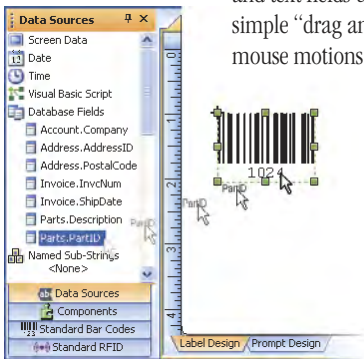
BarTender can parse Oracle XML “label requests,” automatically load the specified label format, merge in the appropriate label data, and print. (See Features List.)



## Quickly, Easily Assign Label Data

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.



Link data sources with “drag and drop” simplicity.

## Web Printing

With the BarTender Web Print Server module, you can print labels from just about anywhere. Part of the Enterprise Print Server edition, this web application lets you use any web browser to control a copy of BarTender running on a centralized server.

### Easy Preview and Selection

Simply enter the appropriate address (URL) into your web browser to load the Label Format Selection page. Scroll through the displayed preview images and “click” to select the desired label.

### Versatile Printing Options

Select any printer available on your network and even the internet. Print-time data prompts designed in BarTender are automatically converted into HTML



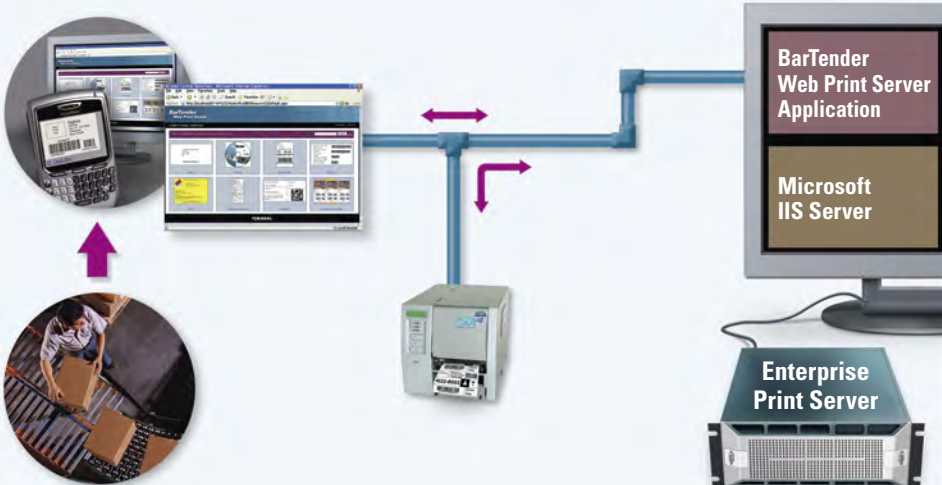
for display and data entry in your web browser. Then, preview your label image, or simply print.

### Perfect for Portable Devices

Although the Web Print Server application runs on a Windows PC, you view and control the web pages from any browser. That means you can bring the full printing power of BarTender to just about any computer, big or small, Windows or non-Windows.

Any web browser on any platform can view, select, and launch label jobs

Browser requests are processed and submitted to BarTender



Supply chain transaction requires label(s)

# Easy Integration with Other Applications

Efficient manufacturing, inventory, shipping and other supply chain operations depend heavily on the automatic generation of labels. That's why the Enterprise editions of BarTender offer so many advanced features for integration with other software.

## ActiveX Automation

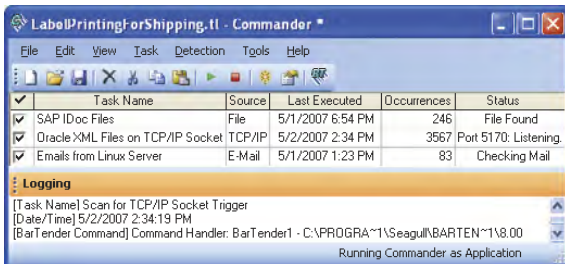
The Enterprise editions' robust support for ActiveX Automation allows for easy control of BarTender by ActiveX-capable programs. Load BarTender, specify label formats, select data sources, choose network printers, view job status, and more – all under the full control of your other software programs.

## Transparent Operation

When you control BarTender from within your other software, your users don't even have to know that it's really BarTender printing the labels.

## Integration with SAP, Oracle and other ERP Applications

BarTender is certified by SAP for integration using IDocs and AII (part of the NetWeaver platform). Seagull is also an approved Oracle partner. Highly flexible XML capabilities are available for a variety of other ERP applications. (See Features List.)



Commander lets you integrate BarTender with data generated from almost any system (Linux/UNIX, AS/400, AIX, etc.) without any extra programming.

## "Trigger" Based Integrations

The Enterprise editions' Commander utility lets other programs control BarTender just by creating a file, sending an e-mail, or establishing a TCP/IP connection (Print Server edition only). This is useful in many situations:

- You don't have access to your other application's source code.
- You're using a non-Windows platform (Linux, UNIX, AIX, AS/400, etc.) and standard Windows integration methods are not available.
- It is otherwise inconvenient or impossible to issue ActiveX commands from your current application or environment.
- You want to parse and manage an Oracle XML label request.

## How Commander Works

Commander waits for specific "triggers" from your applications, such as text files, E-mail messages, and TCP/IP communications (Print Server edition only). Commander then "wakes up" BarTender, which reads your data and prints your labels.

## Easy Control from non-Windows Systems

Although Commander and BarTender run on Windows, they don't care about the operating system from which the triggering events originate. This simplifies integration on large enterprise networks where a non-Windows system is generating your label data but does not have direct access to your Windows applications.



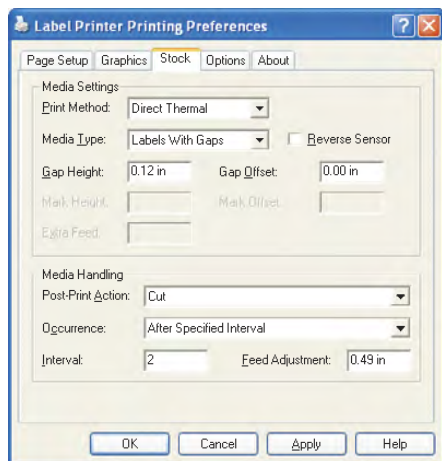
# The Advantages of Drivers by Seagull™

Seagull Scientific was the first company to design true Windows drivers for label printers. Today, we are the world's largest developer of such drivers and proud to be the official driver supplier to many of the world's largest label printer manufacturers.

Designed for compatibility with *all* Windows programs, Drivers by Seagull deliver maximum performance when teamed with our BarTender® label software.

## Understanding "True Windows" vs. "Embedded" Drivers

Before Microsoft created open driver standards for Windows, most of a program's software functions were combined inside a single, often large program. Therefore, the printer drivers locked (or "embedded") inside could only work with that one program. Although most professional business software long ago embraced the convenience of true Windows drivers as separate *shareable* modules, most label programs still use the embedded printing technology



Use standard Windows functions to configure label printers as quickly and easily as you would any Windows printer.



originally introduced with their old DOS versions. In contrast, BarTender comes with true Windows printer drivers that deliver industry leading performance on a huge variety of label printers *and* full compatibility with your other Windows programs.

## The Problems with "Embedded" Drivers

Because it is much harder for "embedded" drivers to buffer print jobs using the Windows spooler, some companies provide proprietary alternatives to the Windows spooler and Print Manager. Besides their having to compete with a huge team of Microsoft programmers, this saddles you with a second set of administration utilities and may even require an extra, dedicated server. In contrast, with Drivers by Seagull, you use standard Windows functions to set access rights, add, remove and configure printers, monitor job queues and delete print jobs. There's nothing new to learn and you don't need extra computers.

## 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

# Comparing the Five Editions

**Enterprise Licensing:** All three Enterprise editions allow unlimited network users. Licensing is based on the maximum number of printers used by BarTender on the network.

## Enterprise Print Server

Our most powerful edition. Includes all of the label design, printing, and software integration features of the Enterprise and RFID Enterprise editions, plus advanced server functions for centralized printing and administration. Includes BarTender Web Print Server to print labels from any browser. Contains our most advanced integration features, including TCP/IP triggers, XML transforms, and XML scripting.

## RFID Enterprise Edition

**Includes** – All of the label design, printing and integration features of the base Enterprise edition (see below), plus all available RFID design and encoding capabilities.

**Omits** – Does not offer the enhanced server functions, advanced integration, and web printing capabilities of Enterprise Print Server (see above).

## Enterprise Edition

**Includes** – Numerous software integration tools, such as ActiveX Automation, enterprise messaging and Seagull's own Commander utility for cross-platform integration. Powerful data sourcing, including ODBC, OLE-DB, and the industry's only SAP-certified direct IDoc interface. Support for Oracle XML label requests.

**Omits** – No RFID. Excludes all server and integration features omitted from the RFID Enterprise edition.

**PC Licensing:** The Professional and Basic editions are licensed based on the number of PCs.

## Professional Edition

**Includes** – All of BarTender's most powerful label design features. Most of the advanced data access capabilities, including OLE DB and ODBC. Fully network compatible.

**Omits** – Not designed for control from within other software. Does not offer ActiveX Automation, Commander or command line integration. No SAP, Oracle, or XML support. No job logging or e-mailed error alerts. Cannot export printer code templates.

## Basic Edition

**Includes** – The most frequently used label design features. Includes all text, graphics, bar code, and most serializing capabilities. Useful for keyboard and scanner-supplied label data only.

**Omits** – No access to external data. No password protection, VB Script customization, or string concatenation, and only limited text filtering. No custom-base serialization. Excludes all features omitted from the Professional Edition.

FEATURES LIST	EDITIONS				
<b>BAR CODES</b>					
Numerous 1 and 2 dimensional symbologies	•	•	•	•	•
Extensive library of industry-standard bar code formats	•	•	•	•	•
Option to display start / stop characters	•	•	•	•	•
Variable and unlimited width and height	•	•	•	•	•
Minimum width limited only by printer resolution	•	•	•	•	•
GS1 (formerly UCC/EAN) Application Identifier setup wizard	•	•	•	•	•
Automatic check digit capability	•	•	•	•	•
Sequentially numbered bar codes	•	•	•	•	•
Place "human readable" text anywhere in relation to bar codes	•	•	•	•	•
Customizable "human readable" character template	•	•	•	•	•
Independently suppress or display characters from different sub-fields	•	•	•	•	
<b>PRINTING</b>					
Over fifteen hundred industrial label printers supported	•	•	•	•	•
True Windows drivers, can be used by other programs	•	•	•	•	•
Seagull drivers with status monitor display printer status in the standard Windows spooler	•	•	•	•	•
Export printer code templates to XML enabled printers	•	•	•		
Advanced on-screen print preview	•	•	•	•	•
Advanced cutter control	•	•	•	•	
Set starting position on pages of partially used labels	•	•	•	•	•
Supports printer-based bar codes, serial numbers, time, date, and copies	•	•	•	•	•
Speed optimization reuses repeating data instead of resending it	•	•	•	•	•
Local and network printer support	•	•	•	•	•
Identical and/or serialized copies controllable from database	•	•	•	•	
Job logging	•	•	•		
<b>SERIALIZATION</b>					
Numeric, Alphabetic, and Alphanumeric Increment / Decrement by any interval	•	•	•	•	•
Base 36 and Custom Base serialization	•	•	•	•	
Separate Rollover / Rollunder and Reset value options	•	•	•	•	•
Preserve or expand field length when rolling over	•	•	•	•	•
<b>DATABASE OPTIONS</b>					
Microsoft OLE DB and ODBC support, including drivers for: Access, AS/400, Btrieve, dBase, Excel, FoxPro, Informix, Interbase, Linux, MySQL, Oracle, Paradox, Pervasive.SQL, PostgreSQL, Progress, SQL Server, Sybase, and more	•	•	•	•	
Read Excel files	•	•	•	•	
Read ASCII and Unicode text files (quote & comma, fixed width, and user-defined delimitation)	•	•	•	•	
SAP-certified interface to IDocs	•	•	•		
SAP-certified interface to AII (Auto ID Infrastructure) XML documents	•		•		
Oracle XML label requests automatically parsed	•	•	•		
Drag and drop data linking	•	•	•	•	
Versatile multiple-table data access	•	•	•	•	
Import variable graphics from databases	•	•	•	•	
Data query wizard and custom SQL assistant	•	•	•	•	
Individual record-picking at print time	•	•	•	•	

\*Print Server = Enterprise Print Server

## Supports Thousands of Printers

BarTender supports all printers for which a Windows printer driver is available. In addition to the numerous laser, ink-jet and dot-matrix printers that already have Windows drivers, Seagull produces its own enhanced Windows drivers for more than 1,500 label printer models. Although Drivers by Seagull™ can be used with any true Windows program, they offer a variety of special high-speed features when used with BarTender. (See page 14 for details.)

Seagull Scientific is the largest developer of true Windows drivers for industrial label printers and the official driver supplier to many label printer manufacturers.



Accumax	Brady	Comtec	Graphic Products	O'Neil	Tharo
Argox	C.Itoh	Datamax	IBM	Okabe	Thermopatch
ASTECH	cab	Datasouth	Imaje	OPAL	ThermoTex
APS	Century Systems	Eltron	Intermec	Paxar	TSC
Autonics	Citizen	ETISYS	K-SUN	Pitney Bowes	Toshiba TEC
Avery Dennison	Cognitive Solutions	General Code	KROY	Postek	Tyco
Birch		Godex	Markpoint	Pressiza	UBI
			Marshall	Printronic	Unimark
			MAX	Quick Label	Valentin
			Meto	Ring	VIPColor
			Metrologic	Samsung	Wasp
			MICROPLEX	SATO	Wedderburn
			Monarch	SIH	Zebra
			Novexx	Sumitomo	
				System Wave	



Easily download new and updated printer drivers for free.



# Inside Seagull Scientific

## ***A History of Innovation and Reliability***

Since our first sale in 1985, Seagull Scientific has been first-to-market with a variety of new technologies. But our success over the years has been more about dependability than the many features we have developed. Dependability is why so many of our sales come from word of mouth and why BarTender now has hundreds of thousands users in more than 110 countries. And why our printer drivers are used by well over a million people!

## ***A Fanatical Commitment to Software Quality***

We start with a Windows architecture based on proven, flexible standards. Then we painstakingly craft the industry's most intuitive user-interfaces – adapting familiar standards when possible, but carefully forging our own path when new technology demands it. Finally, we test exhaustively to give you:

- Fast, stable, reliable performance
- Truly intuitive user-interface
- Scalable, easily networkable design
- Reduced implementation time and cost
- Minimal training and support requirements

## ***Based in the USA Software Capital***

We are proud to be part of the Seattle-area software industry, home to many of history's greatest software innovations. Outstanding universities and a community focus on software technology provide us with some of the world's best-trained developers and quick access to the latest software trends.

## ***Excellence through Dedicated Research and Development***

We have patiently assembled a world-class team of product managers, programmers, quality assurance technicians and technical writers. BarTender currently represents hundreds of thousands hours and millions of dollars in software development.

## ***Our Best Ideas Come From You!***

Year after year, our best suggestions come from the people that use our products every day. That's why our managers use a dedicated database system to catalogue and prioritize the best and most frequent suggestions from our end-users and resellers.

## ***Free Technical Support***

We are proud to offer free support by phone and e-mail from multiple worldwide offices. Most incoming calls are handled as they arrive. Even during peak loads, we strive to make any required return calls within 30 minutes.

## ***Our Successful Growth Philosophy***

Seagull has grown every year since 1992 and more than tripled just since 2000. However, we've grown the old-fashioned way: By building quality products and reinvesting the profits. We have never borrowed money or grown by buying struggling competitors. Being debt-free gives us a strength and stability our employees and customers both appreciate. It's a cautious approach, but it works for us.

## ***A Company You Can Grow With Too***

We have an easy upgrade process for users expanding their software usage. We also have generous, multi-level discounts for resellers, free brochures for you to distribute (in multiple languages), and digital artwork on CD. Come join the Seagull team and grow with us!

## System Requirements

**Supported Operating Systems:** Windows 2000, 2000 Server, 2003 Server, XP, and Vista.

**Hard Disk:** 50 MB free space required

**Web Browser:** Microsoft Internet Explorer v6 or higher required for BarTender help system.

**CPU:** 450 MHz Pentium (1 GHz or higher recommended)

**Memory:** 256 MB RAM (512 MB or higher recommended)

**Display Resolution:** 800 x 600 (1024 x 768 or higher recommended)

**Note:** Enterprise editions require TCP/IP Network Protocol.



## How to Buy

If your existing software reseller does not offer BarTender, please contact Seagull for the name of a BarTender reseller near you. Qualified Seagull resellers can order on-line.

## Worldwide Offices

**Seagull Scientific, Inc. (World Headquarters)** - Bellevue, WA, USA  
Sales: 1 800 758 2001 (USA & Canada) • 1 425 641 1408 (International)  
sales@seagullscientific.com • Fax: 1 425 641 1599

**Seagull Scientific Europe, Inc.** - Madrid, Spain  
Sales: +34 91 435 25 25 (Main) • +44 1926 428746 (UK Branch)  
eurosales@seagullscientific.com • Fax: +34 91 578 05 06

**Seagull Scientific Asia-Pacific, Inc.** - Taipei, Taiwan  
Sales: +886 2 3765 2440 (Main)  
asiasales@seagullscientific.com • Fax: +886 2 3765 2467

**Seagull Scientific Japan Branch** - Tokyo, Japan  
Sales: +81 3 5847 5780 (Japan Branch)  
japansales@seagullscientific.com • Fax: +81 3 5847 5781



## Same Day Shipping from 3 Locations

USA: Orders received by 1PM (USA Pacific Time)

Spain: Orders received by 3PM (Madrid) (2PM GMT)

Taiwan: Orders received by 1PM (Taiwan)



Revision: 0270/0807



# BarTender® 2

## Price and Policy

**Effective: July 1, 20**

**Seagull Scientific, Inc.**

15325 SE 30th Place, Suite 100  
Bellevue, WA 98007-6597  
USA

**Sales**

Tel: 1 425 641 1408  
Fax: 1 425 641 1599  
Email: [sales@seagullscientific.com](mailto:sales@seagullscientific.com)

**Orders**

Email: [orders@seagullscientific.com](mailto:orders@seagullscientific.com)

**Asia-Pacific Headquarters**

Serves Asia, Australia, New Zealand and Pacific Islands

**Seagull Scientific Asia-Pacific, Inc.**

14F., No.39, Sec. 2, Dunhua South Rd.,  
Daan District, Taipei City 106,  
Taiwan (R.O.C.)

**Sales**

Tel: +886 2 7741 4700  
Fax: +886 2 7741 4739  
Email: [asiasales@seagullscientific.com](mailto:asiasales@seagullscientific.com)

**Orders**

Email: [orders-asia-pacific@seagullscientific.com](mailto:orders-asia-pacific@seagullscientific.com)

**Seagull Scientific Europe**

Paseo de la Castellana  
28046 Madrid  
Spain

**Sales**

Tel: +34 91 198 4600  
Fax: +34 91 578 0506  
Email: [emeasales@seagullscientific.com](mailto:emeasales@seagullscientific.com)

**Orders**

Email: [emeaorders@seagullscientific.com](mailto:emeaorders@seagullscientific.com)

**Japan Headquarters**

Serves Japan

7-10 Nihonbashi  
Kodenma-cho  
Chuo-ku, Tokyo,  
103-0001  
Japan

**Sales**

Tel: +81 3 4589 5400  
Fax: +81 3 5847 5781  
Email: [japansales@seagullscientific.com](mailto:japansales@seagullscientific.com)

**Orders**

Email: [japanorders@seagullscientific.com](mailto:japanorders@seagullscientific.com)



**Table of Contents**

**Introduction**

**July 2020 Price List Update**

Simplified Maintenance Pricing

Enterprise Edition Subscription

Expanded Premium Support Options

BarTender Starter Edition

Professional Services

**Simplified Maintenance Pricing**

BarTender Support Options

**Aligning Maintenance and Support Anniversary Dates**

**Developing a BarTender Quote or Order**

New BarTender Customers

Existing BarTender Customers

Expired Maintenance and Support

**Enterprise Edition Subscription Option**

**Starter Edition**

**General Sales Policies**

Updating from BarTender 2016 to BarTender 2019 or BarTender 2020

Upgrading BarTender 2016 Basic Edition to BarTender 2019

Upgrading BarTender 2016 Professional Edition to BarTender 2019

Adding printers to BarTender 2016 Without Updating to BarTender 2019

Upgrading Editions in BarTender 2016 Without Updating to BarTender 2019

Downgrading to BarTender 2016

**Important information for Partners**

Required Information for BarTenderOrders

Quotes for BarTender

Stocking BarTender

Electronic Software Delivery

**BarTender 2019 Product Key Code (PKC)**

**BarTender Returns and Exchanges**



options for our Automation and Enterprise Editions a new member of the BarTender family – an easy-to-use BarTender solution for small businesses and depart

BarTender® is the world's most trusted enterprise labelling software and is supported by a global network of partners. BarTender partners are enabled through the BarTender Partner Program, a comprehensive sales, support and marketing program that provides our partners with the opportunity to grow their business and support their customers.

Seagull uses a Market Suggested List Price (MSLP) to indicate suggested market prices. We only sell to resellers, unless the distributor is categorized as a hybrid distributor.

**Note: Not all products and services are available in all regions.**  
Please [contact us](#) for more details.

## July 2020 Price List Update

For the July 2020 Price List Update, we are introducing the following major changes:

### Simplified Maintenance Pricing

We've made our Maintenance and Support pricing simpler by following a standard approach with and added additional Application, Printer and Maintenance Add-ons. (1) year of Standard Maintenance and Support will now be **required** and included in all BarTender License purchases. Printer Add-ons and Edition upgrade purchases will include Standard Maintenance and Support so that the renewal date is aligned with the license renewal date. This will allow for a greatly simplified renewal process.

### Enterprise Edition Subscription

For customers looking to operationalize their BarTender purchase, BarTender Enterprise Edition is now available on an annual subscription basis. Subscriptions are only available for Enterprise Edition with ten (10) or more printers. All subscriptions include Premium Maintenance and Support. Printer Add-ons can be purchased as a Printer Add-on subscription is aligned to the original subscription renewal date. For more information, please contact your account manager.

### Expanded Premium Support Options

Premium Maintenance and Support with our highest service level agreement (SLA) is now available for Enterprise Edition with five (5) or more printers and 2-hour priority response time for critical issues with production printing. For more information, please contact your account manager.

For expert assistance and resources for helping your customers design, build, and deploy systems, our Professional Services team offers a two (2) hour Quick Start session. Professional Services on an hourly consulting rate. [Contact us](#) for details.

## Simplified Maintenance Pricing

Following industry standard practices, one (1) year of Standard Maintenance and Support is required and included with all new purchases and is calculated at 20% of the total purchase price. Application and Printer License bundles now all include one (1) year of Standard Maintenance and Support.

Every license order is delivered with a Maintenance and Support certificate detailing the details of included Standard Maintenance and Support, their benefits, and how to get the most out of your purchase.

Standard Maintenance and Support begins at the time of purchase from Seagull Scientific, Inc. of the expiring month. For example, one (1) year of Standard Maintenance and Support purchased on July 16, 2020 would expire on July 31, 2021.

Customers can buy additional years of Maintenance and Support as part of their BarTender purchase and can add or renew at any time. Maintenance and Support is available in one, three (3) year units. Monthly units are available for aligning Printer Add-on purchases made after the original Application License purchase date. Discounted pricing is available for year purchases of Maintenance and Support.

## BarTender Support Options

	Free Support	Standard
<b>Priority response</b>		
<b>Initial Response time (urgent/high severity issues)</b>		24 hours
<b>Free version updates</b>		X
<b>Edition and printer upgrades*</b>		X
<b>Live phone and chat support</b>		X
<b>24/7 access</b>	X	X
<b>Email support</b>	X	X
<b>BarTender community</b>	X	X
<b>Online resources**</b>	X	X
<b>Editions Supported</b>	All	All

\*\* (tutorials and technical whitepapers)



greatly simplified. We now make it easy to align the renewal date of any Upgrade with the original Application License renewal date. Any Printer License sales will require the addition of corresponding Maintenance and Support to ensure a simple renewal process for future Maintenance and Support. New Editions or Edition Upgrades made in the 12<sup>th</sup> month or renewal expiry month of the current License will require a complete renewal of all Application and Printer licenses and Maintenance and Support.

## Developing a BarTender Quote or Order

Follow one of these tables for ordering BarTender depending on whether you are ordering for the first time (New BarTender customer) or you are upgrading or adding an Edition (Existing BarTender customer).

### New BarTender Customers

Step	Description
<b>1) Choose your Edition Application Bundle</b>	Each bundle contains an Application and Printer License and 1 year of Standard Maintenance and Support* which expires at the end of the month, 12 months from the date of purchase.
<b>2) Add additional Printers</b>	Add the additional quantities of Printer Licenses for your Edition.
<b>3) Add additional Printer Maintenance and Support</b>	Add the same quantities of Printer License Standard Maintenance and Support.
<b>4) Add additional Maintenance and Support</b>	Add additional years of Standard Maintenance and Support for both the Application and Printer Licenses
<b>5) Add Professional Services</b>	Provide Quick Start or consulting services based on an hourly rate.

\*Starter Edition includes a 3 year option

	Support based on their Edition that they want to extend. By being current on their Maintenance and Support, existing customers can add printers or upgrade Editions in the next steps.
<b>2) Upgrade Editions</b>	Choose the Edition Upgrade License for your Edition. You would then add enough Standard Maintenance and Support for both the Application License and Printer Licenses to align to the original Application License bundle renewal date.
<b>3) Add additional Printers</b>	Choose the Printer License for your Edition. You would then add enough Printer Standard Maintenance and Support to align to the original Application License bundle renewal date.
<b>4) Renew Maintenance and Support</b>	Since any Edition Upgrades and/or Printer Add-ons also included aligned Standard Maintenance and Support, the renewal is simply choosing how many years of Standard Maintenance and Support based on your License's Edition and total number of printers.
<b>5) Add Professional Services</b>	Provide Quick Start or consulting services based on an hourly rate.

<b>2) Upgrade Editions</b>	BTE-UA-APP	BarTender Enterprise - Upgrade - Application License
	BTE-UA-PRT	BarTender Enterprise - Upgrade - Printer License
	BTE-UA-PRT-MNT	BarTender Enterprise - Upgrade - Printer License - Standard Maintenance and Support (10 Printers x 8 Months)
<b>3) Add additional Printers</b>	BTE-PRT	BarTender Enterprise - Printer License - Standard Maintenance to Align with Application Date)
	BTE-PRT-MNT	BarTender Enterprise - Printer License - Standard Maintenance and Support (5 Printers x 8 Months)
<b>4) Renew Maintenance and Support</b>	n/a	For following year standard Maintenance and Support renewals, the customer must purchase additional years of standard Maintenance and Support based on the single year renewal date.
<b>5) Add Professional Services</b>	n/a	Provide Quick Start or consulting services at an hourly rate.

## Expired Maintenance and Support

Customers whose Standard Maintenance and Support expires will be limited to standard support. If a customer contacts Technical Services by phone, they'll be assigned to standard Maintenance and Support.

Customers have a 90-day grace period to renew their Standard Maintenance and Support after their agreement has expired. If a customer wants to renew their Standard Maintenance and Support after their agreement has expired, they are required to backdate their agreement was expired along with at least one year of new Maintenance and Support. Expired maintenance and support outside of the grace period incurs a 25% payment.

## Example

A customer with BarTender 2019 Enterprise Edition and 13 printers allowed their Standard Maintenance and Support to expire six months ago and would now like to extend Maintenance and Support for two years. The order is:

<b>BTE-PRT-MNT</b>	Support (24 Months) BarTender Enterprise - Printer License - Standard Maintenance and Support (13 Printers x 24 Months)
--------------------	----------------------------------------------------------------------------------------------------------------------------

## Enterprise Edition Subscription Option

The new subscription option for Enterprise Edition with 10 or more printers operationalize their operating costs for Enterprise Edition. The subscription ordering process as [above](#). For new purchases, customers would order the License and ten (10) Printer licenses part number bundle below. This bundle includes one year of ongoing Premium Maintenance and Support.

To add additional printers beyond the included (10) printers, customers would order the part number for each additional printer.

Part Number	Description
<b>BTE-10-SUB-1YR-PSPT</b>	BarTender Enterprise: Application License + 10 Printers (Maintenance and 24/7 Premium Support Included)
<b>BTE-PRT-SUB-1YR-PSPT</b>	BarTender Enterprise - Add-on Printer Annual Subscription Support Included, Align to Application Subscription

After the initial purchase, customers can add additional Printers with the subscription. Customers are sure to purchase the required number of months per Printer to align with the License purchase renewal date. On the renewal date, customers would just add the Application bundle and Printer License per their initial purchase.

Part Number	Description
<b>BTE-PRT-SUB-PSPT</b>	BarTender Enterprise - Add-on Printer Monthly Subscription Support Included, Align to Application Subscription

## Starter Edition

For our new entry level Starter Edition, the July 2020 Price List will show part numbers with zero currency amounts. Starter Edition customers up to 10 Printers will not incur an additional cost for the Printer License or Printer

Part Number	Description
<b>BTP-US-PRT</b>	BarTender Professional - Upgrade from Starter - Printer License
<b>BTP-US-PRT-MNT</b>	BarTender Professional - Upgrade from Starter - Printer License and Support (Per Printer Per Month)

their initial Starter Edition purchase. In the first example, the customer is upgrading to Automation Edition. In the second example, the customer is upgrading to Professional Edition. In both examples, part numbers and (quantities) are used in both examples.

### 1) Upgrade to Professional Edition

- (1) BTP-US-APP BarTender Professional - Upgrade from Starter - Application License (required)
- (3) BTP-US-PRT BarTender Professional - Upgrade from Starter - Printer License (required)
- (4) BTP-US-APP-MNT BarTender Professional - Upgrade from Starter - Application License (Per Month)
- (12) BTP-US-PRT-MNT BarTender Professional - Upgrade from Starter - Printer License (Per Printer Per Month)

### 2) Upgrade to Enterprise Edition

- (1) BTA-US-APP BarTender Automation - Upgrade from Starter - Application License (required)
- (3) BTA-US-PRT BarTender Automation - Upgrade from Starter - Printer License (required)
- (4) BTA-US-APP-MNT BarTender Automation - Upgrade from Starter - Application License (Per Month)
- (12) BTA-US-PRT-MNT BarTender Automation - Upgrade from Starter - Printer License (Per Printer Per Month)

## General Sales Policies

### Updating from BarTender 2016 to BarTender 2019 or BarTender 2020

Many current BarTender customers are eager to begin using BarTender 2020. Current customers **with active Maintenance** can simply download the new version and activate with their existing PKC from <https://portal.seagullscientific.com/>. If the customer has let their Maintenance agreement expire, they will need to renew it before upgrading to BarTender 2020. If a customer has expired Maintenance and Support agreement, the end user will be required to pay a penalty and backpay for maintenance and renew for at least one year of support.

### Upgrading BarTender 2016 Basic Edition to BarTender 2019

A customer with BarTender 2016 Basic Edition **and active Maintenance** can upgrade for free to BarTender 2019 Professional Edition **with one (1) Printer License**. If the customer requires more than one printer license, they can purchase the desired number of printer licenses using the BTP-PRT package. Customers **with expired Maintenance and Support cannot upgrade and must purchase the upgrade price from a reseller.**

### Upgrading BarTender 2016 Professional Edition to BarTender 2019

2019 must adhere to 2016 printer counts. This is because BarTender 2019 and as a result cannot accommodate incremental printer additions. **When you upgrade to BarTender 2019, you MUST notify us that the customer is using BarTender 2016.** This will ensure that the PKC is generated for the customer.

Retired Edition	Printer Count	Current Edition
Enterprise Automation	3	Automation
Enterprise Automation	5	Automation
Enterprise Automation	10	Automation
Enterprise Automation	15	Automation
Enterprise Automation	20	Automation
Enterprise Automation	30	Automation
Enterprise Automation	40	Automation
Enterprise Automation	50	Automation
Enterprise Automation	60	Automation
Enterprise Automation	70	Automation
Enterprise Automation	80	Automation
Enterprise Automation	90	Automation
Enterprise Automation	100	Automation

**For orders larger than 100 printers, please [contact us](#).**

**Basic and Professional editions for BarTender 2016 are workstation licenses and require printer additions.**

### Upgrading Editions in BarTender 2016 Without Updating to BarTender 2019

If a current customer wants to upgrade to a higher BarTender 2016 edition (e.g., Professional to Automation)—please [contact us](#) to obtain a quote. Please note that Maintenance and Support is required for any changes in editions.



Professional Edition with 2+ printers	Professional E
Automation Edition	Automation E
Enterprise Edition	Enterprise Aut

## Important information for Partners

### Required Information for BarTenderOrders

To better serve our customers and ensure accurate pricing, we require the following information for each order. Without this documentation, we will not be able to process the order.

- Distributors are required to provide us with the reseller information (end user) information.
- Resellers are required to provide us with the customer (end user) information.

### Quotes for BarTender

Quotes for BarTender software can be obtained through the Partner Portal (<https://portal.seagullscientific.com/>) or by [contacting us](#). For existing BarTender customers, quotes include the customer's PKC for all Printer Add-ons, Edition upgrades and renewals quotes and allow for up to 48 business hours for quotes.

### Stocking BarTender

Because Maintenance and Support begins on the purchase date from Seagull Scientific, we no longer stock BarTender software.

### Electronic Software Delivery

With the launch of BarTender 2019, all orders are fulfilled electronically. Partners are encouraged to download BarTender from the customer or partner portal (<https://portal.seagullscientific.com/>).

If physical media is required, we can provide BarTender on a USB drive at no charge. Shipping. PKCs are not included with the media; customers must register the software on the customer portal to obtain their PKC prior to use.

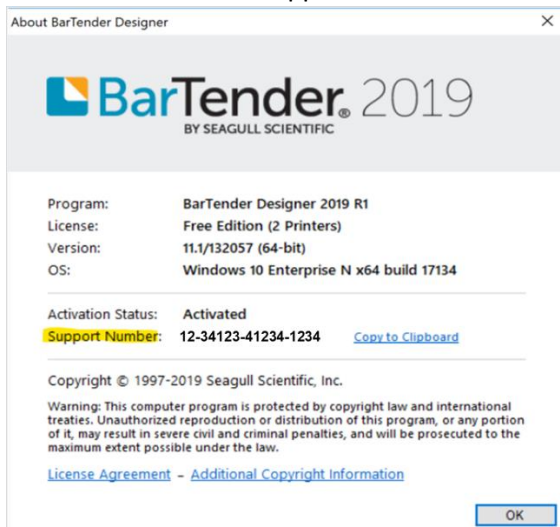
### Not-for-Resale (NFR) Licenses

NFR licenses now expire after 12 months to ensure accurate tracking and management of licenses. Partners who contact BarTender Technical Services must provide the customer's PKC to access live support. If the partner is calling on behalf of the customer, the partner must provide the customer's PKC to ensure we document the proper account. Under no circumstances will NFR licenses be used to provide Standard Maintenance and Support to customers who have purchased a license.

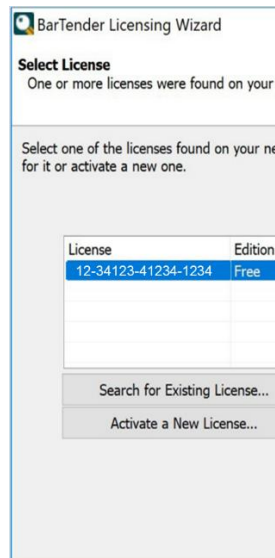
Information can be dynamically changed without issuing a new PKC.

Customers who are under maintenance and have a PKC for BarTender 2019 can request a new version using their existing PKC.

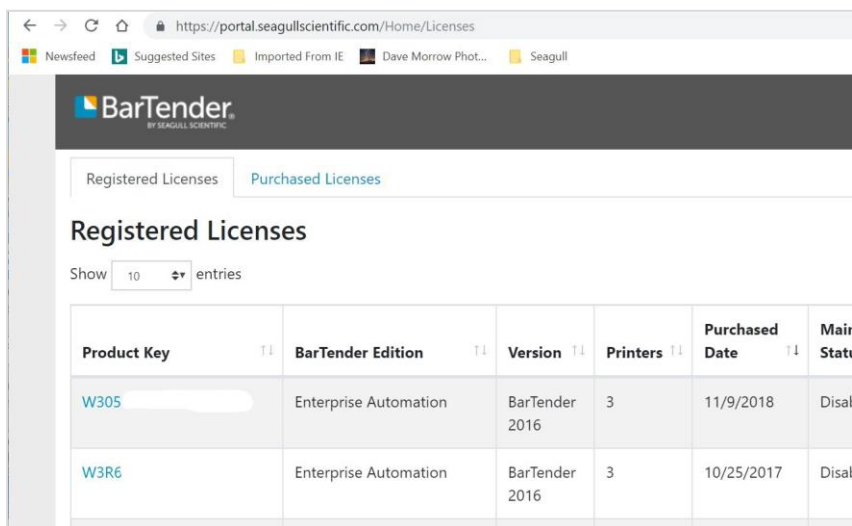
We need the current PKC or Support Number when you request a quote for new maintenance and support renewals. You can obtain the PKC in several ways:



Help > About in the software



BarTender Licensing Wizard



From the Portal

A request to return BarTender must be emailed to the appropriate Order Department for your region. Please refer to the [contact us](#) section at the beginning of this document.

For the Return Merchandise Authorization (RMA) to be processed:

- Requests must include the 16-character Product Key Code (PKC).
- Licenses must show a status of Deactivated (Deactivation Instructions apply).

If your request meets the stated requirements above, the Orders Administration Department will process the request within four (4) business days and submit the RMA request to the Finance Department for completion and financial credit. The issuance of a credit will take an additional business days to process.

## Version, Edition, and Release Definitions

**Version Update:** Update BarTender to the most recent version (for example, from BarTender 2019 to BarTender 2020). If the customer has active Maintenance and Support, no charge applies. Otherwise, they must renew their Maintenance and Support prior to the update.

**Edition Upgrade:** Move up to a more advanced edition of BarTender (for example, from Standard Edition to Enterprise Edition). If the customer is not on the current version of BarTender, a license upgrade is required before an Edition upgrade can be made.

**Printer Add-on:** Increase the number of printers licensed for use with BarTender. Add-ons are only available on active Maintenance and Support to purchase Printer License Add-ons. The number of add-ons a customer's version of BarTender are available until the End of Support date.

**Interim Release:** Releases between major versions, mostly containing performance improvements and bug fixes. These were formerly called "service releases" and are free of charge. The customer owns the license. For BarTender 2019, these are designated by an "R#" and are available as BarTender 2019 R2, and can be downloaded from the portal. Interim releases must be installed on the same PC or server where an existing copy of BarTender is installed.

Customers running the Automation or Enterprise Editions (or the previous editions) are strongly encouraged to contact their reseller before installing new versions of the software, including interim releases.



**Your active Maintenance and Support plan gives you access to exclusive customer benefits**

### Legendary live support

Our worldwide team of experts is just a phone call, chat, or click away to make sure BarTender drives your business at full speed.

### Free version updates

Future-proof your labeling operation and take advantage of the latest product improvements with access to free BarTender version updates.

### Edition and printer upgrades

Expand your BarTender system as your business grows by adding printers or upgrading to more powerful editions.

We offer several support services to help you provide assistance with trouble-related issues.

### Standard Support

Our technical support staff consists of friendly support agents around the world, speaking English, and we also provide support in Chinese, and more.

### Premium Support

Enterprise Edition customers can expect a priority response around the clock.

### Professional services

For needs that are not covered by our standard professional services program, please reach out to your BarTender Professional Services team at [professionalservices@seagullscientific.com](mailto:professionalservices@seagullscientific.com).

### Included with Support

- ▶ Troubleshooting installation and activation issues
- ▶ Getting started and usage questions
- ▶ Issue diagnosis and support
- ▶ Setup and configuration best practices

### Professional services

- ▶ Introductory training
- ▶ Consultation
- ▶ Enterprise support
- ▶ Programming
- ▶ Custom labeling

Because we are committed to your success, the first year of Standard Maintenance and Support is included. Buy and use BarTender with confidence, knowing our team of legendary support technicians are here to help.

### Standard Support business hours:

**Americas:** 6am - 6pm PST

**EMEA:** 9am - 6pm CET

**APAC:** 9am - 5pm AEST

All offices observe local holidays. A full list of holiday closures can be found at [www.SeagullScientific.com](http://www.SeagullScientific.com).

**Americas:**  
[Sales@SeagullScientific.com](mailto:Sales@SeagullScientific.com)  
+1 425 641 1408

**EMEA:**  
[EMEA\\_Sales@SeagullScientific.com](mailto:EMEA_Sales@SeagullScientific.com)  
+34 91 198 4600

**APAC:**  
[AsiaSales@SeagullScientific.com](mailto:AsiaSales@SeagullScientific.com)  
+886 70 1018 4700

**SAP® Certified**  
Integration with SAP Applications

**ORACLE®**  
Gold Partner

Gold  
**Microsoft Partner**

[www.SeagullScientific.com](http://www.SeagullScientific.com)

© 2020 Seagull Scientific, Inc. BarTender, Intelligent Templates, Drivers by Seagull, and the Seagull logo are registered trademarks of Seagull Scientific, Inc. All other trademarks are the property of their respective owners.