



BarTender®

BY SEAGULL SCIENTIFIC



Hi everyone!

- ▶ **Our presentation today is in English**
- ▶ **No matter what language you're hearing the pre-event gotowebinar notices in right now, the webinar today will be in English when we officially start to broadcast**
- ▶ **The presentation is being recorded – everyone will receive a link to the recording after the event**
- ▶ **The presentation will start at half past the hour**

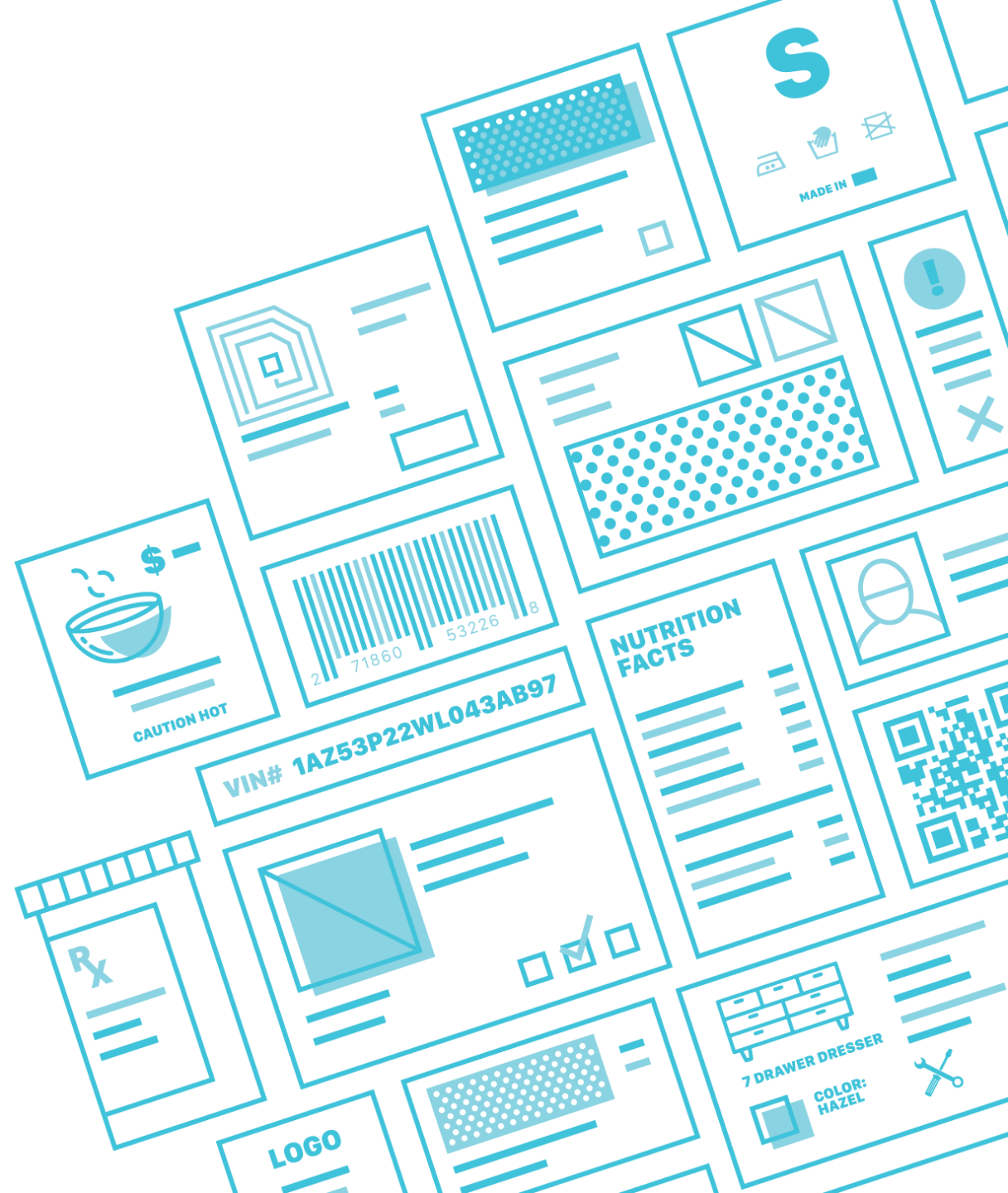
BarTender 2021 Launch Webinar



CAROLYN MACLEOD

CHANNEL MARKETING MANAGER, AMERICAS

CMACLEOD@SEAGULLSCIENTIFIC.COM



Housekeeping and Presenters

- ▶ Meeting is being recorded, all participants are on mute
- ▶ Questions via Q&A function
- ▶ Opt-in for BarTender communications on portal.seagullscientific.com

- ▶ Presenters today:



MATTHEW BRINE
VICE-PRESIDENT, GLOBAL SALES
MBRINE@SEAGULLSCIENTIFIC.COM



MICHAEL LEO
SENIOR PRODUCT MARKETING MANAGER
MLEO@SEAGULLSCIENTIFIC.COM



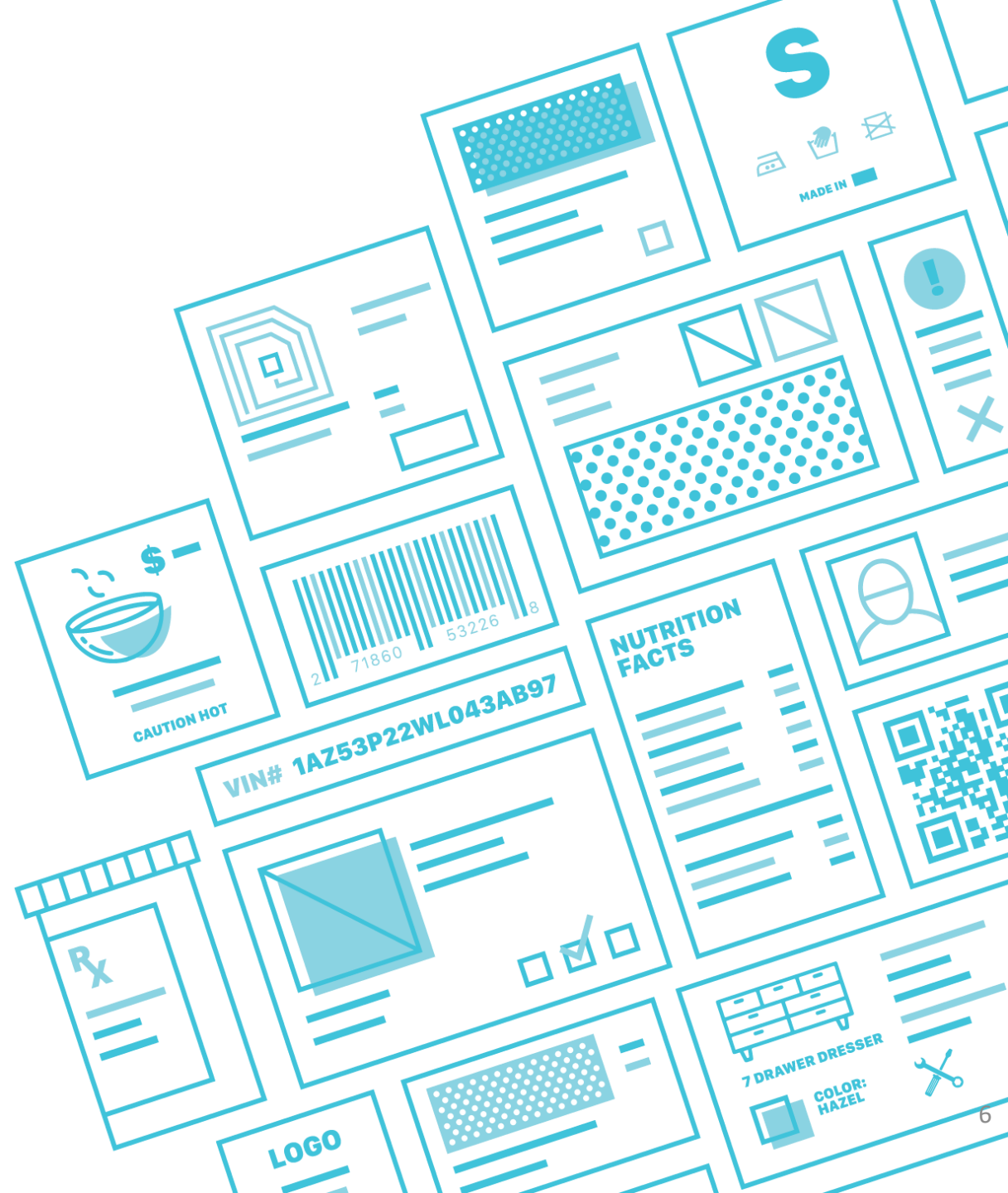
IAN CUMMINGS
SENIOR SALES ENGINEER, EMEA
ICUMMINGS@SEAGULLSCIENTIFIC.COM

Welcome and BarTender 2021 Introduction

MATTHEW BRINE

VICE-PRESIDENT, GLOBAL SALES

MBRINE@SEAGULLSCIENTIFIC.COM



AGENDA

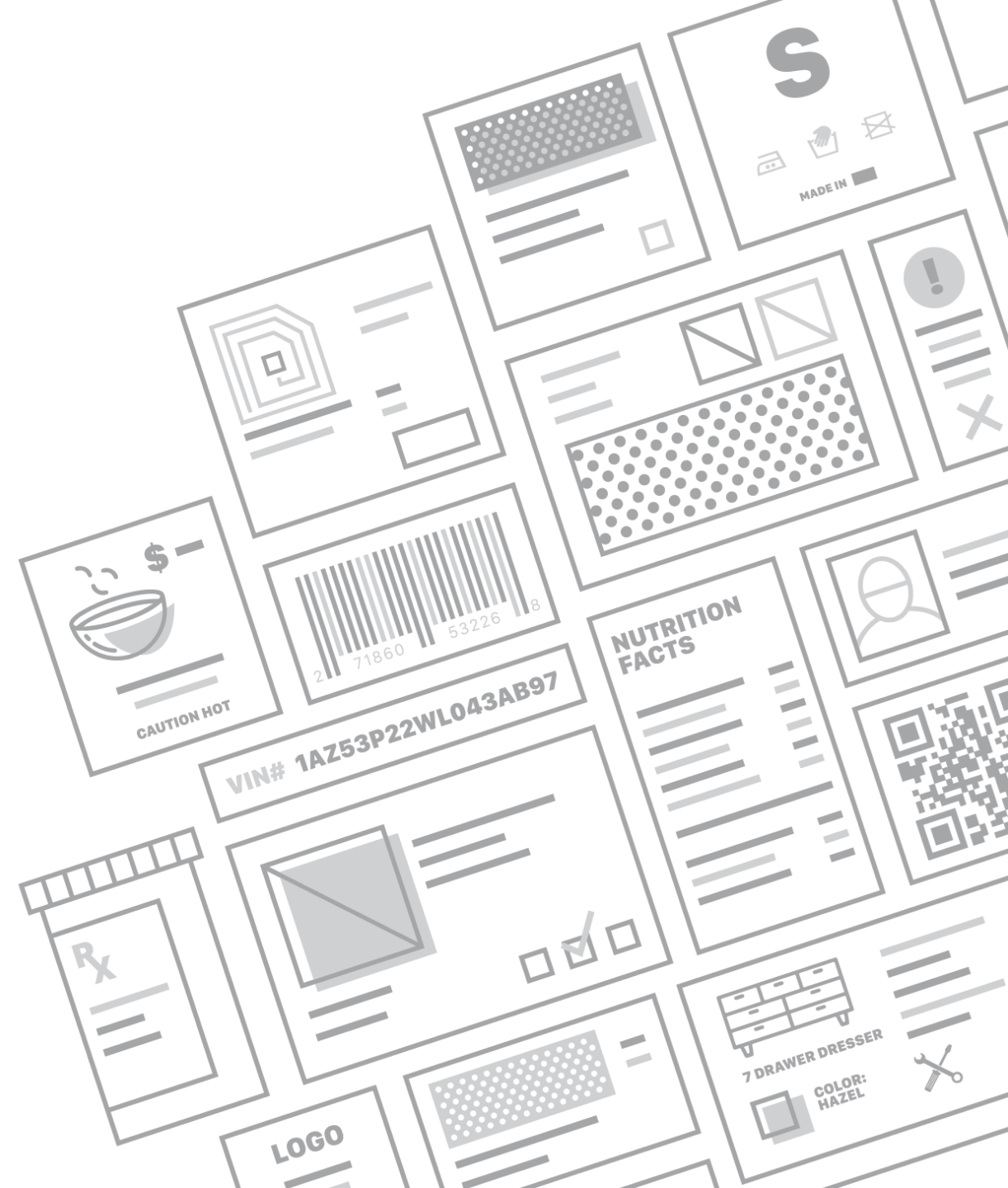
WELCOME & BARTENDER 2021 INTRODUCTION

BARTENDER 2021

FEATURES IN ACTION

AVAILABILITY AND SUPPORT

Q & A



SIZES

CODE:

987

REFERENCE:

G1155



871

HANDLING CODE

BT16

CONTAINER TYPE

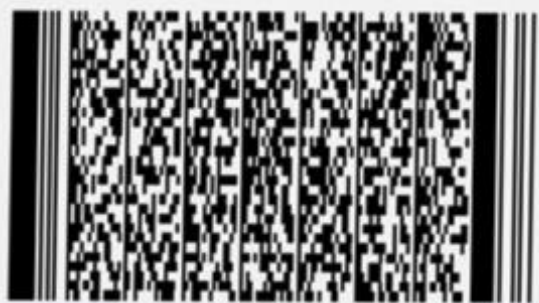
KLT3214

GROSS WEIGHT

10 KG



C6D8E

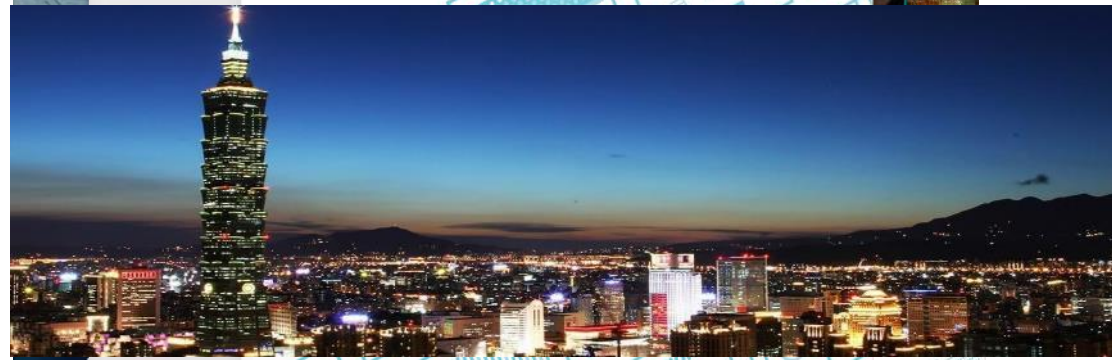


 **BarTender**[®]
BY SEAGULL SCIENTIFIC

The world's most trusted software for labels, barcodes, RFID tags, plastic cards and more

About Seagull Scientific

- ▶ Founded in 1985
 - ▶ Originally focused on barcode reading equipment for PCs
- ▶ Today, singularly focused on labeling
 - ▶ BarTender software
 - ▶ Drivers by Seagull Scientific
- ▶ Global Support Centers in:
 - ▶ Bellevue, WA (Global HQ)
 - ▶ Madrid, Spain
 - ▶ Taipei, Taiwan
 - ▶ Tokyo, Japan



BarTender – Business Labeling for Everyone



Manufacturing



BarTender®
BY SEAGULL SCIENTIFIC

Warehouse & Logistics



Healthcare

Recent BarTender Customer Examples



TEMPUR+SEALY



COVANCE



AMGEN



© 2020 Seagull Scientific

Recent BarTender Customer Examples



Changing Business Models



Automation – a driver to improve Efficiency and Effectiveness

Automation

**#1 Gartner
2020 strategic
technology
trend**

Process Automation

**#1 Deloitte
2018 CIO
digital focus**

Workforce Automation

**#1 IDG digital
manufacturing
transformation**



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
TO THE PRINCE OF WALES
TEA MERCHANTS AND GROCERS
FORTNUM & MASON PLC LONDON



BY APPOINTMENT
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FORTNUM & MASON

EST 1707

🇬🇧 £GBP ▾

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[Gifts & Occasions](#)

[Homeware](#)

[Restaurants & Stores](#)

[Our Stories](#)



Selected Lines.

[Our Purpose](#)

[About](#)

[Science & Medicine](#)

[News and Press](#)

[Careers](#)



An update on Gilead's COVID-19 response.

An open letter from our Chief Medical Officer Merdad Parsey about our antiviral for the treatment of COVID-19.

[Read about our COVID-19 response](#) ▶



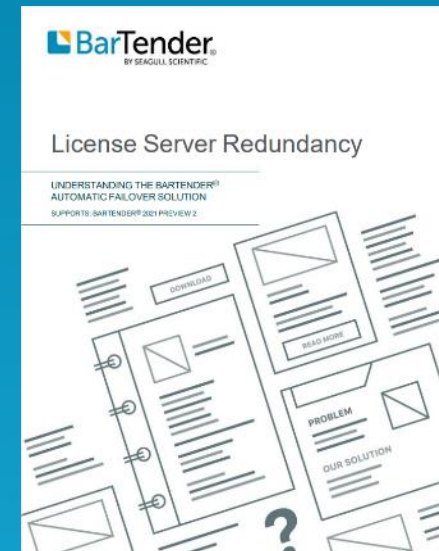
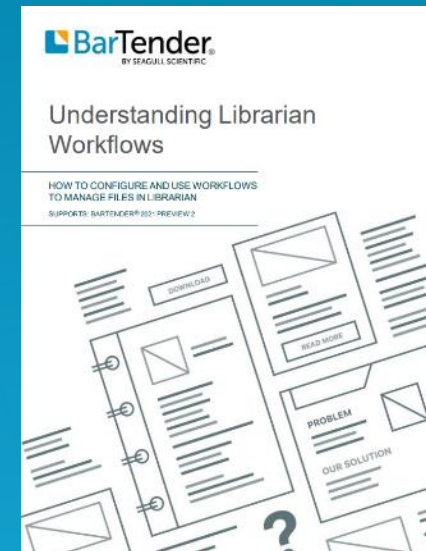
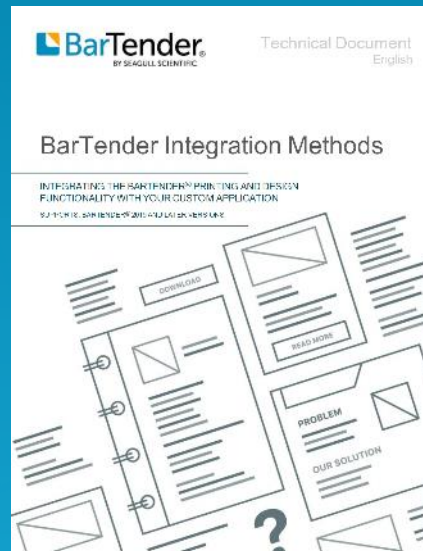
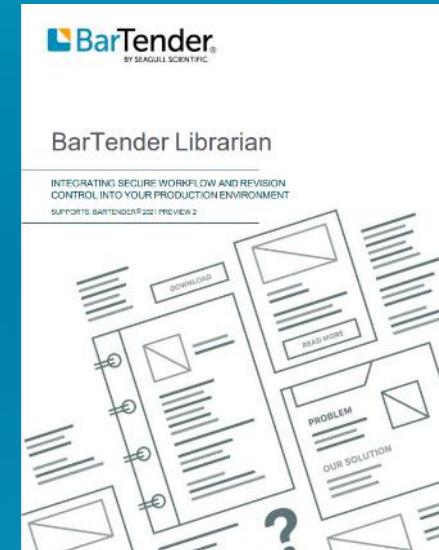
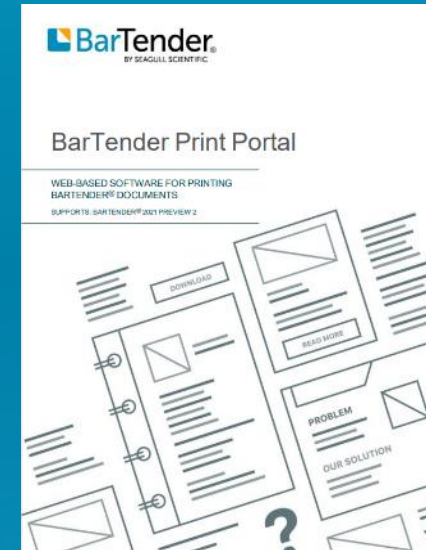
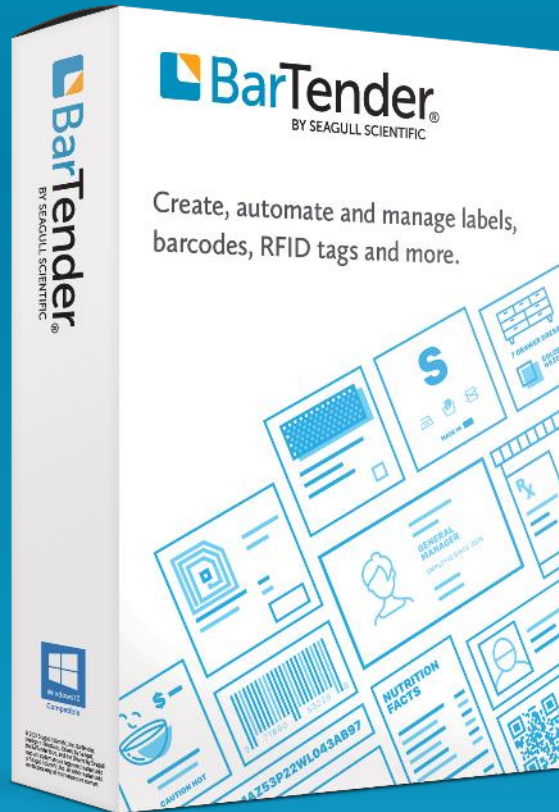
Important Messages

1. **10.1 support ends December 31, 2020**
2. **Customer loyalty promotion**
 - ▶ **Purchase three (3) years of maintenance and support and receive 15% discount**
3. **Updated BarTender support ticket information.**

Information needed to start a support ticket:

- ▶ Support number
- ▶ Customer information, including contact name, email address, and telephone number, company name and address
- ▶ BarTender version, edition and Windows operating system
- ▶ Description of the issue or question
- ▶ Ticket priority – low, normal, high or urgent (best guess)
- ▶ Attachments relating to the issue (optional depending on issue)
 - ▶ Relevant BarTender log files and Windows event logs
 - ▶ Integration File, trigger files and BTW documents etc.

BarTender 2021



Gartner – Key Enterprise Labeling Features

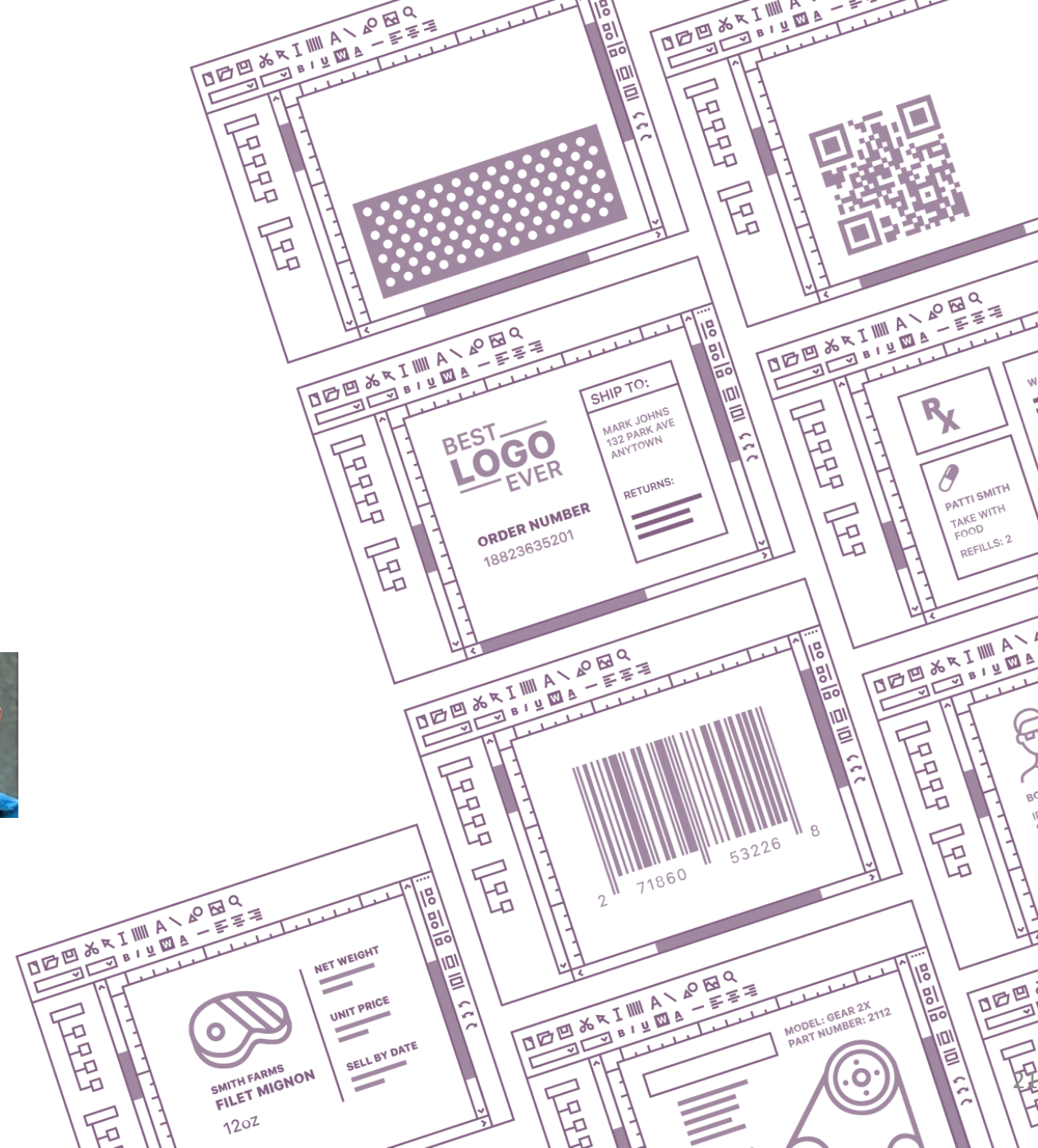
- ▶ Easily create and manage many labels with slight variations ✓
- ▶ Compliance tools to assist with meeting regulatory requirements ✓
- ▶ Document / Label management ability ✓
 - ▶ Workflows, authorizations and audit trails ✓
- ▶ Integration tools to automate label printing ✓
- ▶ Centralized security and audit controls ✓
- ▶ Global support ✓
- ▶ Simplified pricing structure ✓

BarTender 2021

MICHAEL LEO

SENIOR PRODUCT MARKETING MANAGER

MLEO@SEAGULLSCIENTIFIC.COM

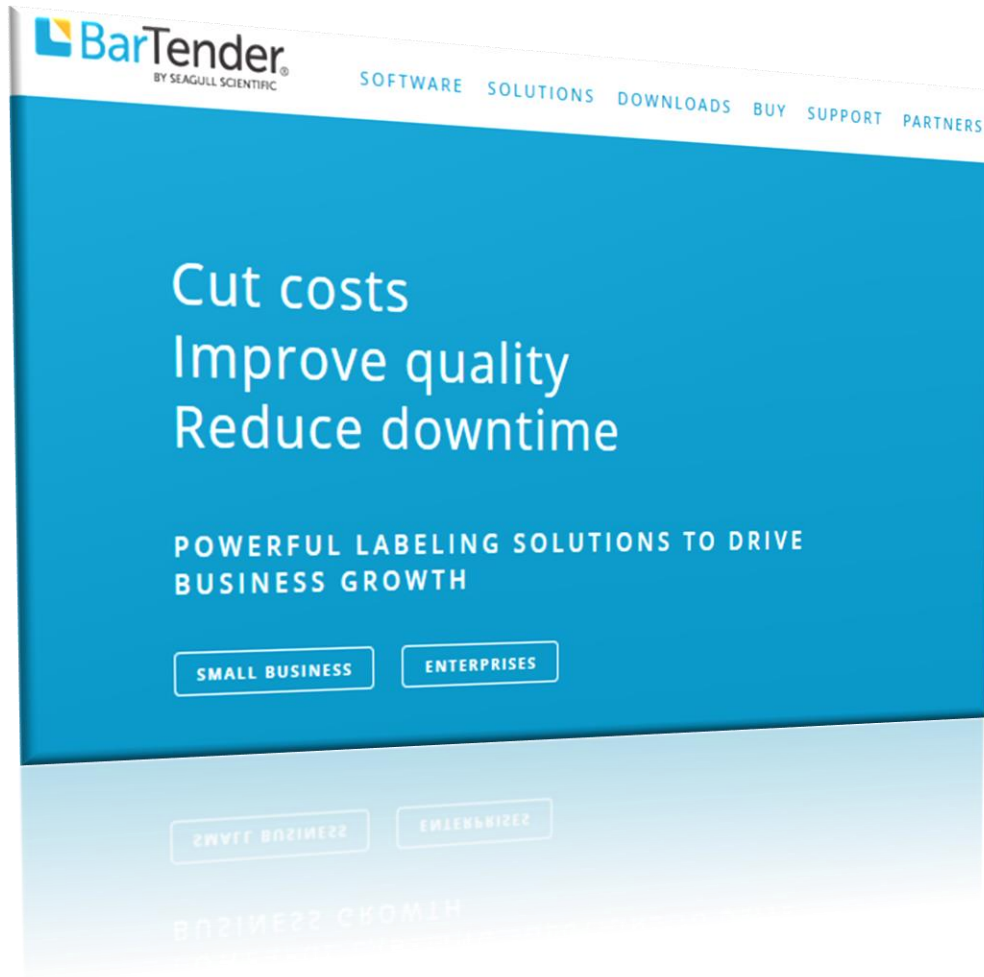




Introducing BarTender 2021

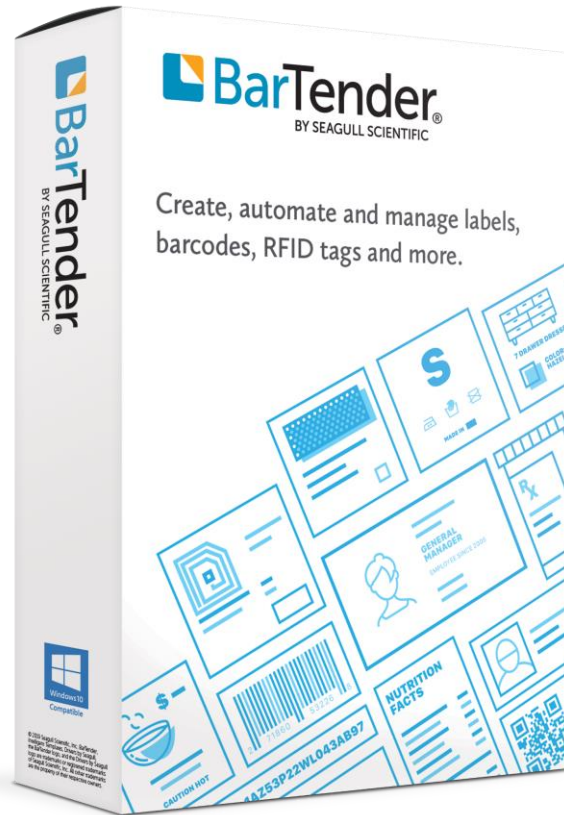


BarTender 2021



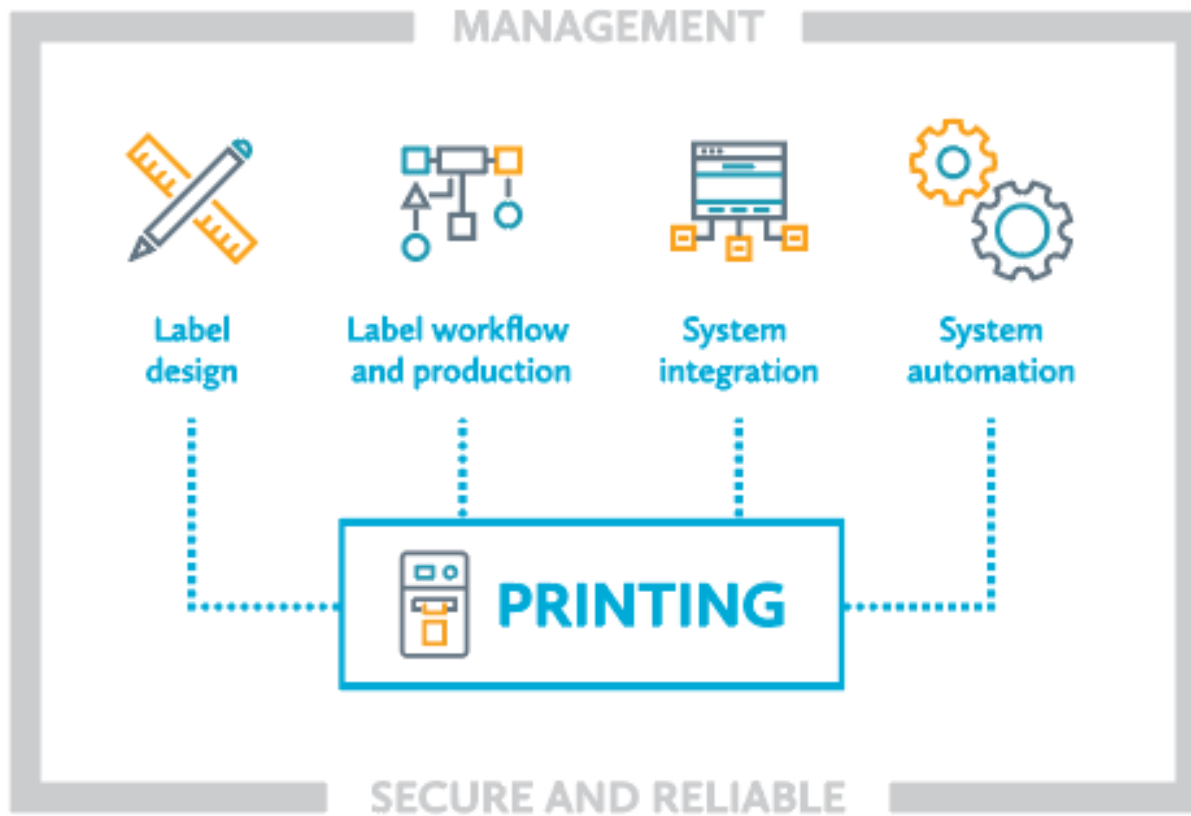
- ▶ Decrease costs of operation
- ▶ Improve quality
- ▶ Reduce downtime
- ▶ Improve efficiency
- ▶ Grow business

BarTender 2021



- ▶ More powerful
- ▶ Easier to use
- ▶ More adaptable and configurable
- ▶ Familiar user interface (UI)
- ▶ Global technical support

BarTender 2021

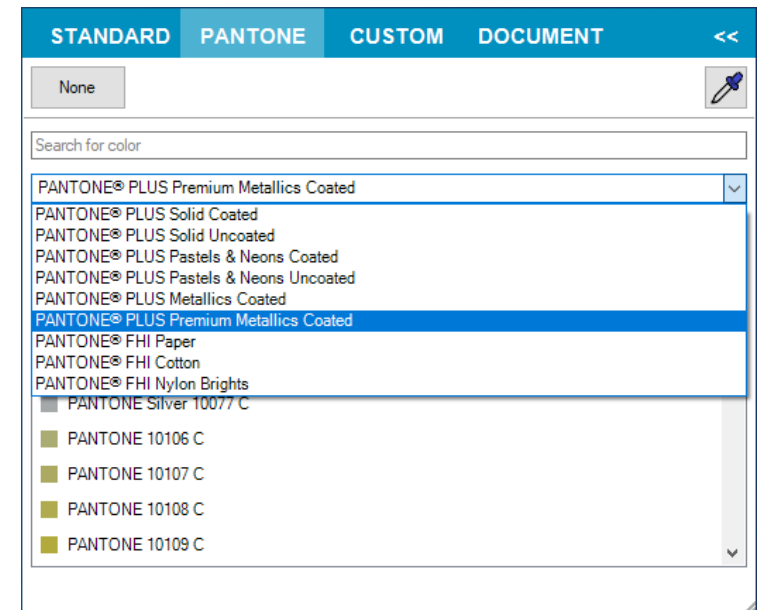
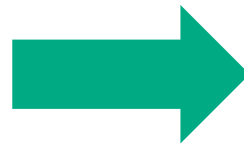
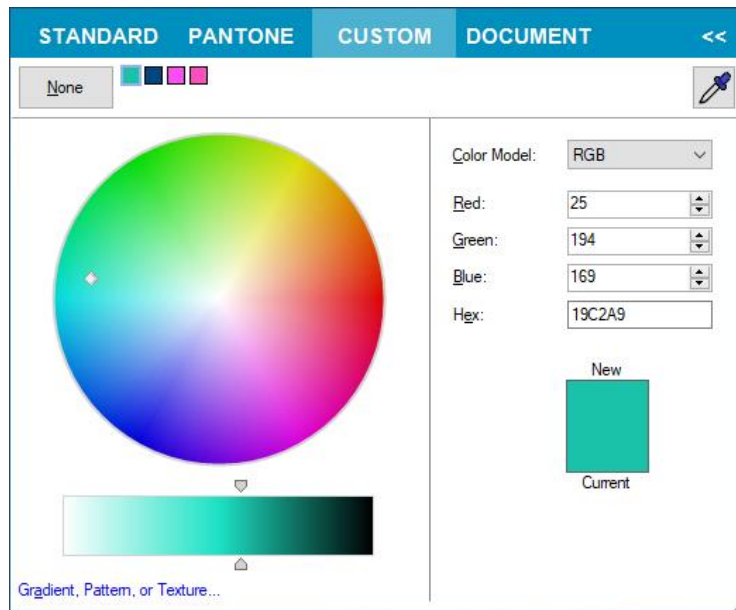


- ✓ Create and print more commercial-quality designs
- ✓ Accelerate label design and production with increased label QA
- ✓ Integrate more tightly and with more flexibility to existing and new business systems
- ✓ Improve productivity for new and existing markets globally
- ✓ Print from any browser on any device to more printers anywhere, anytime
- ✓ Minimize downtime and enable business continuity



Label design

- ▶ Create and print commercial-quality designs
 - ▶ PANTONE Color System, data-sourced colors and improved color picker
 - ▶ GS1 Version 20 support
 - ▶ Expanded Data Matrix (DMRE) symbology support





Label design

- ▶ Create and print commercial-quality designs
 - ▶ Phrase Library (*new feature preview*)
 - ▶ Auto-Translation
 - ▶ TMX import/export

The screenshot shows the BarTender Data Builder application window titled "Translation.btldb* - BarTender Data Builder". The interface includes a ribbon with tabs for Library, Language, Clipboard, Edit, Transfer, Translate, and View. The "Language" tab is active, showing a table with columns for ID, English (United States), Spanish (Spain), German, Category, Tags, and Comments. The "German" column is highlighted. A dialog box titled "Auto Translate: Select Languages" is open, displaying instructions and options for translation.

ID	English (United States)	Spanish (Spain)	German	Category	Tags	Comments
ID_001	Hello	Hola		Greeting		
ID_002	Department	Departamento		Resources		
ID_003	Manager	Gerente		Resources		

Auto Translate: Select Languages

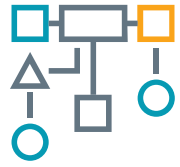
Auto Translate uses machine translation to convert the phrases in your library to the selected language. This will likely contain inaccuracies, and is only intended as a starting point for translation by a human translator.

Translate From: English (United States)

Translate To: German

Untranslated Phrases Only

Translate Cancel



Label workflow and production

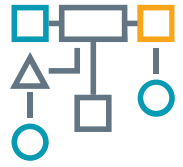
- ▶ Create and print commercial-quality designs
 - ▶ Librarian enhanced for exception performance

The screenshot displays the BarTender Librarian interface and the BarTender Administration Console. The Librarian window shows a file list with columns for Name, Revision, and Size. The Administration Console window is open to the 'Librarian Setup' section, which includes a 'Workflow Rules' table and a 'New Rule' dialog box.

Enabled	Workflow	Path Filter
<input checked="" type="checkbox"/>	Deny File Add	lib://

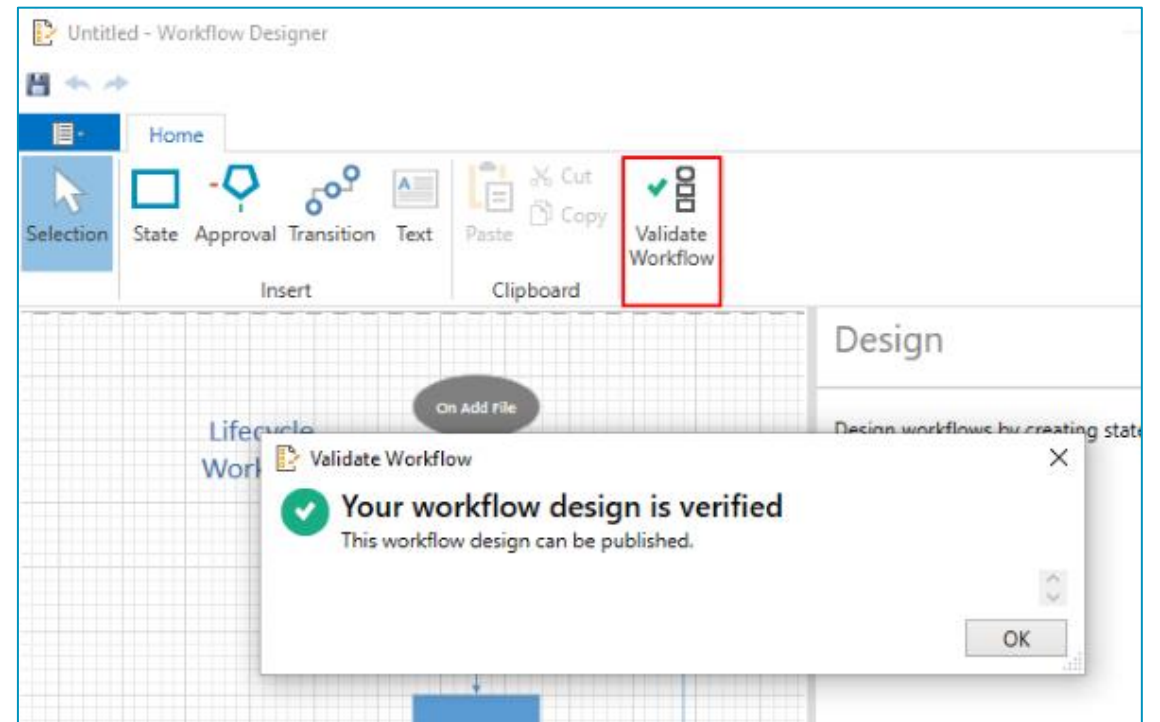
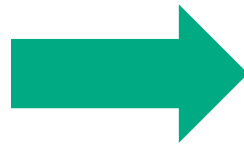
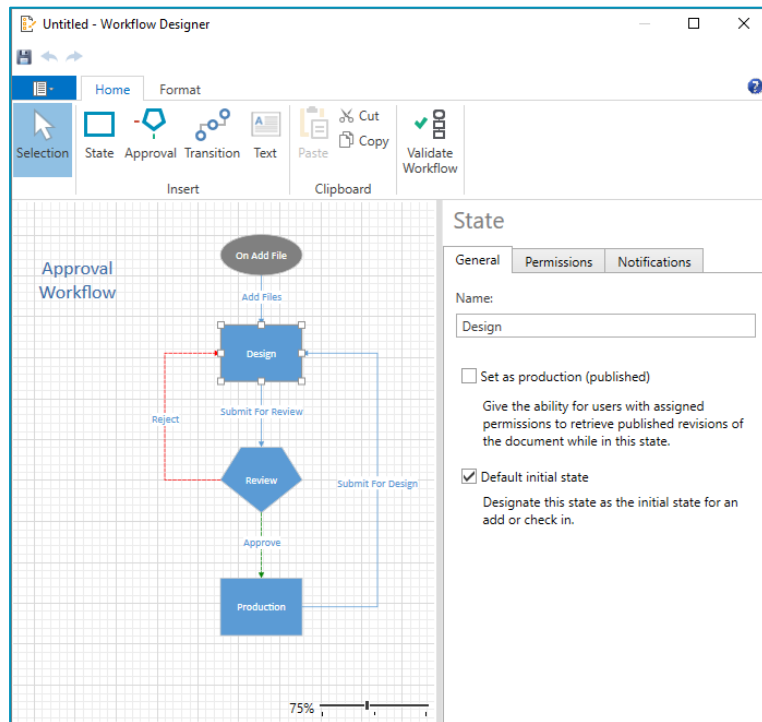
The 'New Rule' dialog box is configured with the following settings:

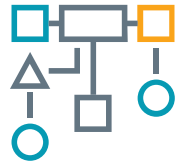
- For files in Librarian folder(s): lib://
- With file type(s): *
- Use Regular Expressions:
- Use workflow: Use workflow to associate a workflow to matching file(s). Workflow: RG Output
- Deny adding file(s): Use to explicitly deny users from adding matching file(s)
- Exclude files or folders from using a workflow: Use to exclude matching file(s) or folder(s) from using a workflow



Label workflow and production

- ▶ Accelerate label design and production
 - ▶ Visual Workflow Designer providing faster design, approval, tracking and deployment





Label workflow and production

- ▶ Accelerate label design and production
 - ▶ Fast, secure web-based workflow approval anywhere, anytime
 - ▶ New Print Portal integrated with Librarian

File Message Help Tell me what you want to do

Trankix Mailing Label USPS 4x6.btw is ready for your ...

RF rfp@seagullscientific.com
To Lee Stevens Wed 6:29 PM

If there are problems with how this message is displayed, click here to view it in a web browser.

The following file(s) are waiting for your review and approval. Please review and approve for production.

Comment:
New version with 2020 Brand standards ready for Review!

Trankix Mailing Label USPS 4x6.btw
[Review and Approve](#)



Trankix Mailing Label
USPS 4x6.btw

Revision 3
State: Label Review

Select the workflow step to apply to this request:

Rejected - Return to Design
 Approve

[Print](#) [Submit](#)

Trankix 131 Franklin Street, Lansing, MI 48910
www.trankixlabel.com +1 769 492 1212

Ship To:
Traci Barker *The right tools since 1978*

Purpletronics
192 North Studebaker St. A
Florence, SC
29501



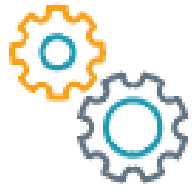
System integration

- ▶ Integrate more tightly and with more flexibility to existing and new business systems
 - ▶ New data connectors to Excel Online, Google Sheets, JSON and QuickBooks Online
 - ▶ Expanded .NET SDK API support for new workflow and Print Portal enhancements



ORACLE
EPICOR
INFOR
SAP
SAGE
NETSUITE
MICROSOFT
HIGHJUMP





System automation

- ▶ Improve productivity for new and existing markets globally
 - ▶ Data-sourced color
 - ▶ Image support in dynamic, embedded tables
 - ▶ Database file name data source option
 - ▶ Data entry form improvements
 - ▶ Improved While Loop action

While Loop Action

Action

Name:

Description:






Run Action: Always
 Never
 Conditionally, based on variable
 Conditionally, based on expression

User Account

Inherit from parent action [NT AUTHORITY\SYSTEM]
 Specify user credentials

Error Handling and Diagnostics

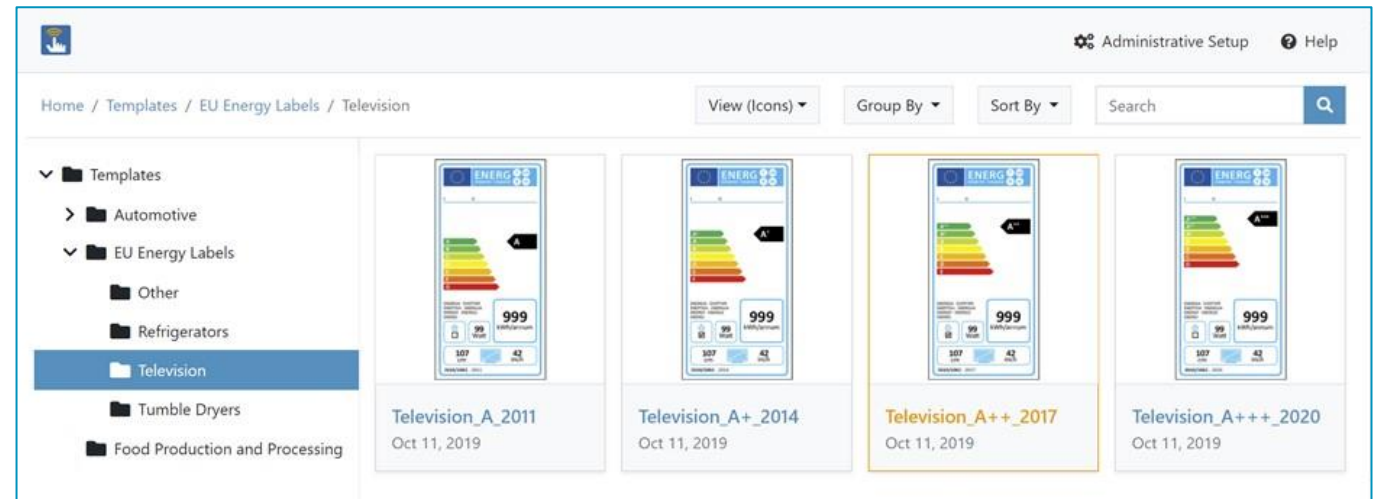
Ignore errors and continue running actions

Item	Type	Origin	Image
Field: Item	Field: Type	Field: Origin	
Oranges (Jaffa)	Perishable	WA	
Oranges (Blood)	Perishable	CA	
Apples (Fuji)	Perishable	WA	
Apples (Gala)	Perishable	WA	



Printing – Print Portal

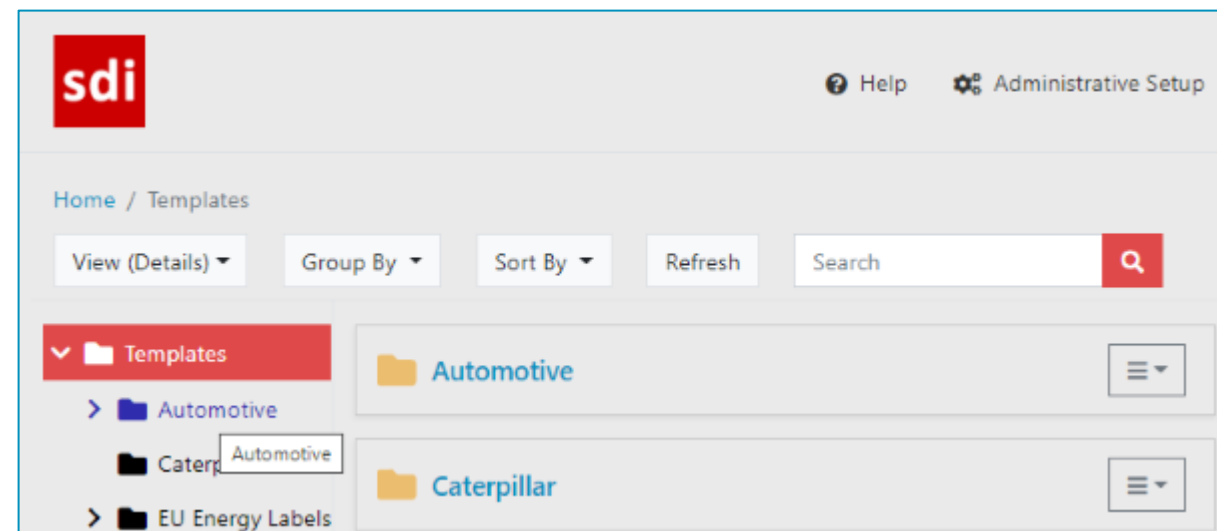
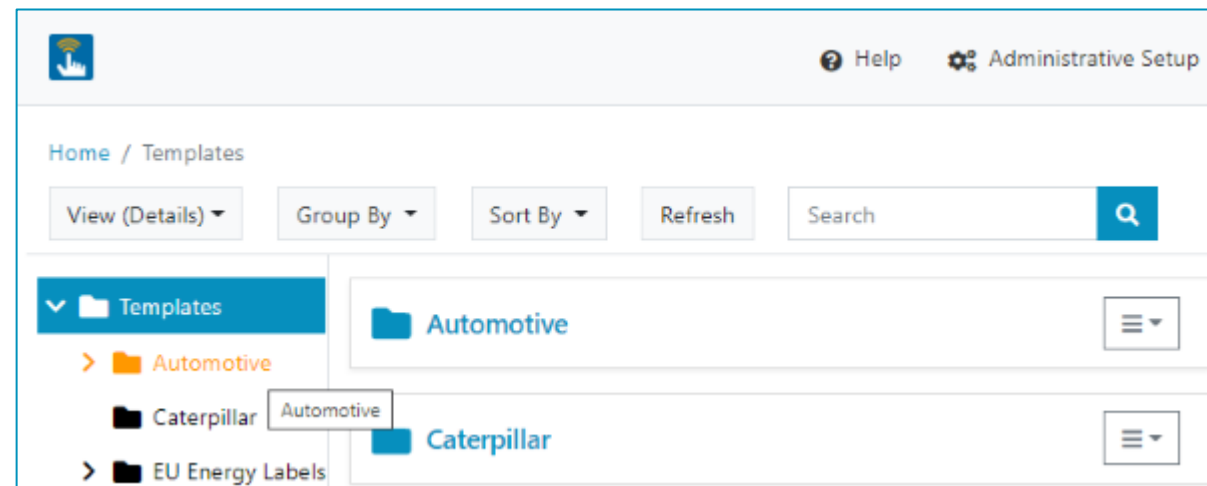
- ▶ Print from any browser on any device to more printers anywhere, anytime
 - ▶ Online approvals
 - ▶ Driverless printing
 - ▶ Print to PDF
 - ▶ Comprehensive security





Printing – Print Portal

- ▶ Print from any browser on any device to more printers anywhere, anytime
 - ▶ Custom corporate branding





Printing

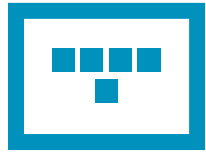
- ▶ Digital die cutting
 - ▶ Prints and cuts custom shapes and sizes with our built-in X/Y & pizza wheel cutters
 - ▶ Works with both pre-die cut and continuous roll materials
 - ▶ Dye and pigment ink
 - ▶ Max Print Width: 4.1" (108mm); die-cutting, 5" (127mm); pre-die cut labels
 - ▶ Print speed: up to 4.5" ips

PRIMERA
TECHNOLOGY, INC.

**LX610 Color label printer
with plotter/cutter**

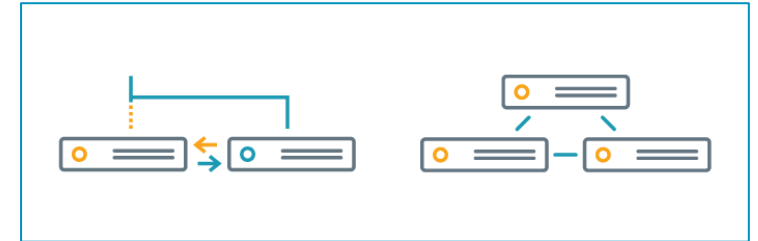


www.primera.com



Secure and reliable

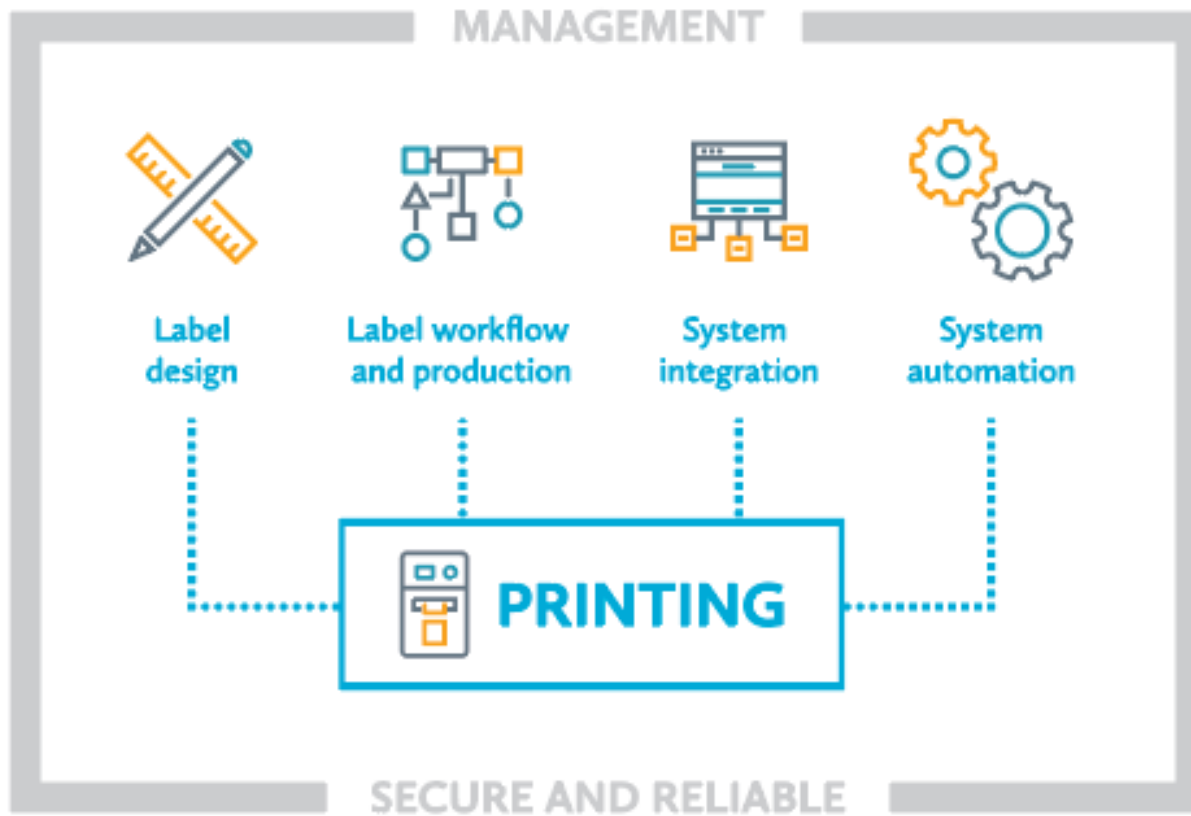
- ▶ Minimize downtime and enable business continuity with advanced, always on high availability options
 - ▶ Enhanced backup failover license support
 - ▶ Resilient licensing configuration for fault tolerance
 - ▶ Available for Enterprise Edition with 50 or more printers and active Maintenance and Support agreement



High Availability Option	Configuration	Failover	License Pricing	Printer License Count
Enhanced Backup Failover	Active - Passive	Automated	Primary (MLSP) *Secondary (50% off MLSP)	Both Licenses must match
Enhanced Backup Failover	Active - Active	Automated	Primary (MLSP) Secondary (MLSP)	Both Licenses may vary
Resilient Configuration	Active Triad	Automated	Single License (MLSP)	Single License

*(Must be non-production backup use only)

BarTender 2021



- ✓ Create and print more commercial-quality designs
- ✓ Accelerate label design and production with increased label QA
- ✓ Integrate more tightly and with more flexibility to existing and new business systems
- ✓ Improve productivity for new and existing markets globally
- ✓ Print from any browser on any device to more printers anywhere, anytime
- ✓ Minimize downtime and enable business continuity

Which BarTender edition?



STARTER EDITION

- New color picker
- Digital die cutting support



PROFESSIONAL EDITION

- Includes all Starter Edition features
- Data-sourced color
- PANTONE Color System
- Database support for Excel Online, Google Sheets, JSON and QuickBooks Online
- Improved Data Entry Forms including search and filter improvements
- Support for dynamic embedded table images
- Support for GS1 Application Identifiers (AI) Version 20.0



AUTOMATION EDITION

- Includes all Professional Edition features
- Support for automating changes to the data source of table objects
- Support for automation of table object databases
- Automated restart of monitored databases
- Expanded BarTender /d command line parameter support
- Improved integration message logging



ENTERPRISE EDITION

- Includes all Automation Edition features
- Improved web-based Print Portal
- Librarian Workflow Designer
- Integrated Print Portal with workflows
- Licensing redundancy
- Multi-lingual Phrase Library with Auto-Translation and TMX import/export
- Print Portal custom branding
- .NET SDK (Librarian and Print Portal APIs)
- Librarian performance improvements
- Improved encryption key management

Working Together - Workflow Designer & Print Portal

IAN CUMMINGS

SENIOR SALES ENGINEER

ICUMMINGS@SEAGULLSCIENTIFIC.COM

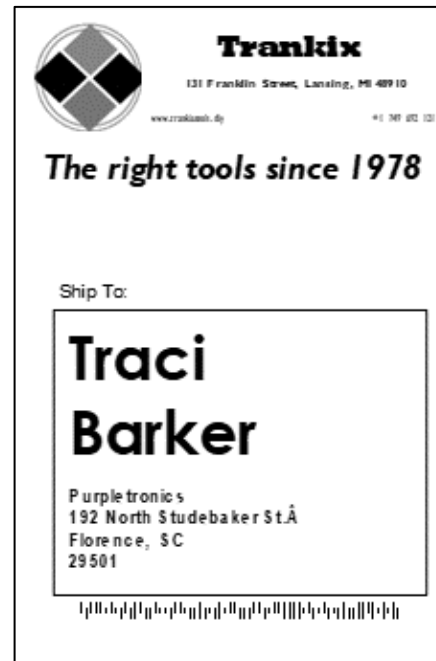


Workflows in Action

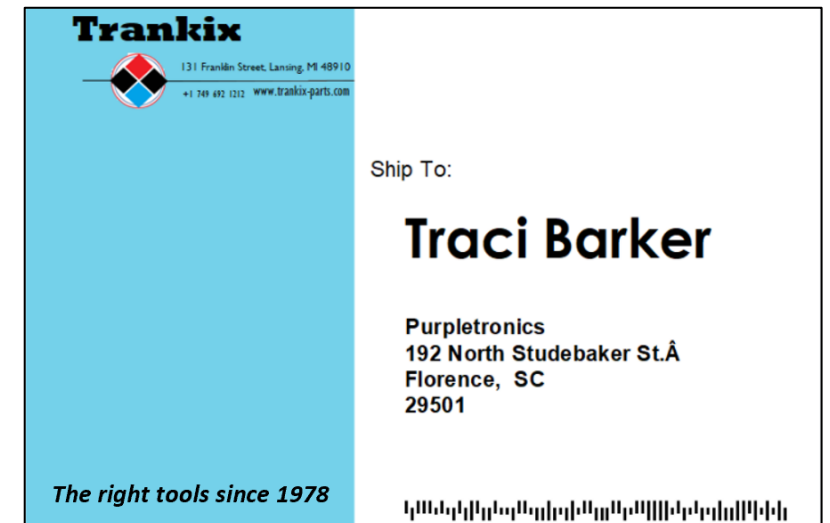
Business Goal: Manage and track label design, review and use. Easily distribute the new labels across many locations simultaneously.

- ✓ Specialty tool company, Trankix
- ✓ Needs new shipping label at 15 locations around globe
- ✓ **Solution:** Use BarTender 2021 Print Portal and Librarian Workflows

Needs to go from this...

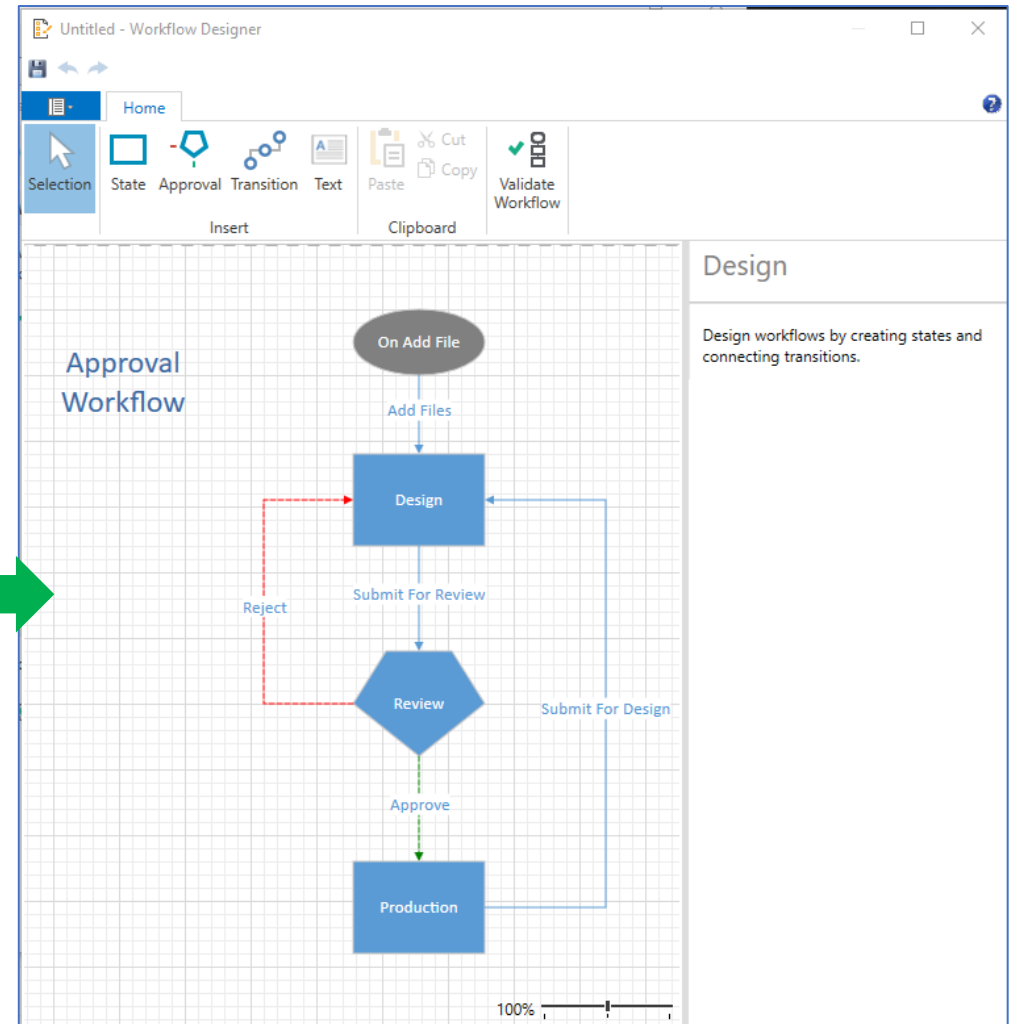
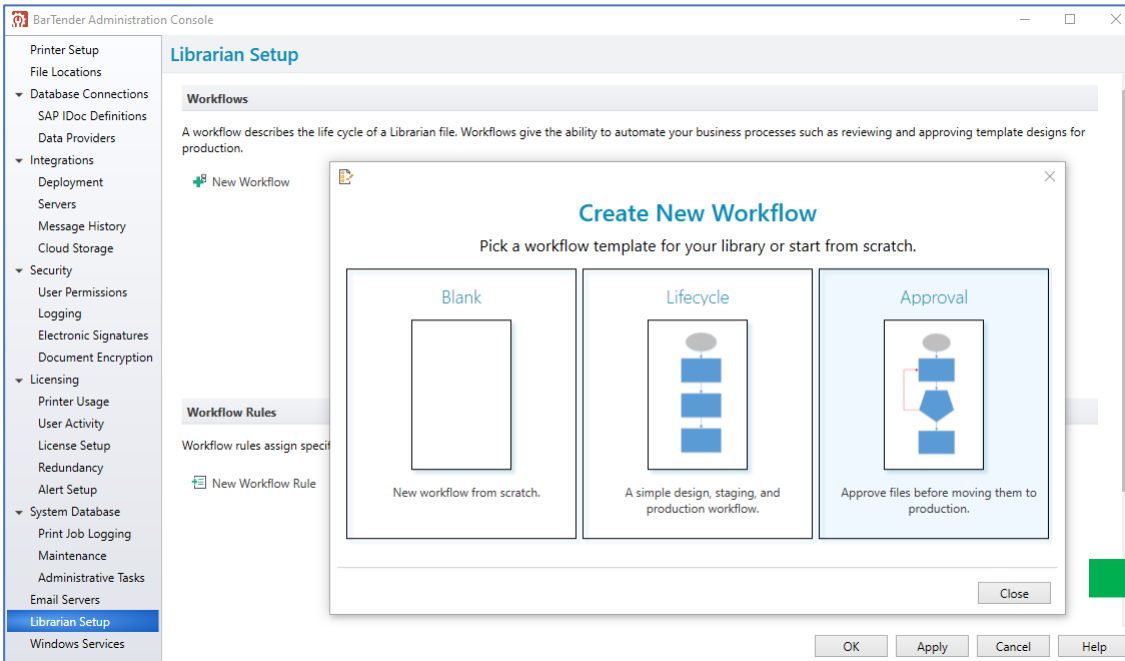


to this... seamlessly!



Workflows in Action

BarTender 2021's new Workflow Designer can help design a label Life-Cycle!

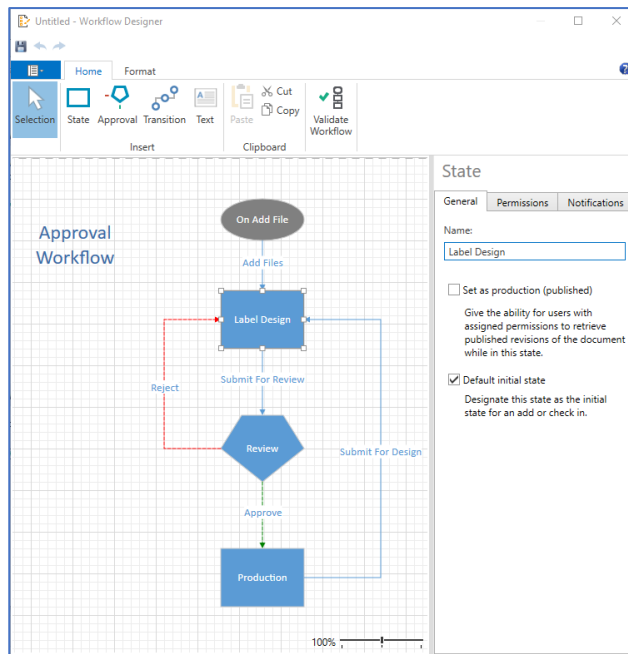


✓ Create your own Approval Workflow using samples included in BarTender 2021

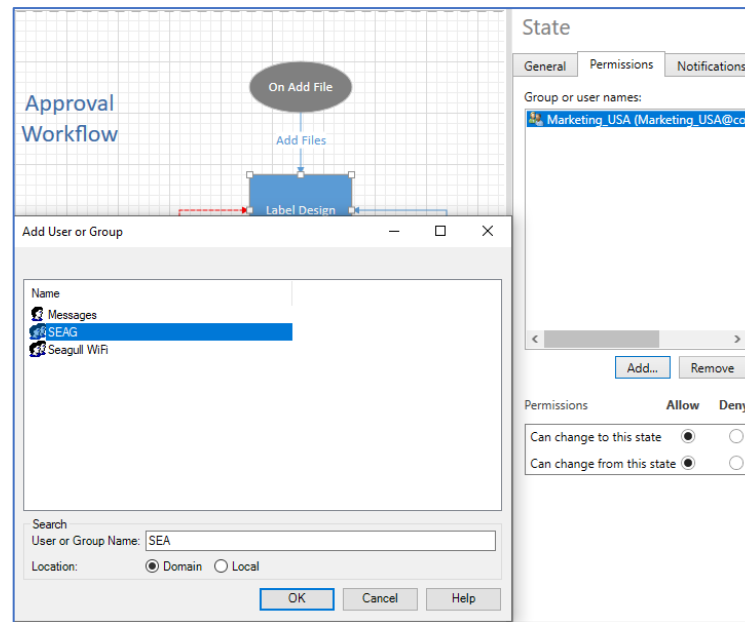
Workflows in Action

BarTender 2021 Sample Workflows makes creating a new Workflow that matches your established process very easy.

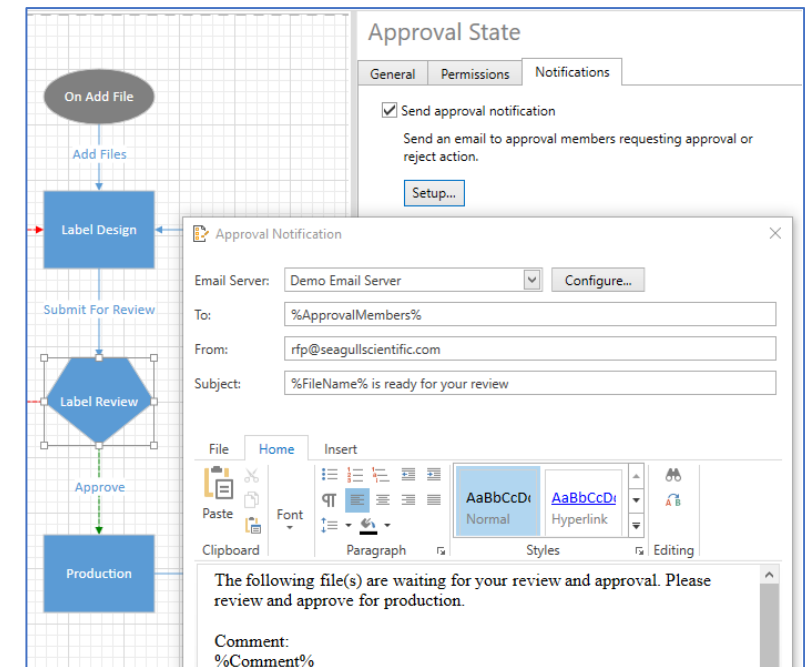
✓ Name different Workflow States



✓ Control access with Active Directory

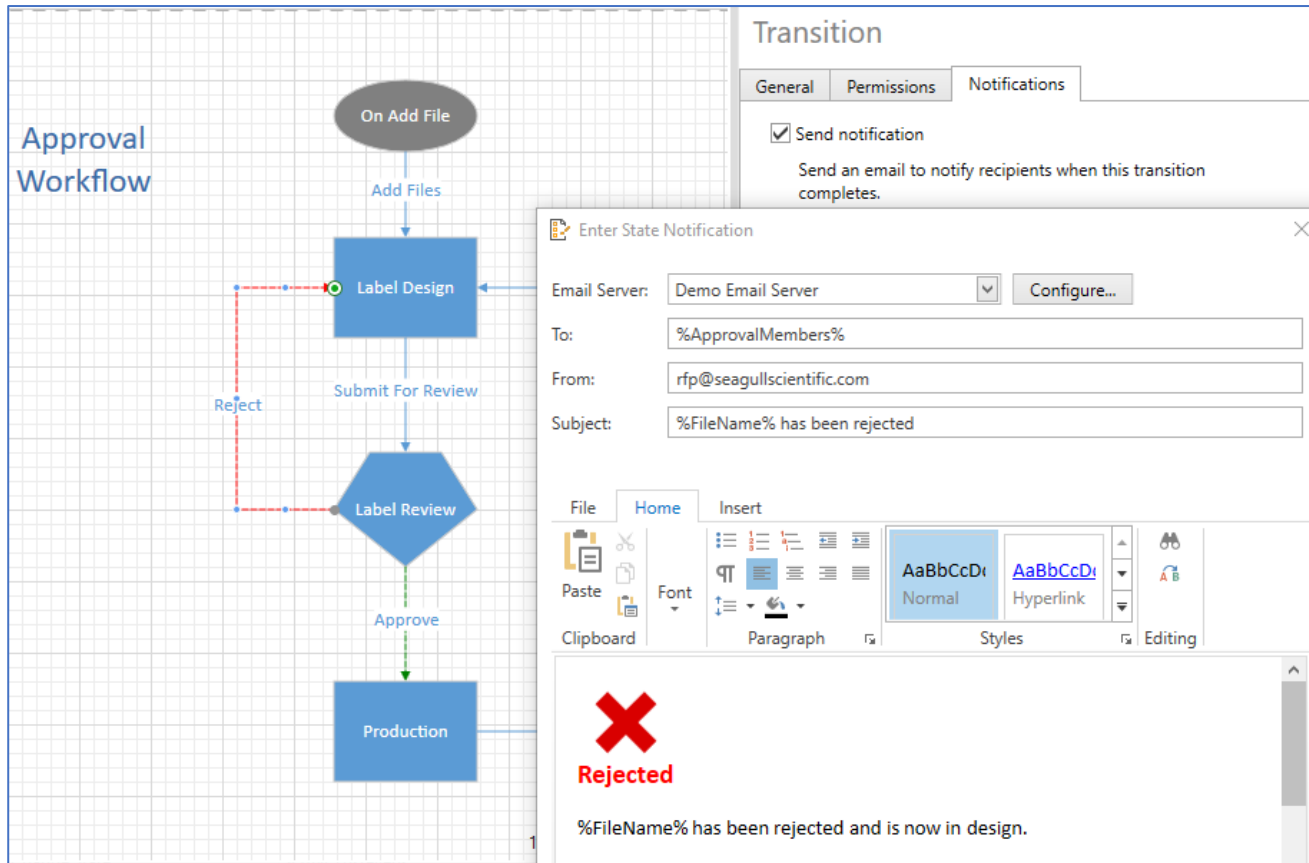


✓ Customize alert emails

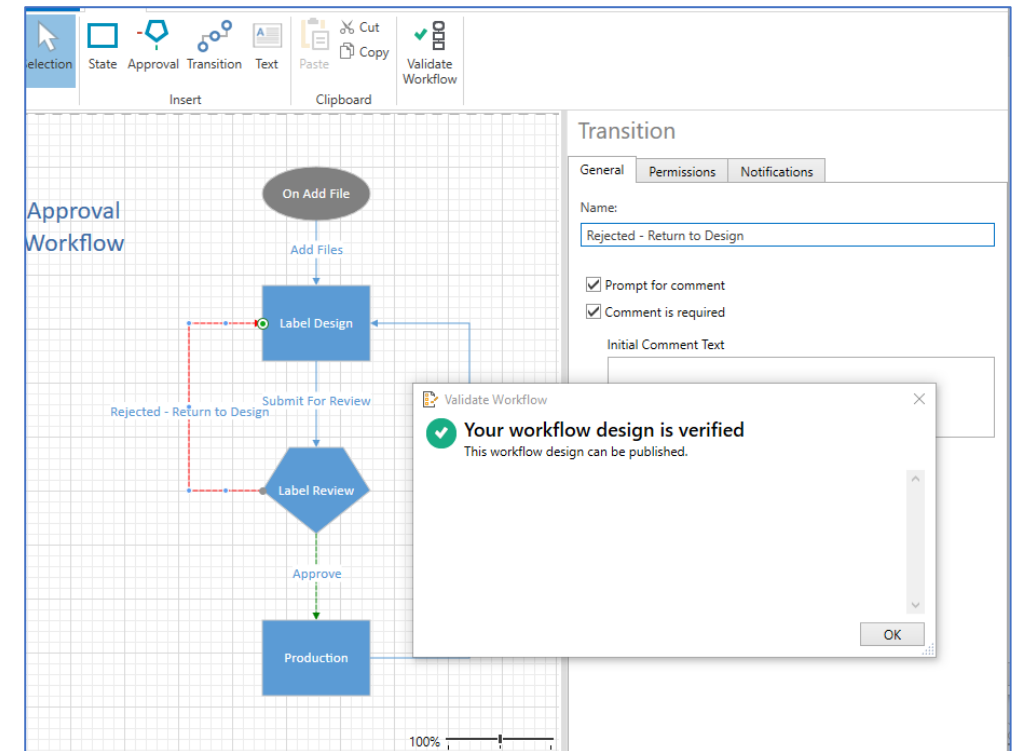


Workflows in Action

- ✓ Keep the right people informed of progress with transition notifications



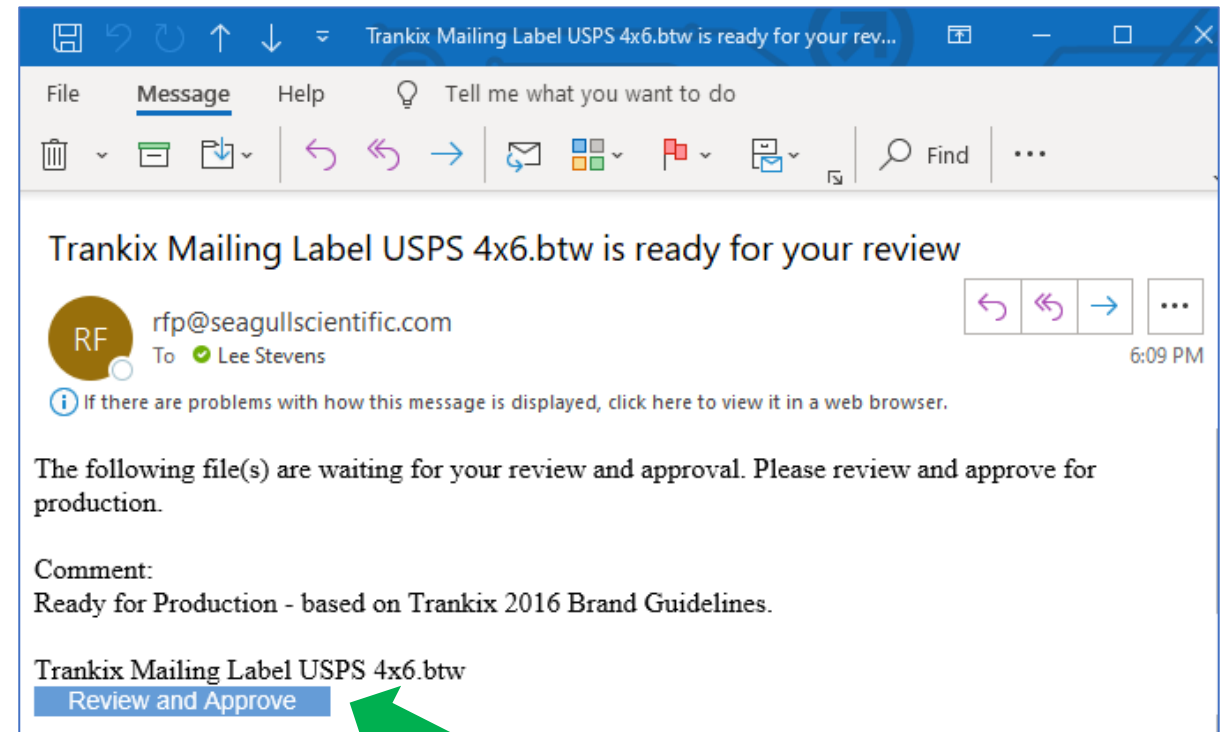
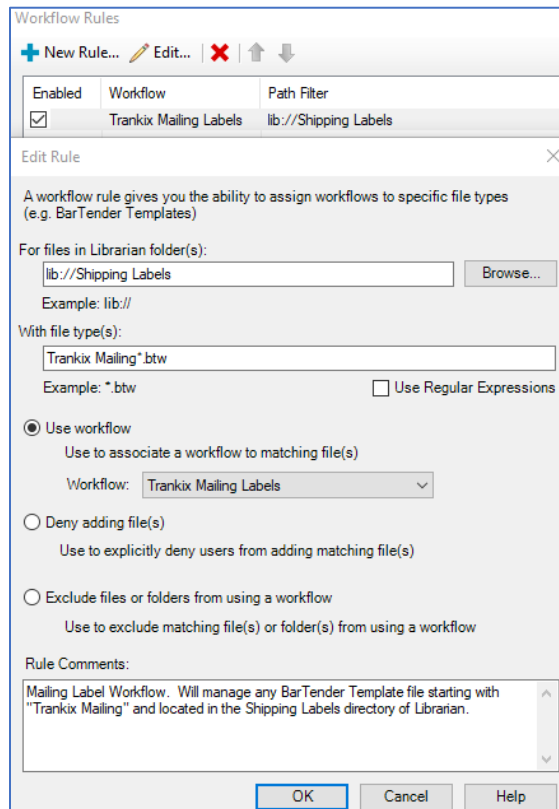
- ✓ Use the Workflow Validation tool make sure the new process is full and complete!



Workflows in Action

Individual Workflows can manage hundreds of different labels, controlling access and use

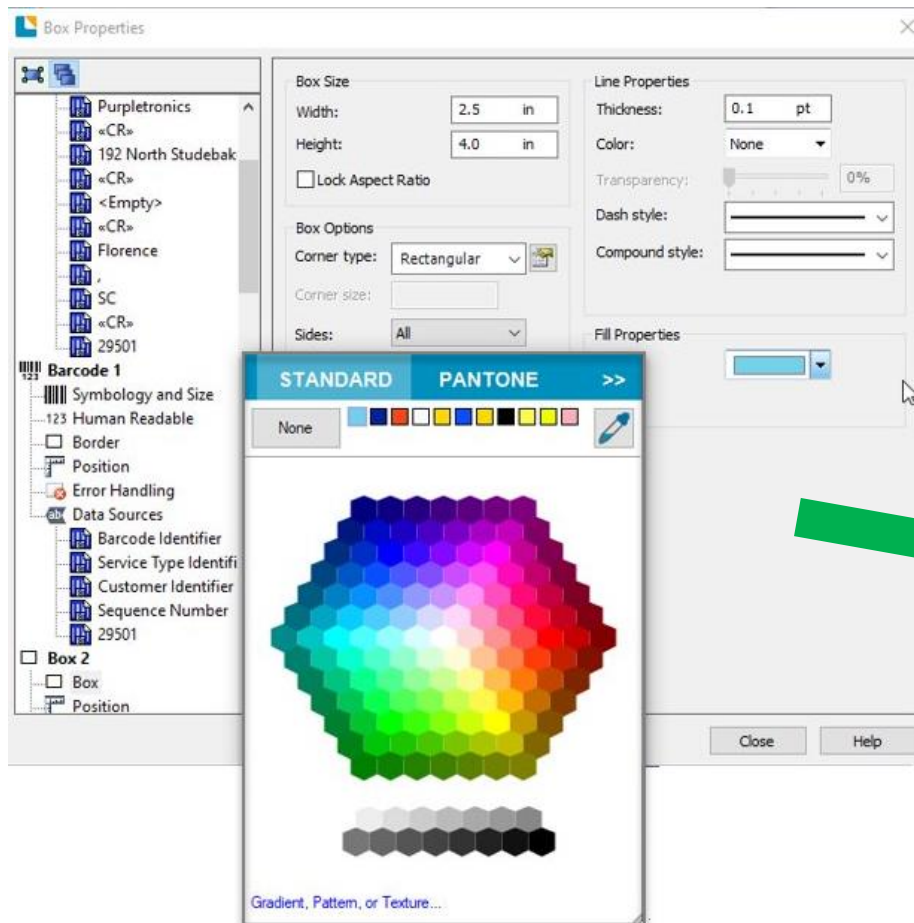
- ✓ Files can be defined by a number of variables



- ✓ Notification emails inform, but can also prompt Review and Approval by clicking button

BarTender 2021 Designer in Action

Trankix Label redesign took minutes using BarTender 2021 Designer for the new layout



✓ Easily brand the look and feel of your company's labels with New Pantone™ color picker



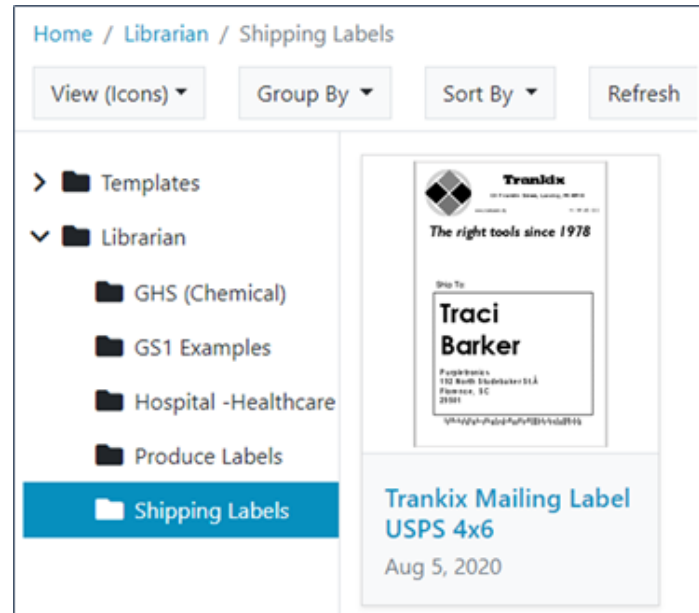
Workflows in Action with Print Portal

Approve (or Reject) labels from any Browser with fully auditable actions and results!

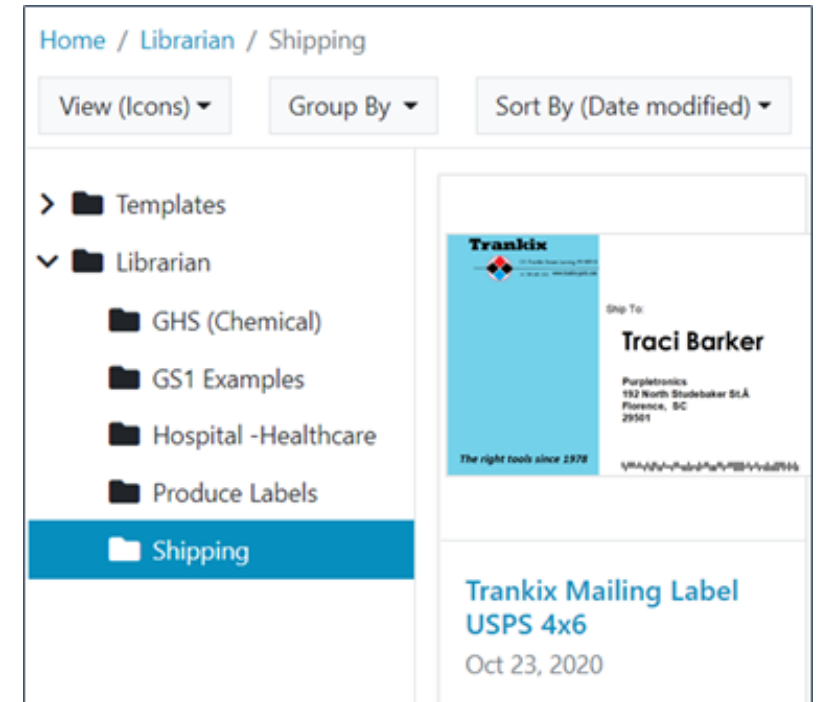
Trankix managers can use this...



to change this...



to this anytime, from any device



The Impact of BarTender 2021 Enterprise

Librarian Workflows, Print Portal, and Designer make a difference



Trankix was able to improve safety, increase security, ensure compliance and reinforce their brand in less than one day:

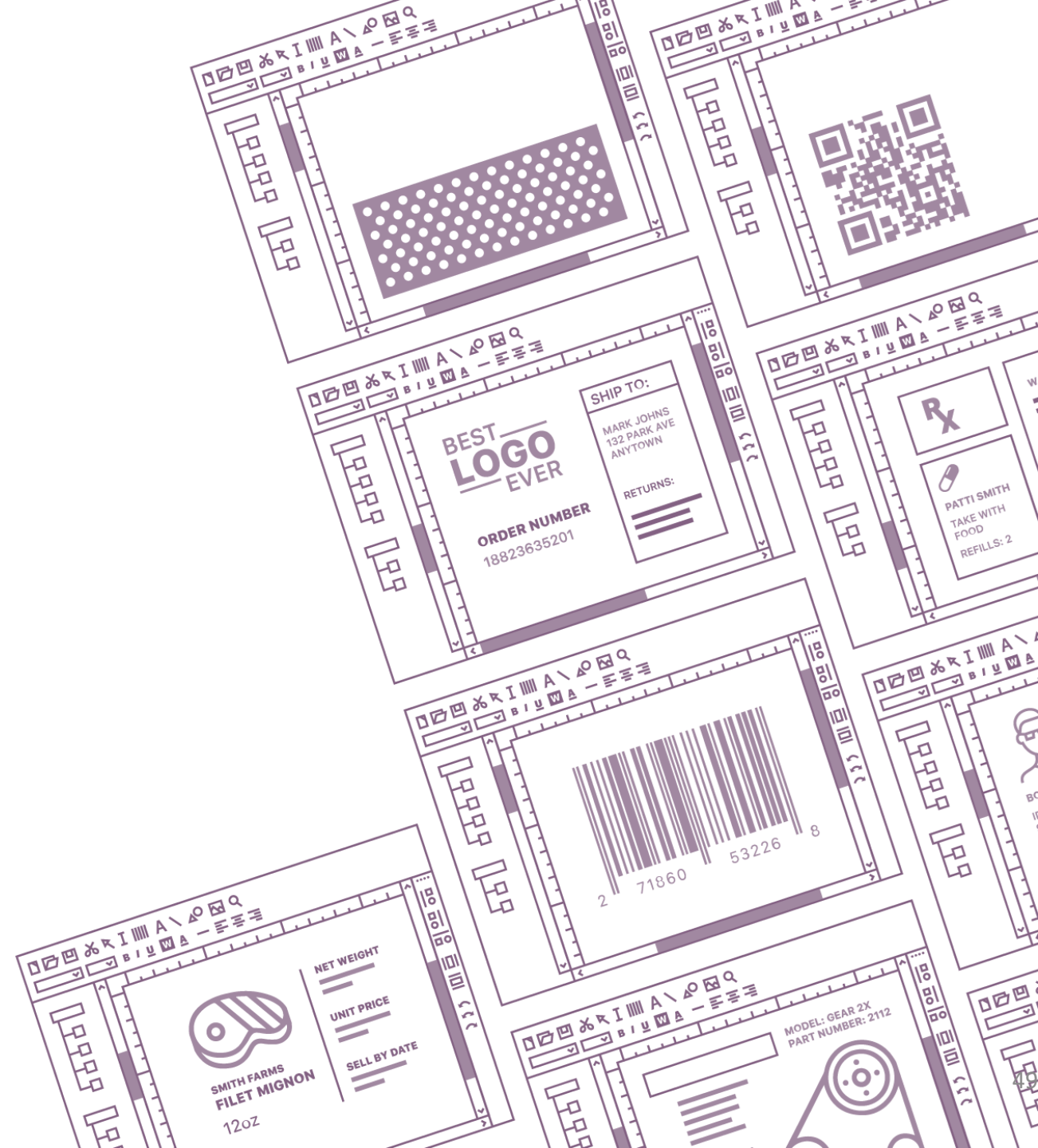
- ✓ Create a new Label workflow, ensuring oversight and accountability in its labels
- ✓ Quickly Design, Review, and Approve a new standard Label
- ✓ Keep their brand colors true, using Pantone™ colors
- ✓ And Deploy it across all their locations
- ✓ All without writing a single line of code

Availability and Support

MICHAEL LEO

SENIOR PRODUCT MARKETING MANAGER

MLEO@SEAGULLSCIENTIFIC.COM



How can I get BarTender 2021

<https://www.seagullscientific.com/support/downloads/>

- ▶ Current Maintenance and Support agreement
 - ▶ Updates included including BarTender 2021
 - ▶ Download from [seagullscientific.com](https://www.seagullscientific.com)
- ▶ Not on active Maintenance and Support
 - ▶ Renew Maintenance and Support
 - ▶ 2H Business Stability and Customer Loyalty Promotions
 - ▶ Contact your local BarTender reseller or us
 - ▶ <https://www.seagullscientific.com/about/contact-us/>


BarTender 2021 Product Information

<https://www.seagullscientific.com/resources/blog/the-wait-is-over-bartender-2021-is-here/>

- ▶ Blog post
- ▶ Drivers by Seagull Version 2020.4
- ▶ Product pages
 - ▶ Enterprise
 - ▶ Automation
 - ▶ Professional
 - ▶ Starter

BarTender News

BLOG

 [VIEW ALL](#)[NEWS](#)[BARTENDER](#)[DRIVERS](#)[LABEL PRINTING](#)

NEWS, DRIVERS, LABEL PRINTING, VERSION

DRIVERS BY SEAGULL™ VERSION 2020.4 NOW AVAILABLE

This release includes over 185 new models for Domino, Godex, HPRT, Printronix and Videojet, including new support for certain continuous inkjet (CIJ) printers. Minor bug fixes included.

[READ MORE](#)



THE WAIT IS OVER: BARTENDER 2021 IS HERE

We developed BarTender 2021 using a new software preview process, allowing us to improve the product based on feedback from users and partners pre-release. We're excited for you to explore it.

[READ MORE](#)

NEWS, BARTENDER, VERSION

BARTENDER 2021 PRESS RELEASE

[READ MORE](#)

BarTender 2021 Technical Resources

- ▶ New Resources tab
 - ▶ Installation Guides
 - ▶ Case Studies
 - ▶ Brochures
 - ▶ Technical Documents



Enterprise

OVERVIEW FEATURES SPECIFICATIONS RESOURCES

INSTALLATION
GUIDES

[Getting Started](#)
[Updating to BarTender 2021](#)

TECHNICAL
DOCUMENTS

[Integrating with BarTender Integration Builder](#)
[BarTender Integration Methods](#)
[BarTender Print Portal](#)
[Librarian](#)
[License Server Redundancy](#)
[Understanding Librarian Workflows](#)
[Understanding the BarTender System Database](#)
[Administration Console](#)
[Using GS1 Application Identifiers](#)
[Creating Intelligent Templates](#)
[Printer-Based Licensing](#)
[BarTender System Security](#)
[Drivers by Seagull](#)
[Silent Install](#)
[Exporting Printer Code Templates](#)
[BarTender Software Activation](#)
[Revision Control](#)
[Print Station](#)
[Assigning Sequential Numbers](#)
[Reprint console](#)
[History Explorer](#)

BarTender 2021 Technical Support

<https://support.seagullscientific.com>

- ▶ Getting Started
- ▶ BarTender 2021
- ▶ Community Forums
- ▶ Contact Technical Support

BarTender Support

How can we help?

Common Search Terms: [excel](#) | [database](#) | [license](#) | [rfid](#) | [license server](#)

[Home](#) [Getting Started](#) [Get Support](#) [Community](#) [Update](#)

BarTender 2021

[See What's New](#)

[Download
BarTender 2021](#)

[Updating to
BarTender 2021](#)

[FAQ for BarTender customers updating to
2021](#)

Popular Articles

- [Installing BarTender](#)
- [Using Colors in BarTender](#)
- [New Database Connectors](#)
- [Creating and Using a Phrase Library](#)
- [Print Portal User Interface](#)
- [Using Librarian features in Print Portal](#)
- [FAQ for customers updating to BarTender 2021](#)
- [Updating to BarTender 2021](#)
- [License Server Redundancy](#)
- [What is provisional activation? How do I provisionally activate my software?](#)
- [System Requirements for BarTender](#)

New to BarTender?



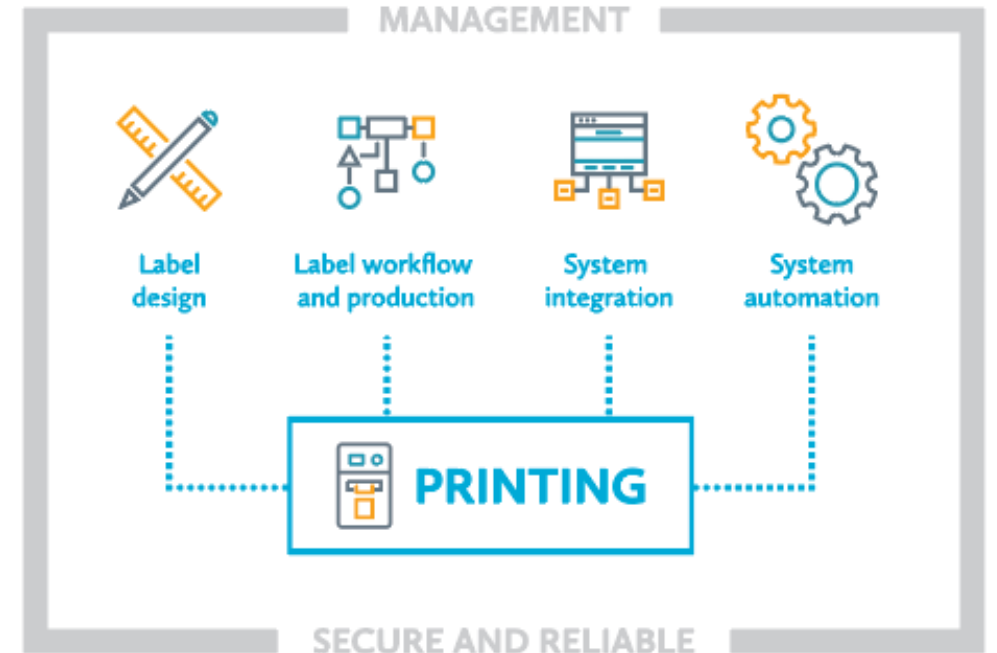
Getting



Frequent



Labeling software for every industry and regulation



 **BarTender**[®]
BY SEAGULL SCIENTIFIC

www.seagullscientific.com



Thank You

