

Digital intelligence for a smarter supply chain

The world's most trusted solution for labeling, marking, and coding

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

Why businesses trust BarTender

Efficiency

- Implement BarTender in hours (or minutes) instead of weeks of custom development and take advantage of predictable costs and reliable support.

Flexibility

- Scale your business at your pace and quickly adapt to new regulatory mandates and labeling formats with industry-leading solutions that integrate with emerging technologies.

Future-proof

- Ensure your brand is protected from costly errors and downtime and keep your consumers safe from recalled or counterfeit products with always-on solutions that assure accurate information.

Standardize and centralize your entire labeling workflow

Increase labeling consistency with easy-to-use label design tools – regardless of proficiency. Whether you're looking to create your own label or use a pre-built commonly used template, BarTender ensures label accuracy and compliance.

Print anywhere, anytime from any device

BarTender eliminates unnecessary steps by empowering you to print at the source of work from any browser or mobile device. With the industry's largest library of over 10,000 printer drivers, we make it easy to print wherever it's most convenient.

Deploy your way

BarTender Software

Achieve greater cost savings and efficiency with comprehensive enterprise-wide printing that is secure, always-on and provides the ultimate level of confidence.

Assure compliance with the latest industry standards

BarTender supports the latest barcode and labeling standards, including GS1, RFID, UDI, GHS, FDA, and more. We help ensure your key processes run smoothly, save time and money, and achieve complete visibility across your supply chain.

Automate your workflow

Build custom integrations with any business system or application using the method that best fits your business needs. Automatically populate labels with the right data - maximizing quality assurance, cost-efficiency, and productivity in your label workflow.



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Expertise across the supply chain

Manufacturing

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.

Warehouse

Ensure accurate inventory counts, location, and traceability in and out of the warehouse. BarTender empowers teams with the accuracy and mobility needed to meet shipment objectives and increase customer loyalty.

Transportation & Logistics

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.

Retail

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

Electronics

Medical Devices

Automotive

Food & Beverage

Pharmaceutical

Chemical

Healthcare

& more

Why 250,000+ companies trust BarTender

“With BarTender, we have the confidence to know that everything we ship out is going to meet the requirements from Amazon and other partners so that nothing is rejected. I don’t have to second guess that everything is labeled correctly.” ”

Work Sharp

“BarTender has really made the production process easier, and it streamlined what we do in our production areas at Bosma because we don’t have to reinvent the wheel every time we get a new product or when we start a new job”

Bosma



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