

BarTender CloudTM

Simple, flexible, and powerful

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

BarTender Cloud is a flexible solution that makes it easy to generate a unique digital identity for every physical object. Any business can access the power of BarTender to create, manage, and print labels from anywhere – without the need for additional IT infrastructure and resources.

Why businesses are moving to the cloud

- Deploy labeling quickly
- Reduce IT maintenance and resource costs
- Optimize labeling efficiency
- Easily scale label printing operations
- Provide printing access to remote teams and external parties
- Improve budgeting with pricing flexibility

Print and manage your labels efficiently

Simplify your printing processes and reduce printer driver management. Print at the source of work with the highest optimized printing performance from any browser or mobile device.

Design labels to your needs

Use the only cloud-based label designer to easily and quickly design any label template – no software install required.

Easily connect your data

Easily configure external data with the built-in data connection assistant to minimize print operator errors and support your track-and-trace efforts.

Integrate to any business application

Seamlessly integrate with your ERP, WMS, MES, or business application using the BarTender REST API or with pre-built print connectors including Dynamics 365 ERP systems.

Centrally manage users and resources

Secure your labeling with role-based and printer-level user permissions. Monitor and track your printing and usage history.

Access on-demand reliable performance

Label printing is available whenever and from wherever you need it – high 99.9% availability.

Enhance all areas of your labeling operations

Manufacturing

Track your ingredients, parts, assemblies, and finished products throughout the manufacturing process.

Warehouse

Enable accurate inventory counts, location, and traceability in and out of the warehouse.

Transport & Logistics

Build accurate bills of lading, link ASNs to your trading partners, and print labels anywhere, anytime.

Retail

Ensure every product is placed correctly, create frictionless checkout experiences, and quickly look up product information.

BarTender Cloud plan
feature comparison

Available in two subscription plans: Automation and Essentials. All plans enable anywhere, anytime label design and printing without the need for additional IT and infrastructure resources.

Workflow Designer	•	
BarTender Cloud Spaces	•	
Print History APIs	•	
REST API Integration	•	
Microsoft Dynamics 365 Print Connector availability	•	
Premium Support add-on availability	•	
Urgent priority response time	2 hours	4 hours
Starting support level	Standard	Essential
Account storage size	5GB	2GB
High 99.9% availability	•	•
Customer success process	•	•
Unlimited users	•	•
True mobile cloud printing	•	•
Intelligent printing	•	•
Zero footprint	•	•
Secure anywhere, anytime printing	•	•
Built-in Template Assistant	•	•
Cloud database connectivity	•	•
Support for images, Excel, CSV, and TXT files	•	•
Custom font upload and management	•	•
300+ pre-built, commonly used label templates	•	•
BarTender Cloud Designer	•	•
	Automation	Essentials

Flexible subscription
pricing that fits your
business needs

	Per Printer Subscription	Label Volume Subscription
Number of printers supported	Based on purchased printer license	Unlimited
Number of users	Unlimited	Unlimited
Number of labels printed annually	Unlimited	Based on purchased label volume license
Additional benefits	- Traditional BarTender licensing - More predictable labeling costs	- Pay for only what you print - Adjust to seasonal business changes - Simplify printer management