BarTender® Connector for Amazon Transparency

Simplify your Amazon Transparency labeling production

The BarTender Connector for Amazon Transparency streamlines the creation of secure, unique Transparency codes, ensuring authenticity and traceability across the supply chain. No expert-level development and outsourced printing needed.

98% Transparency code buy-box success rate

"Since integrating BarTender with the Amazon Transparency API, our production team has seamlessly incorporated Transparency labeling into our existing processes. It has also saved our document control team around 20 hours each month, freeing them to focus on more value-added tasks."

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WORK SHARP

Protect your brand
Standardize your Transparency labeling using easy-to-use label design tools, ensuring Amazon compliance and maximizing buy-box success rate.

Minimize label errors
Seamlessly integrate your Transparency data with your labeling to select and print the right data every time.

Increase labeling production efficiency
Eliminate all manual preparatory steps in your Transparency labeling production process, saving hours of manpower and costs from outsourced printing.

Support your partners
The BarTender Connector for Amazon Transparency supports brands and third-party partners including aggregators and Brand Management Services.

Simplify your labeling workflow
Manage your labeling production under one roof. BarTender's versatile technologies seamlessly adapt to your specific business requirements—regardless of industry or business size—so you can focus on growing your business.

Easy to use, easy to integrate

1. **Set up and configure** your BarTender labeling solution and Amazon Transparency credentials
2. **Customize your Transparency template** using BarTender's intuitive label design tools
3. **Connect your product catalog data** to your label template to enable product selection and label printing
4. **Print your Transparency label** to any one of the 11,000+ printers supported by BarTender. Simply select the product and specify additional details.