

BarTender® License Flex Program

Reduce labeling costs, stay current, and maintain support

The BarTender License Flex Program converts your existing BarTender Software (On-premises) license into a subscription so you can take advantage of cheaper renewals and add-ons and stay current with the latest BarTender features and enhancements.

On average, BarTender customers save 17% through the License Flex Program versus renewing their Maintenance & Support each year

For additional questions and inquires, contact your BarTender authorized partner reseller or contact our sales team [here](#).

See additional program details on the back.

Grow at your own pace

Minimize upfront costs with cheaper subscription offerings including printer add-ons and edition upgrades, enabling your operations to scale alongside your business growth.

Maximize the value of your BarTender solution

Ensure uninterrupted access to technical support and the latest BarTender enhancements, including new features exclusively available to subscription users.

Simplify licensing & management

Save on operating costs with cheaper renewals and keeping your current Product Key Code (PKC). **Avoid all reactivation fees, including backpay, with a 3-year agreement.**

Save even more with multi-year plans

Streamline labeling as an annual operating expense with our multi-year plans. The BarTender License Flex Program is available in 1-, 3-, and 5-year plans. Multi-year plans come with extra savings, including a 10% discount on the 3-year plan and a 15% discount on the 5-year plan.

Avoid all reactivation fees & penalties

Whether your Maintenance & Support has expired for 4 months or 40 months (and greater), the BarTender License Flex Program waives all reactivation fees (backpay) when you sign up for a 3-year agreement.

Additional BarTender License Flex Program details

What happens to my current license after joining the program?

You will keep the same license you already have, including Product Key Code and Support Number, but it will be converted to a subscription. The newly converted subscription license will provide you with access to cheaper renewals and add-ons.

How does this program differ from having a Maintenance & Support Agreement?

The BarTender License Flex Program offers more and helps you save on costs:

- **Guaranteed cheaper renewals** – the program will always be cheaper than standard Maintenance & Support
- **Cheaper add-ons & upgrades** – all printer add-ons and edition upgrades are offered at the lower subscription price
- **No backpay** – all reactivation fees are forgiven with a 3-year agreement

Can I continue to add printers or upgrade editions?

Yes, you can still add printers and upgrade editions while on the program. The only difference is that all add-ons and upgrades are offered at the low subscription price, helping you minimize upfront costs.

Do I have access to technical support if my version of BarTender is unsupported?

No, you will still need to update your software to the current version of BarTender. The program ensures that you always have access to the latest version so you can update when you're ready.

Can I leave the program?

Yes, you can leave the program by reverting to your original perpetual license. This option is only available for customers who have completed at least three years of subscription licensing through the BarTender License Flex Program. If you request to revert to perpetual, you will receive the same perpetual license you had prior to converting it to subscription, excluding the software version. Any printer add-ons and edition upgrades while on the program will be removed.