

# Label & Track. Your Way.

From labeling to tracking – BarTender helps you adapt, connect, manage, and scale everything that moves through the supply chain.

Labeling is where product identity begins. Item & asset tracking is how that identity becomes intelligence. BarTender connects the two to support every stage of maturity – from simple labeling to deeper operational visibility – so insights grow naturally as your needs evolve.

**110B+**

Labels printed annually

**250,000+**

Global customers

**175+**

Countries

**100%**

Label and tracked  
inventory accuracy

## Labeling

BarTender Labeling simplifies, streamlines, and scales your labeling operations to ensure regulatory compliance, protect mission-critical operations, and get products to market faster.

- **Create** dynamic barcode and RFID labels – no training required.
- **Manage** global labeling operations to support business growth at any scale.
- **Print** with 100% accuracy from anywhere, anytime on any device.

## Track & Trace

BarTender Track & Trace delivers item & asset tracking that utilizes label data and details to transform invisible, hard-to-find items into instantly discoverable assets for complete visibility and accountability across operations.

- **Count** new and existing items quickly with 100% accuracy, eliminating process errors.
- **Find** critical or “missing” assets and items in only a few minutes.
- **Report** inventory levels and details for smarter, data-driven decisions.

### From label to locate:

Label, track, locate, and optimize critical business items



## BarTender Labeling

### Create

#### Simplify barcode and RFID label design

- Create customized barcode labels and RFID tags from anywhere, anytime.
- Deploy labeling in minutes with out-of-the-box setup and configuration.
- Easily connect external data to your labeling – no programming required.
- Simplify compliance with pre-built tools supporting the latest labeling standards and regulations.

### Manage

#### Streamline workflows and protect operations

- Standardize and centralize your labeling workflow to simplify label template management.
- Eliminate repetitive labeling processes by integrating with any business system or application.
- Enforce enterprise-wide control to track activity, manage access, and maintain compliance.
- Avoid costly errors and downtime through role-based security and bullet-proof reliability.

### Print

#### Scale to meet any label printing need

- Print at the source of work from web browsers, mobile devices, or directly from your ERP.
- Empower teams with dynamic printing forms that standardize labeling and increase accuracy.
- Trigger print jobs from files, forms, or from your ERP using pre-built connectors.
- Scale across any environment through pre-configured tools and driverless printing.

## BarTender Track & Trace

### Count

#### Simplify receiving and inventory

- Count new and existing items quickly and accurately with ease.
- Track items remotely with support for a wide range of RFID and barcode scanners.
- Achieve 100% accurate receiving and inventory checks to support audits and reporting.

### Find

#### See and locate on demand

- Locate items quickly via mobile devices, dashboards, or interactive maps.
- Pinpoint the exact location of any item, from a few to thousands, on shelves or in boxes.
- Locate items in minutes by leveraging RFID mobile scanners for faster searching.

### Report

#### Get actionable insights with minimal effort

- Create your own reports or use existing ones to track item-level activities and utilization.
- Capture, store, and report on a wide range of item and inventory details.
- Provide key stakeholders with accurate inventory to support data-driven decision making.

## 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.