

Imprint Enterprises Provides BarTender Software to Manage and Automate Label Company's Processes

Hundreds of distributors and value-added resellers (VARs) turn to Diversified Labeling Solutions (DLS) for cost-effective and innovative label and barcoding solutions. DLS keeps its customers supplied with the label and print media that end users demand — ranging from stock thermal transfer or direct thermal labels to custom, four-color, laser die cut labels. DLS, one of the largest independently owned label companies in the U.S., is headquartered in Itasca, IL, and, with branches in Georgia, Texas, and Nevada, reliably delivers products and services to all areas of the country.

DLS has had a long-standing commitment to invest in new technologies to remain ahead of the curve to help their customer provide leading edge solutions. For decades, that commitment has also extended to optimizing its own operations. DLS put industry-leading technology in place to operate accurately, efficiently and produce the highest quality product — so it's no surprise that for 20 years, they've used BarTender Software.



Customer:

Diversified Labeling Solutions (DLS)
www.teamdls.com

Objective:

Use a solution that automates label production for a wide range of customers served by different offices throughout the U.S.

Solution:

BarTender Software by Seagull Scientific

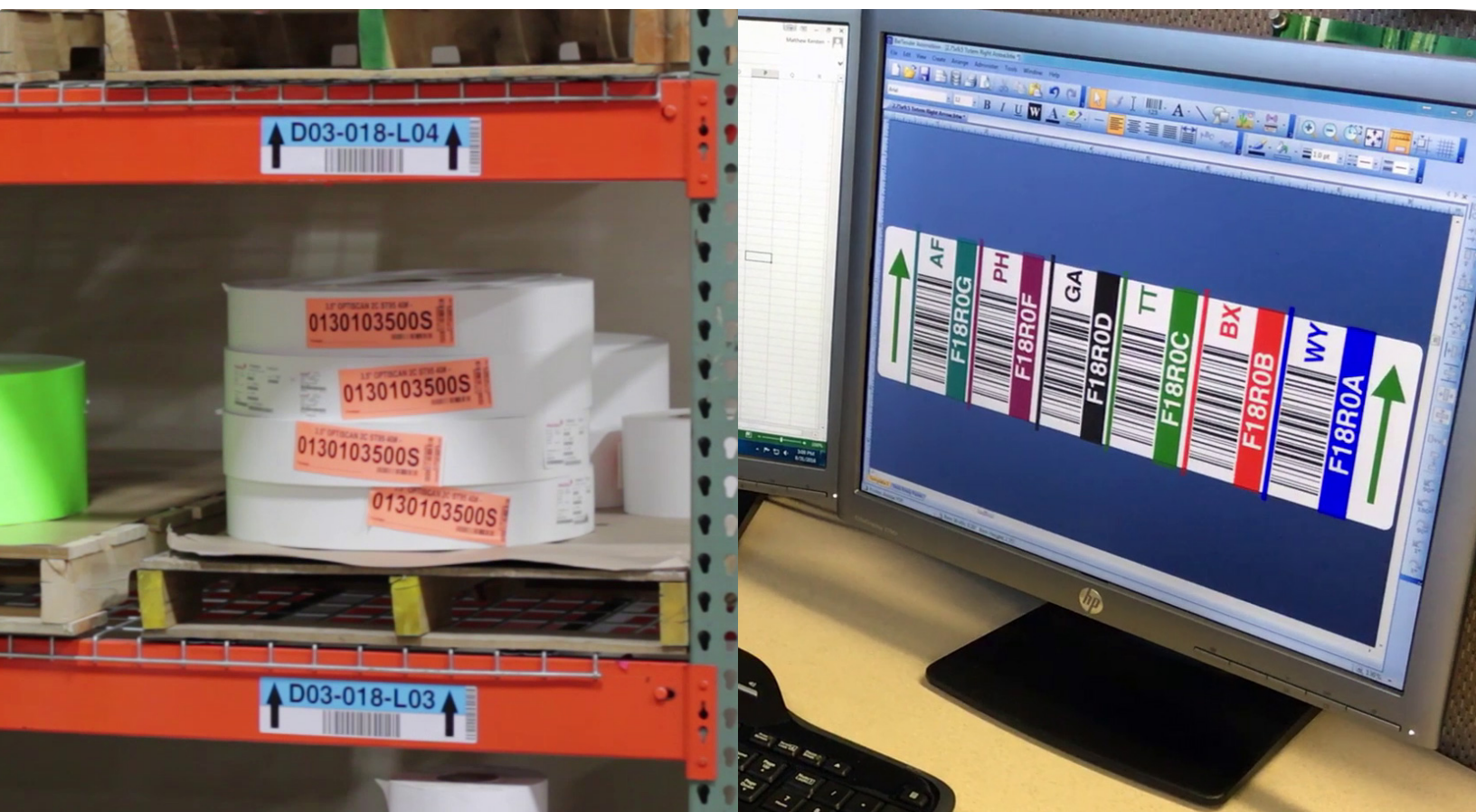


The Solution

DLS partnered with Aurora, IL-based barcode solutions provider Imprint Enterprises to deploy BarTender by Seagull Scientific for its operations. BarTender software produces high-quality label designs that can be accurately and reliably printed and then consistently read by barcode scanners or imagers. It has robust design features that enable companies to build and manage hundreds of templates, and access control features that protect designs from unauthorized edits. It also provides companies with centralized management of printing, even across multiple sites, and enables printing from any device with a browser.

BarTender enables DLS to design barcodes, linking data and color aspects to meet each customer's needs. After design, BarTender allows DLS to output the files to run on their in-house press software.

DLS also leverages BarTender's variable imaging capabilities to manage orders for sequentially numbered labels or labels with other types of variable data on both thermal transfer and digital media.





Results

BarTender has been able to deliver the automation, ease in design and management for sequential label production that DLS was looking for. In addition, the software is easy to use and adapt to specific needs throughout DLS' operation.

As long-time users, DLS has proven BarTender over time and can attest that it keeps up with the industry, such as changes in barcode specifications, and with technology advancements, such as digitally printed orders.

"I have tried other similar software and do prefer Bartender which I feel has higher functionality than others," said Steve Hammond of DLS.

Through it all, Imprint Enterprises has been with DLS each step of the way from the initial purchase, through software upgrades, and adding licensed printers, adding even more value to the software for DLS.