



## Keeping the global food supply chain safe

Named a top technology for the food industry, BarTender<sup>®</sup> helps simplify the unique business-to-business interoperability and communication requirements of the food supply chain, offering ease of deployment and legendary technical support.

Food producers, processors, manufacturers and service providers face an increasingly complex set of regulations and standards for food labeling and traceability across the global food supply chain.

These initiatives are driven by real concerns, both human and commercial. In the US alone, more than 128,000 people are hospitalized every year as a result of food-borne illness, according to the US Centers for Disease Control—and 3,000 of them die. 80% of small- to mid-sized businesses fail within three years of a product recall due to the loss of sales, reputation and resulting loss in market value.

A strong labeling and tracking program can address these concerns by:

- ▶ Helping organizations track and terminate epidemics of food-borne illness and guard against counterfeiting and bioterrorism;
- ▶ Helping consumers identify foods that may include allergens such as peanuts or dairy; and
- ▶ Helping companies isolate weaknesses and improve efficiencies throughout the supply chain.

How can growers, packers and manufacturers comply with the varying global labeling and track-and-trace requirements, while simultaneously controlling costs and streamlining processes?

### BarTender: The heart of your food and beverage labeling solution

BarTender<sup>®</sup> is the secure and trusted labeling software that can adapt to meet any regulation or business demand.

BarTender offers centralized and secure control of your food labeling processes, and supports multiple printer families across your supply chain—mobile printers in the field or shipboard, remote printers in your cold storage warehouse,

or printers located in your central processing or manufacturing facility.

BarTender's ability to integrate with ERP systems like Oracle, SAP, IBM Websphere, Epicor and HighJump enables improved supply chain management, while at the same time satisfying regulatory requirements for communication and harmonized data.

### Built-in compliance tools

BarTender provides the business-to-business interoperability that helps keep the global food supply chain safe.

BarTender features sample labels designed specifically for the needs of the food industry, including a selection of pre-formatted sample compliance label templates. Security features include complete audit trail capture, allowing you to respond quickly during a recall or site inspection, with pinpoint track-and-trace accuracy.

The EU General Food Law, the PRC Food Safety Law, the US Food Safety Management Act (FSMA)—no matter where in the world you do business or which requirements you must meet, BarTender enables traceability and regulatory compliance.

### BarTender and labeling for food and beverages

In a recent survey of food and beverage executives, global industry regulation, audit readiness and process improvement were cited as top concerns.

BarTender barcode and label software is an integral component of the compliance, traceability and supply chain interoperability labeling strategies of food producers, processors, logistics providers and manufacturers around the world.

- ▶ A seamless connection between your ERP system and your label printer, whether used with a single mobile printer in the field or a network of thousands of printers at facilities around the world.
- ▶ Automatic ingredient list formatting to meet EU regulation No. 1169's allergen labeling requirements.
- ▶ A produce traceability label template built to Walmart specifications, including automated Voice Pick Code generation to enable regulatory compliance.
- ▶ Full label audit trail capture enables rapid response during inspection or recall.
- ▶ Flexible licensing for centralized, decentralized or hybrid deployments, providing adaptable levels of access.



BarTender named to the 2015 Food Logistics Magazine FL100+ list of top technology providers to the food industry.

## BarTender for food and beverage labeling: Dependable. Scalable. Adaptable.

### Tools for supply chain management

There is no one-size-fits-all method for food supply chain tracking and management. BarTender provides a menu of technologies and symbologies, so you have the flexibility to implement the system that's best for your business, including:

#### Barcodes

Over 400 preformatted, ready-to-use barcode components based on 59 different barcode symbologies and 12 additional barcode standards.

#### RFID encoding

Tag types include EPC Class 1, Gen2, ISO 18000-6b, ISO 15693, Tag-It, I-CODE, TagSys, My-d, Picotag, and more. Supports all EPC data formats.

#### Voice Pick Code

Automatically calculates Voice Pick Code for efficient warehousing and order selection. Compliant with the Walmart produce traceability requirements for pallet labeling.

Seagull Scientific can help you meet traceability initiatives and compliance labeling standards, whichever segment of the food supply chain you serve. To learn more, visit the BarTender food and beverage industry web page, featuring an interactive guide to the Walmart produce compliance label.

### Compliance labeling

Sample label templates help you meet industry standards and regulations, including Europe's Food Information to Consumers allergen labeling requirements, global nutrition labeling rules, and Walmart's produce traceability mandates.

### Prime labeling

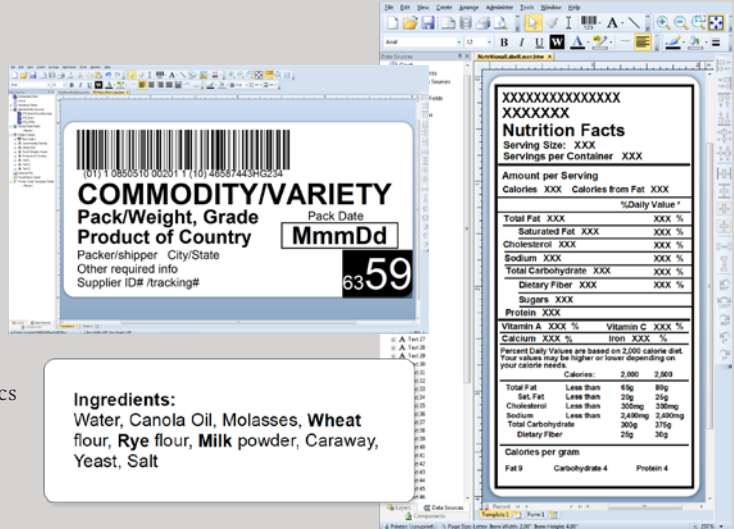
BarTender's powerful, easy-to-use label design tools and superior graphics capabilities allow you to quickly and simply create professional-quality, high resolution, full-color labels for your product. Our careful attention to its "look and feel" make BarTender seem familiar the first time you use it. Characters for all modern writing systems help your product reach markets worldwide.

### Supply chain labeling

Many of the world's largest food and beverage companies use BarTender to run their supply chain. With seamless integration with Oracle, SAP and other enterprise resource platforms, BarTender provides the internal and business-to-business interoperability and tracking crucial to lean and efficient food industry operations.



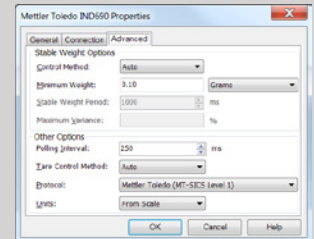
**SAP® Certified**  
Integration with SAP Applications



**Ingredients:**  
Water, Canola Oil, Molasses, Wheat flour, Rye flour, Milk powder, Caraway, Yeast, Salt

### Weighing scale labeling

In food service weigh-and-print applications, BarTender integrates your product database with information from your weighing scale to generate the barcodes that keep your business running. BarTender accepts weight data from scale manufacturers including A & D, Adam AZextra, Dibal, DIGI, Epelsa, Fairbanks, Janner Waagen, Marel, Mettler-Toledo, Ohaus, RADWAG, Rice Lake, Scanvaegt and Soehnle.



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