



# Barcode Labeling Solutions

*More Than Barcode Labeling Software, We Are The Enterprise Labeling Company.*

Design, integrate, and print from anywhere, anytime while driving labels and documents from ERP, WMS, SCM or custom/homegrown systems.

## DESIGN - Loftware Label Manager®

*Designing the highest quality, compliant label with all the extras.*

Loftware's label designer comes standard with all of the bells and whistles you will ever need to create the highest quality barcode and RFID smart labels. Designing labels is intuitive due to Loftware's graphical interface design tool. Users may also choose to speed up their labeling design process by choosing from our large list of pre-designed and pre-built label templates used by a variety of industries. In either case, the label designer will quickly meet all your internal and external labeling requirements and mandates. Labels created in the designer are readily available to be accessed and printed from any mission critical business application and can be stored and retrieved at anytime from a central repository.

By supporting a wide range of barcode, RFID and other printer types across a company's enterprise, the Loftware Label Manager

is a perfect choice for those that desire to centrally control all label output management tasks.

New features like label scripting just released in Loftware's Solution Suite also bring a whole new dimension to intelligent label design and printing by giving you the ability to perform label logic at the label field level prior to actually printing the required labels.

For example, you may have a special text for a special customer that exceeds the print field area; or you need every even label to be inverse; or you need certain words in bold whenever they appear on a label, all of this can be determined prior to print time.

## PRINT - Loftware Print Server®

*The power to produce millions of labels, day in and day out.*

The powerhouse of the Loftware Solution Suite is the Loftware Print Server. No other output label management software avail-

able in the global market today is able to match its ability to scale in high performance and high demand production, logistics and warehouse environments. Whether your operations require the printing of a million labels or less per day, or thousands of different labels into the millions per day, the Loftware Print Server has the proven reliability and track record to confidently run all your labeling output requirements. Combine this solution with the powerful integration and business intelligence features of the Loftware Connector® family of products for Oracle, SAP and other ERP and WMS environments, and you now have the ability to solve all your labeling needs on a global scale.

## INTEGRATE - Loftware Connector® Family

*The logic behind intelligent, automated label production.*

Most labels are customer-driven documents that require a certain business understanding and business logic. Where automation of label production begins with the LLM® designer and the LPS® print server as the engine, the Loftware Connector® line up has been specifically designed to tightly integrate to your business application and to automatically control and intelligently determine at print time what external data is needed regardless of its source or location. This ensures that the right label or labels in any combination are printed on the right printer when and where you want them anywhere in your global infrastructure. The Connector automates the most trivial to the most difficult of label compliance and printing tasks.

Our Connectors ensure that the right variable label data is printed on the right set of product, packing and shipping labels, in the right quantity and sent to the right printer on the manufacturing line or warehouse packing line and prevents the wrong labels from



### What is PSG?

Loftware prides itself in its dedicated [Professional Services Group](#) (PSG) who have a depth of experience to assist with your toughest issues. Loftware offers system consulting, analysis and configuration assistance training, best practices and more.

### Design Label Templates!

The Loftware Label Manager® design tool comes standard with every edition of the Loftware Print Server®.

# Design. Integrate. Print...With Intelligence.

being printed and shipped to your customers. Fines issued due to generating incorrect labels are all but eliminated.

## Loftware Connector® for SAP®

The Loftware Connector® for SAP provides the greatest range of SAP integration options for direct printing out of SAP from any vendor in the industry. Utilizing our latest SAP BC/XOM compliant interface, it is now possible to provide

our customers with a 'no coding required solution' which is fully integrated to SAP utilizing the SAP native spooling system. As a result, critical bidirectional status of all label printing activity can now be reported back to the controlling application. Other interfaces supported include RFC and IDOC.



## Business Logic Filters

Fully integrate your SAP®, Oracle® or legacy system and leverage business logic to set up and make changes on-the-fly to labels without requiring application-level programming or coding changes to source applications.

## Loftware Connector® for Oracle

The Loftware Connector® for Oracle tightly integrates Oracle-based applications including Oracle's WMS and MSCA warehouse and mobile supply offerings to the Loftware label printing infrastructure providing real-time label print request processing to printers located on the LAN, WAN and remote Internet networks. From Oracle application-generated transactions, the Connector supports business flows, PL/SQL calls, database triggers and stored procedures, providing the scalability needed to meet the high labeling demands typically found in Oracle driven environments.

## Universal Connector

The Loftware Universal Connector is the connectivity printing solution for all legacy or 3rd party applications and JDBC-compliant data sources. If you are looking to eliminate programming and integration costs but still are looking for a robust printing solution that can be rapidly implemented into your infrastructure, the Loftware Universal Connector in combination with the LPS® is your solution.

## EXTEND - Loftware WebAccess™ & Loftware Web Services™

Add security, flexibility and extensibility to your Loftware solution.

Our extended offerings bring the full power of the internet to the full power of the software solution. The offerings include powerful extensions of capability over all existing commercial packages.

### Loftware WebAccess™

Our Web browser-based software application enables companies to extend and reliably deploy a secure and controlled role based access label printing system through-out their global enterprise to anyone with Internet access. Its inherent design makes robust plug and play remote printing system possible when combined with Loftware's renowned LPS® printing infrastructure and open system web based server technologies. User access can be permitted or forbidden on a per-user, per-label basis for 3rd parties, contract manufacturers and even seasonally-based suppliers.

### Loftware Web Services™

Loftware's Service Oriented Architecture (SOA) interface offering supports industry-standard interaction and communication on a controlled, licensed basis. It provides the potential for immediate connectivity with your existing systems, all within the Loftware Solution Suite infrastructure.



## 24x7 Support

Loftware offers [24x7 support](#) to minimize the risk and associated costs of an interruption in product labeling and to maximize your return on investment.

## GUARANTEE - Loftware Professional Services Group

Turn-key service assures superior performance and success.

Loftware backs our Suite offering with our Professional Services Group: a team of seasoned industry professionals dedicated to outstanding support and turn-key service. This includes consulting, analysis, infrastructure design and configuration and implementation. No customer has ever failed to successfully deploy and enjoy the benefits of the Loftware Suite, when PSG was involved.



**LOFTWARE™**

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