



## Labelling with the **direct** advantage

From the creators of the very first *Windows*® label design software comes *LabelDirect* - a PC labelling program written for specific printer ranges which offers unrivalled performance and control of your printers' features.

By driving your printer in its native command language, LabelDirect avoids the complexities of printer drivers whilst offering full control of your printer's features and distinct performance advantages over other labelling programs. What's more, the program also includes accurate screen representations of each printer's fonts making LabelDirect completely and uniquely WYSIWYG.

LabelDirect offers all the features you would expect from a professional labelling package including database integration, copy fitting, variable graphics, serial numbers and industry standard linear and 2D barcode symbologies; plus many other unique features developed in response to Image's 25+ years of experience in the labelling industry.

- Fastest possible print speed
- 100% WYSIWYG design including accurate font representation
- Full software control of printer features and settings
- Comprehensive range of variable data types
- Intuitive design tools - design labels in minutes
- Support for all major thermal printer ranges
- Use on any port or across a network

**Fastest possible\***  
Printing

## Supports the major labelling printers

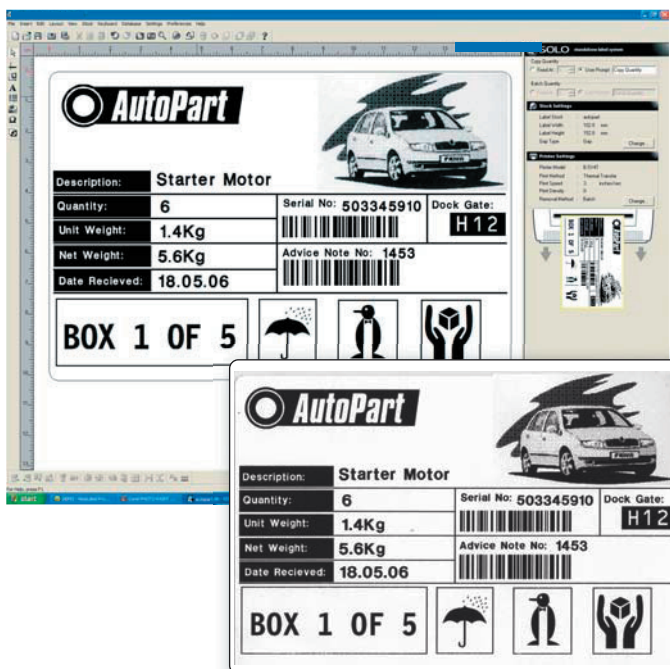


**DATA DATAMAX TSC TOSHIBA IMAGE**

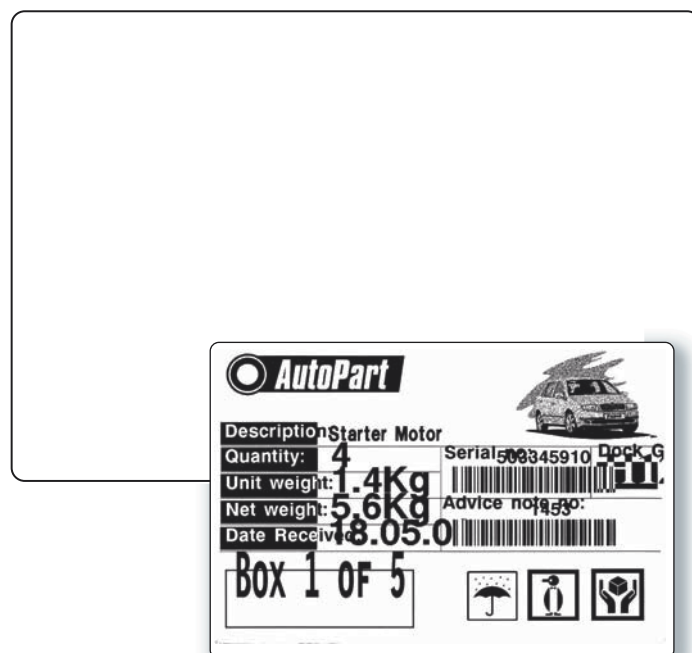
## What you see is what you get

Using printer fonts the following shows how LabelDirect is truly WYSIWYG compared with the competition.

LabelDirect

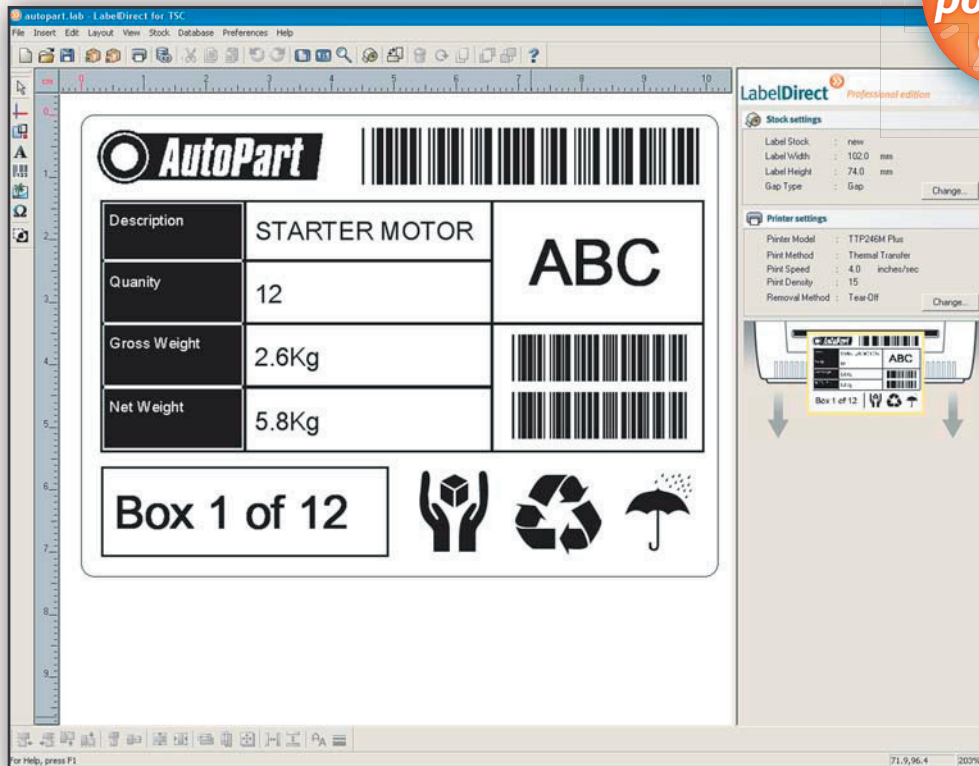


Competitor software



## » Labelling in less clicks of the mouse

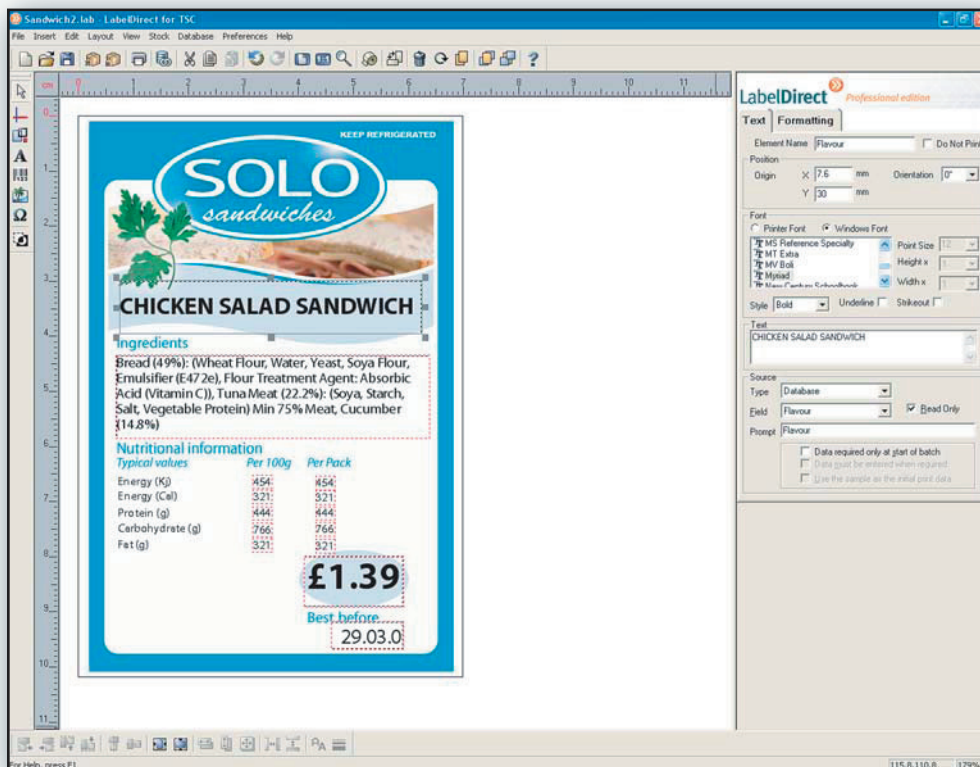
**Fastest possible\* design**



Printer and stock settings displayed on the right hand side of the screen for easy editing. There is no need to go to the printer driver. All settings are made here and are saved with the label template.

On screen print preview of label appearance and orientation.

## » Properties Window



Element properties displayed with one click

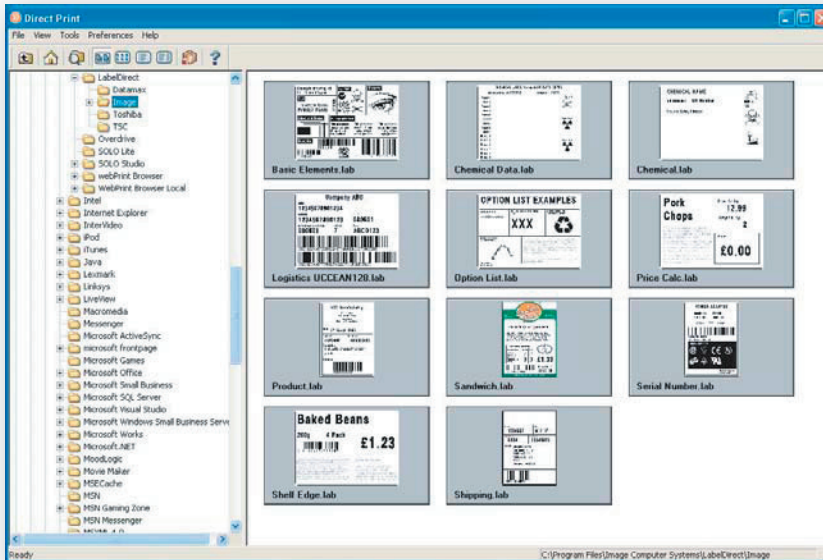
Comprehensive range of variable data sources.

Formatting Tab for more advanced features

Printer fonts for speedier printing and truetype fonts available from the drop down menus

Preprinted stationery background can be displayed to allow accurate layout

## Print Only version for production



Print only version for use where design is only authorised by certain personnel

## Data Entry screen for Preview & Print

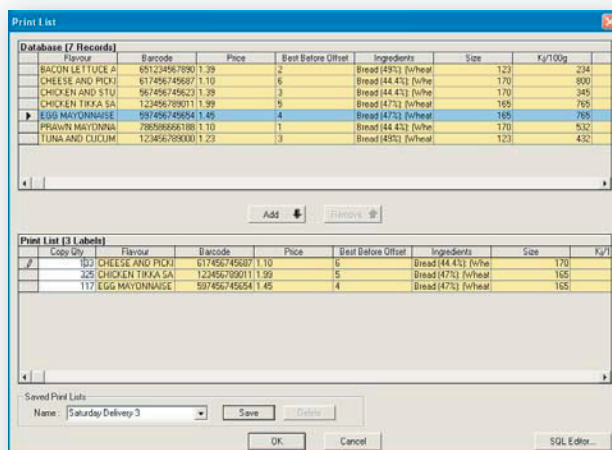


Keyboard input with possibility of Datastore feature to save data for later use.

Connection to any database with powerful search, filter and SQL queries.

Preview shows with actual data before printing.

## Powerful Print Job Control



Print List feature available which allows creation of print jobs where a record can be chosen and given individual copy quantities and jobs can be saved for future use. Any number of print lists can be created



# Features

## General

Works with Zebra, Toshiba, Datamax, Sato & TSC printers  
Licencing per PC/Printer

## Label Design

100% WYSIWYG  
Direct display of selected element properties  
Wide range of variable data types available  
Drag & Drop and sizing with mouse  
Grid and Guide line control for accurate layout  
Full control with mouse, arrows or value entry  
Layering with move elements to front/back  
Settings for inverse, negative or backwards print  
Group alignment & properties tools  
Undo/Redo multiple levels  
Customised print time prompts  
Export/import of templates and associated files  
Automatic addition of prefix/suffix  
Metric or Imperial ruler & measurement settings  
Ribbon & label colour options  
Settings for max/min length, truncation and padding  
Settings for constraints and coercion  
Preferences setting - font, barcode, sizes etc  
Optional display of pre-printed label background

## Label Settings

Large selection of standard label sizes  
Straightforward creation of new types & sizes  
Settings for peel-off, tear-off & cutter  
Settings for continuous, gap or black line  
Settings for multiple labels across web

## Text

Select printer fonts & TrueType fonts  
Automatic copy-fit and left, centre, right justification  
Rich text with rules based control with Macro Scripting  
Currency, Weight and numeric data types.  
Control of no of decimal places for pricing, sizing units  
Automatic formatting of currency £,p, \$,¢,€ for pricing  
Automatic formatting of units kg,g,m,cm,lb,oz for sizing  
Constraint control for data input, Uppercase etc

## Barcodes

All common symbologies including 2D  
Uses printer generated barcodes for accuracy  
GS1 UCC/EAN Wizard for application identifier generation  
Automatic check digit calculation  
Macro Scripting for non standard check digits etc  
Human readable text options

## Graphics

Lines, Boxes and pictures of all graphic formats  
Integrity of graphic maintained even when resized  
Various algorithm choices for rendering to monochrome  
Library of industry appropriate, scalable trueType symbols  
Graphics or Symbol can be chosen from database field

## Incrementing, Decrementing & Serialisation

Wide range of ranges and custom ranges  
Options for limit reached etc  
Start value from fixed, keyboard, other element or database  
Next serial number memorised for next run

## Date & Time

Wide range of formats available  
Custom formats  
Date/Time offsets from keyboard or database or calculated

## Option Lists

Choose predefined options at print time.  
Options chosen can cause print of an associated

## Print Time Processing

Basic like, Macro Script language to control label variables  
Real time calculations for currency, weight etc  
Linking and concatenation of label variables

## Database

Wizard for easy connection  
Multiple database types and OLEDB & ODBC for all others  
Connection to spreadsheets or text files (csv etc)  
SQL queries and sophisticated filter control  
Create predefined filters or sql queries for print time  
Selection of individual record or groups at print time  
Copy quantity control from database fields  
Print Lists creation from selected records with quantities  
Datastore facility creates database from input label data

## Datastore

Create your own database appropriate to your label  
Design label for keyboard input & allow database to be created from data entered at print time  
Data in mdb format can be read and edited by spreadsheet or other database software

## Printing

Full preview of data on the label before print  
Data entry from keyboard and or database  
Create & save print jobs using Print List setup  
Print to file facility, raw printer commands  
Direct, command language print for high speed  
Print speed optimisation, saves fixed data in printer

## Print Only Version

Click thumbnail view of labels for selection for print  
Can add records to the Datastore, if allowed to

## Job Control

Print list can be created and saved for repeat print jobs

## Management & Audit control

Password and user control of Design and or Print Only  
Audit history of labels printed against time and user.

## Networking

No limitations or licence restrictions on use across a network  
Printer can be local or network remote  
Label templates & database can be remote

Download a fully functional 30 Day Trial of LabelDirect from our downloads page on:  
[www.image-cs.co.uk/downloads](http://www.image-cs.co.uk/downloads)