THE CUSTOMISED LABEL AND SIGN SOLUTION FROM BRANDSOFT

LABEL

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Making a label is now easier and faster than ever before. The Brandsoft Label Program produces colour labels with pictures, barcodes, prices, descriptions and company logo all on a single label.

Save time and money

The Brandsoft Label Program enables you to finish your label in a single run. The label contains all the necessary information. With this system, you can produce unique labels, individually designed for your customers showing the price, barcode, text and logo. The Brandsoft Label Program is a simple, time-saving solution for creating professional labels and signs. Produce your own labels when needed and avoid the hassle of buying pre-printed labels which often means tied-up capital, inflexibility and surplus labels at the end of the season.

Say goodbye to:

· Old software that cannot match today's demanding requirements for the branding of products
· Re-labelling and hours of wasted work
· Extra labels to provide the plant with the correct picture, barcode or price
· Label waste
· Labels that do not match the product range
· Standard labels that are not customised to your customers' needs
· Tied-up capital in stock

Say Hello to:

A program that is now used by nurseries and garden centres in 15 countries. This has made the program one of the most specific branch systems. The overall objective for the development of the new version was to incorporate the many requirements that nurseries have for a modern international labelling system, while ensuring that the system remains a versatile, user-friendly and stable everyday tool.

· Labels and signs can be designed by the user. Fields: barcodes, pictures, text, logos, etc. can be moved around and rotated so that labels and signs can be created to meet the customer's wishes.

· All designs can be saved and retrieved when labels/signs need to be printed. You can save many different designs of the same label, ready for printing depending on your customer's wishes.

· The number of screens and keystrokes needed before you are ready to print labels and signs has been reduced. The program starts with a completely redesigned print job list.

· Searching in the database works in the same way as searching on the Internet. The program will find any combination of the words you enter, regardless of the order of the words. It has never been so easy to find plants in the database, even if they

Present your plants like this!

**Or like this
– the choice is yours!**

are spelt incorrectly or you don't know the full name. You can also mix your language and Latin in the same search.

· Print jobs can be saved and printed again and again without you needing to re-enter all the information. This enables you to save customer orders and print as the order is delivered.

Colour laser technology

Compared to other technologies, print speed has been drastically increased. The exceptional print quality and capabilities of the Brandsoft Label Program enable a standard laser colour printer to print up to 150 beautiful colour labels per minute. The speed can also be further increased using a larger printer.
Compared to traditional thermal printers or matrix printers, which only print labels, colour laser printers are a far sounder investment. These printers can also print balance sheets or letters, in colour too if required.

Pictures

The Brandsoft Label Program uses standard JPG pictures which can either be taken using a simple digital camera or scanned in. You can have several pictures of each plant, e.g. close-ups and habitat pictures.
Brandsoft can supply a picture library on CD-ROM. This CD contains 8,500+ high quality pictures. The pictures are carefully chosen from the best selling plants in Europe.
Each digital picture has been processed and converted to the most commonly used format and is optimised for use on labels and signs in the nursery industry. The result is outstanding image quality and thousands of pictures all ready to use. These amazing pictures give you access to all kinds of plants in full colour. All pictures are in JPG format. Read more about this picture CD on the Brandsoft website.

Easy to use, easy to learn

The system, which has been designed specifically with nurseries in mind, has an unprecedented high degree of user-friendliness. The visual and self-explanatory structure of the system minimises training costs. Even without any prior computer knowledge, you will be operating the system and exploring its potential in minutes, not

Don't compromise. Do you want your plants to be overloaded with labels giving a confusing and unfavourable impression?

For retailers and manufacturers alike, professionally labelled products create satisfied customers and make them more likely to buy.

hours. The latest version of Brandsoft Label Program is quite different from previous versions. The design has been changed significantly to make it easier to use and to meet the needs and wishes of many users in many countries.
You can create sophisticated layouts and designs for your labels. You can have many different designs of the same label ready to print depending on your customers needs. Searching through the database has been made both faster and easier, and the system will find any combination of your search string regardless of the order in which you entered the search criteria. Print jobs can be saved and printed again and again without having to re-enter all the information. Overall, the program has been expanded and customised for fast and efficient printing of colour labels and signs within the horticulture industry.

Connecting with other systems

Even if your business doesn't already have a Brandsoft production or retail system, you can now fully exploit the potential of the latest

technology. The Brandsoft Label Program can be used as a standalone system, independent of other systems. However, by purchasing an extra module for the program you can send orders directly to the Brandsoft label program from other computer systems.
The system will automatically print orders using the information already entered in the order system, making further data entry unnecessary. This enables you to get started immediately without having to invest in a brand new administration system for your nursery.

Financial advantages

The Brandsoft Label Program offers a very cost-effective "Easy start" package. You get the very latest technology no matter which product you choose. The software can be easily and cheaply upgraded if you need more options.

Installation

The system is compatible with computers running on Windows98 SE or later Windows editions. Printing colour prints requires a colour laser printer. The Brandsoft Label System can run in single-user or multi-user environments.
The system has been developed using standard Microsoft development tools.