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Create barcodes in Microsoft Office applications with the touch of a button

*Tightly integrated software from Wasp Barcode Technologies
simplifies the creation of barcodes for use in Microsoft Word, Excel and Access*

PLANO, Texas – June 19, 2008 – With new software from [Wasp Barcode Technologies](#), businesses can improve efficiency and automate time-consuming processes by quickly and easily adding barcodes to Microsoft® Word documents, Microsoft Excel® spreadsheets and databases driven by Microsoft Access. [Wasp BarcodeMaker](#) is an approved [Microsoft Office Marketplace](#) application that seamlessly integrates with Microsoft Office including Office 2007, allowing users to create barcodes with the touch of a single button.

Wasp BarcodeMaker fully integrates into the toolbar (or ribbon) of Microsoft Office applications. Users simply select text or numbers within these programs and click the BarcodeMaker button. A barcode is then created using one of a 13 barcode symbologies provided. Once a barcode is created, it can be used in a wide range of applications, including:

- Creation of shadow books or product scan pages used in retail or warehouse environments. These books include barcodes for multiple products, which might be too bulky, small or inconvenient to tag with individual barcode labels. Rather than lifting and scanning these items at a cash register, the shadow book can be more easily scanned.
- Addition of barcodes to invoices, which can be saved as .pdf files for e-mailing or printing.
- Addition of barcodes to mail-merge documents, enabling better tracking of special offers, customer responses and more.
- Addition of barcodes to simple product packages designed in Word

“Businesses are looking for ways to improve efficiency and productivity,” said Tom O’Shea, general manager for Wasp. “Something as simple as a barcode can be a huge time-saver, but many business owners fear they would be too complex or difficult to implement.

(more)

“With BarcodeMaker, we are making it extremely easy and affordable to use barcoding software,” O’Shea added. “The software has been integrated right into the applications small businesses are already familiar with. They can simply click to create a barcode. No special expertise is needed.”

When barcodes need to be edited, users simply double-click on the barcode or change the underlying data in Word, Excel or Access. The barcodes will be instantly updated. Barcode symbology, size, color, location and density each can be changed with a single command.

An advanced version, BarcodeMaker Pro provides additional 2D symbologies. It also provides integration into Microsoft Access and CrystalReports.

Wasp BarcodeMaker is available immediately at a list price of \$99. A 10-user license pack is also available for \$249. BarcodeMaker Pro is available for \$199, or \$349 for a 10-user license pack. The software can be purchased from direct marketing retailers such as CDW, TigerDirect, PC Connection and Insight, leading retail stores such as Fry’s, and office super stores such as Staples. It is also available through computer resellers including WaspLink™ value-added resellers (VARs).

About Wasp Barcode Technologies

Wasp Barcode Technologies provides data capture and tracking solutions designed specifically for small business. Products include [inventory control](#), [asset tracking](#), [time and attendance](#), [barcode scanners](#), [barcode printers](#), and [point of sale](#) (POS) solutions. Wasp products help small business owners manage their companies more efficiently with improved productivity and profitability. Learn more at www.waspbarcode.com or call 866-547-WASP (9277).

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