Wasp software helps small businesses try out barcode technology for free
Wasp BarcodeMaker helps companies uncover hidden savings, improve productivity

PLANO, Texas – June 19, 2008 – Wasp Barcode Technologies believes that barcodes can save small businesses. And the company is out to prove its theory.

As is clear from its name, Wasp has bet the farm on barcode technologies. Now, the company is providing a way for companies to determine whether barcodes can make their business run more efficiently – for free. Wasp is offering an online version of its new Wasp BarcodeMaker software to the public at www.waspbarcode.com/Barcode_Maker/generator.aspx.

"Trying out new technologies – even proven ones – can be prohibitively expensive, risky, and maybe even a bit scary for small businesses," said Grant Wickes, vice president of marketing for Wasp. "They want to try before they buy and learn about new solutions without sacrificing a lot of time or money. With Wasp BarcodeMaker, we've made it simple – and free – to test and explore how barcodes can transform a business for the better."

Users of the software simply choose from a range of barcode symbologies, enter the number or text they would like encoded, and click to create a barcode. They can try different symbologies and even see what their name looks like in different barcodes. The customer can access the finished barcode via an e-mail link, enabling them to download the barcode and use it in documents or print it onto labels.

"I did an Internet search and discovered the online Wasp BarcodeMaker," said Frank White, executive producer of the new movie At All Cost. "As a small business, I was looking for something like this to try out barcodes in my manufacturing process. The service was quick and handy, and it looks like barcodes will save me time and money."

"Our research has indicated that about 90 percent of our customers did not previously use any automated processes, relying instead on memory, pen and paper, or at best a manual process using Excel spreadsheets," Wickes said. "If we can lower the barrier to try barcodes, we believe more business owners will see how easy and productive this technology can be in their businesses. Plus, trying things for free is music to a small business owner's ears."

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To help new users, Wasp has provided educational material on the BarcodeMaker web page. There is information about various barcode symbologies and their uses, so customers can select the appropriate type of barcode for their application. A quick multimedia overview explains what barcodes are and how they work.

School librarian Kathleen Wright also has used BarcodeMaker to increase productivity in her line of business.

"It is not very often that we come across a business that is willing to offer a free service," said Wright, who also serves as media clerk at Travis Ranch, a school in the Placentia Yorba Linda Unified School District in Yorba Linda, Calif. "Using barcodes from Wasp BarcodeMaker to apply labels to our books is a great help to our school library, and a big help to our budget."

The online version of BarcodeMaker was recommended to Susan Peavy by a business colleague.

"I was not familiar with Wasp prior to this recommendation," said Peavy, owner of San Antonio Perfume Company. "Based on the initial good experience I've had creating a barcode with the software, I definitely recommend Wasp BarcodeMaker."

Also available today is a client version of Wasp BarcodeMaker, which seamlessly integrates with Microsoft® Office applications including Office 2007, allowing users to create barcodes with the touch of a single button. This software enables businesses to improve efficiency and automate time-consuming processes by quickly and easily adding barcodes to Microsoft Word documents, Microsoft Excel® spreadsheets and with the Pro version, databases driven by Microsoft Access. The software costs $99 or $249 for Pro.

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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