



Reviews

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Labels & Addresses

by L. Davenport

Labels & Addresses (formally know as MailFactory) is a program that takes the headache out of creating all sorts of labels along with designing and printing name cards, price tags, envelopes, and postcards.

When you first open Labels & Addresses (from now on referred to as L&A), you are presented with an "Assistant" that is divided into four tabs. The first tab is called "Designs". This contains ready-made designs (backgrounds and text fields) for labels, envelopes, postcards, name badges, and barcodes. The Label designs are further divided between Return addresses, Mailing, Shipping, Handling, and File folder. The three remaining tabs are: Labels, Envelopes, and Postcards. These contain the actual blank layout templates for each type of print job.

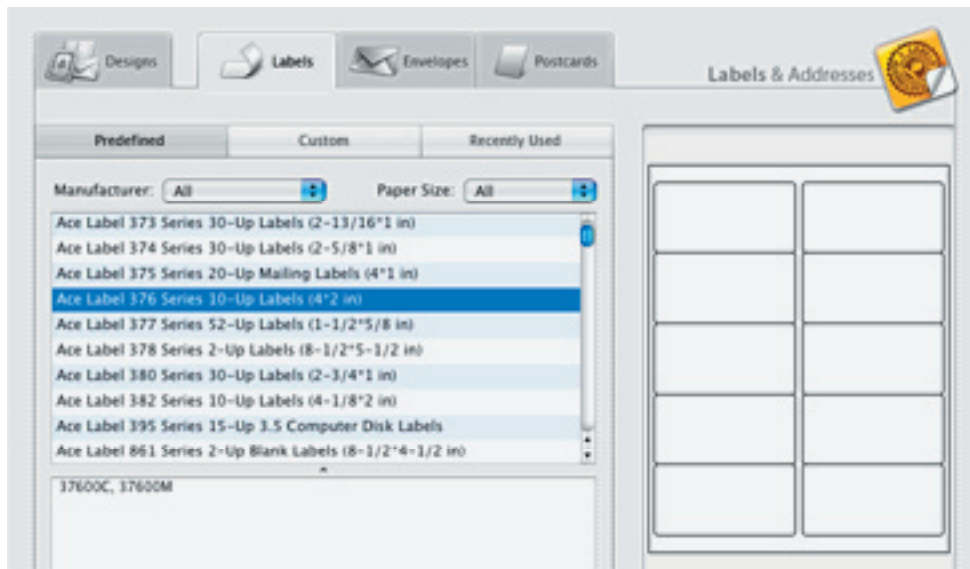
Labels

There are label layout templates from twenty-two label manufacturers - everything from ACCO to Zebra (including some from European and Asian manufacturers). You can search for your desired label by scrolling through all the available layouts or by company or by the label part number. Label designs cover everything from circles to rectangles, from one (full page) label to 315 per sheet, single or folding file folder labels, and label rolls.

If you can't find the exact size or layout that you want, you can create you own layouts from scratch. You can open one of the many label



The Assistant lets you choose a ready-made design as your starting off point.



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alpha-numeric data, depending on the barcode type. The data can either be entered manually or taken from a text file- helpful if you want to batch-print your barcode labels.

Envelopes

L&A comes with layout templates for a wide variety of envelope sizes, everything from 3" x 3.38" to 8.5" x 8.5". You can choose one of the provided envelope layouts or make a custom layout - i.e. you can set the envelope height and length along with the bottom and left offset for the recipient. Not only that, but you can also specify if it is to be an envelope with a see-through window (like the ones you get from businesses where the address is part of the document and then shows through the window).

L&A can print Postal Barcodes for US, Canada, and the UK. This helps the postal service's automated equipment to quickly sort the mail.

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Postal barcodes work off the zip code that you enter. You can have the barcode attached to your mailing label or have it detached and be printed on the envelope.

Intelligent Mail barcodes can be added to letters and flats. This type of barcode is generated from the Sender's information such as his Mailer ID (gotten from the Post office), Service type identifier (whether it is first class, a periodical, business reply mail, etc), routing code, etc.

FIM (Face Identification Mark) marks can be added to mail that has a barcode added. This alerts the automated processing equipment to the orientation of the mail for postmarking purposes.

Postcards

L&A comes with layout templates for a wide variety of postcard sizes. Ready-made designs for various holidays, invitations and events are also included, or you can create your own designs. Since postcards are two-sided, you need to make two templates. One side for the picture and text and the other for additional text along with the Address.

Artwork

L&A can use the clipart images supplied with the program, import an image from a graphic file, use pictures from your iPhoto library, or use images from the Internet.

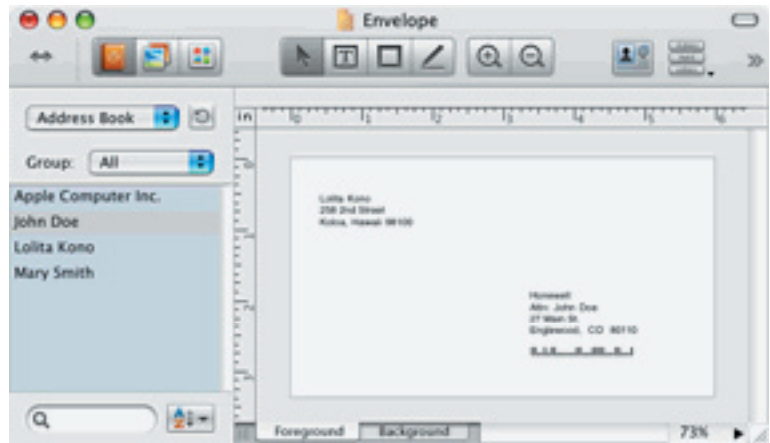
There are two versions of L&A: Standard and Retail version. With the standard version you get 1000 clipart images but no fonts, whereas the Retail version comes with 24,000 clipart images and 100 fonts.

There is a small set of editing tools included in L&A (such as foreground and background layers, line tools, etc.) which help you create professional looking designs.

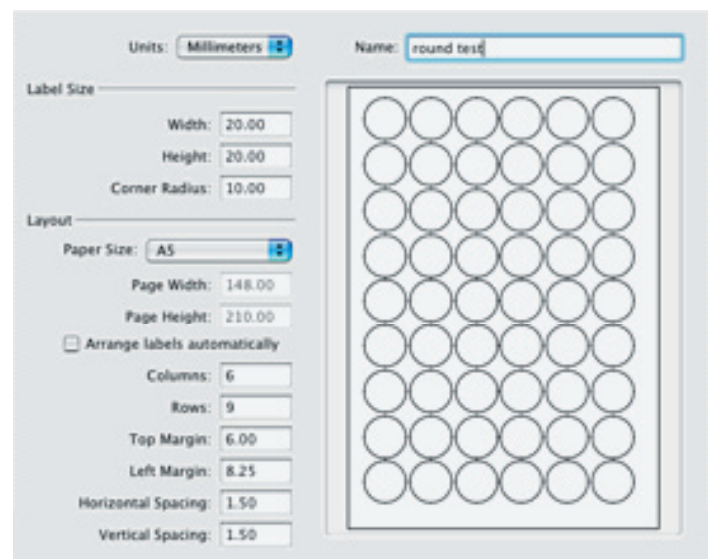
L&A intergrates well with its sister program; Art Text 2 (Art Text is an application that helps you create headings, logos, icons, banners and buttons). L&A has an Art Text button in its toolbar that will automatically open Art Text. After you create your image, Art Text has a "Link back" button that drops your image back into L&A.

Printing

According to BeLight software, L&A can print to any ink jet or laser printer. It also supports DYMO, Seiko, Brother and Zebra thermal printers. In addition, you can tell L&A which label to start printing on which lets you re-use partially used label sheets. You can individually print your labels and envelopes or batch print your addresses to speed up the process.



This is Labels & Addresses' main window. On the left is the source panel (for contacts, photos, and Clipart. On the right is the design canvas where you preview and edit your documents.



Labels & Addresses lets you customize the layout of your labels.

The Skinny

Evaluation: Labels & Addresses is easy to use and comes with templates that should fill any of your needs. I like the ability to create custom templates. In addition, it dawned on me (when I was looking at the Name Tag designs) that you could even use it to print business cards (But if all you need to print is business cards, you might look in to BeLight Software's Business card Composer program. Or if you want to create and print business cards, CD/DVD art, flyers and catalogs, you might consider buying BeLight Software's Printfolio suite which includes Labels & Addresses and 4 other software applications).

Requires: Apple Macintosh computer with PowerPC or Intel processor, Mac OS X v10.4 or later, 100 MB of available disk space.

Company: [BeLight Software](#)

Street Price: Labels & Addresses: Standard vr. \$49.95, Retail vr. \$59.95; **User Group special:** Standard vr. \$42.50 (FYI: there is no reduced pricing on the Retail version-but you could always purchase the Standard version and then upgrade to the Retail version for only \$15. This way you still save around \$3 over buying the Retail version by itself.)

Art Text 2: Standard vr. \$39.95, Retail vr. \$49.95; **User Group specials:** Standard vr. \$33.95, Retail vr. \$42.45

Business Card Composer: Standard vr. \$34.95, Retail vr. \$39.95; **User Group specials:** Standard vr. \$29.95, Retail vr. \$34.20

Printfolio Suite: Standard vr. \$89.95, Retail vr. \$99.95; **User Group specials:** Standard vr. \$72.20, Retail vr. \$76.45

(SMMUG members: go to our "Member's Only" web page to access the link to BeLight Software's User Group specials web page.)

[Available demo](#)

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