

**NEW** Label Boost Software

Contact Us 800.463.7766

Mon-Fri 7am-4pm PT



**Shipping Labels Reimagined**

Label Boost™ software can help grow your business with increased customer engagement as well as reduce material and labor costs and streamline operations. Transform your existing black-and-white shipping labels by adding full-color coupons, targeted ads and secondary labels such as regulatory or shipping-and-handling labeling. You can also highlight critical information, such as parcel count or expedited shipping, to promote accuracy and timeliness of delivery.

A software solution designed for hassle-free deployment, Label Boost allows the bulk of your label creation process to remain the same, modifying your existing label only at the very last step before printing. It works alongside your existing shipping software so your delivery operation can continue to run seamlessly. Label Boost software is compatible with most ColorWorks® printers<sup>1</sup>, ensuring your labels are printed with exceptional image quality that's worthy of your brand.

**Ready to boost your shipping labels?**

- With Label Boost, you can add dynamic and colorful promotional content, help reduce operational costs with integrated secondary labels and highlight critical information
- Download Label Boost below if you have an activation code already or want to take advantage of our 30-day free trial
- A compatible PC and supported ColorWorks printer<sup>1</sup> are required—see product specifications for details

**Model:** SW-LB001





### Shipping Labels, Reimagined

With Label Boost and ColorWorks®, transform black-and-white shipping labels into full-color marketing tools.

- **Elevate your brand** — help increase customer stickiness and engagement by including promotions, product announcements and cross-promotional opportunities on your shipping labels
- **Reduce operational costs** — for businesses adding secondary labels, help reduce associated material and labor costs while improving shipping processes
- **Improve shipping accuracy** — highlight critical information on shipping labels to provide clear instructions for packages that need special or expedited processing
- **Dynamic content** — automatically choose the messaging you want to attach based on the customer's location, delivery date or other key variables
- **No-code integration** — easily fit within your existing workflow; compatible with ZPL® driven software used by many national couriers, as well as labeling solutions such as BarTender® and Loftware®
- **No recurring software fees** — own your solution with confidence



### Label Boost™

Label Boost software helps you grow your business with promotional content and reduce operational costs with integrated secondary labels. Compatible with CW-C4000, CW-C6000 and CW-C6500 Series printers





## Reduce operational costs

For businesses adding secondary labels, help reduce associated material and labor costs while improving shipping processes



## Specifications

### General:

#### System Requirements:

- **Operating system:** PC with Windows 10 or 11, Professional (32- and 64-bit) or Enterprise (32- and 64-bit); Version: 2H2 or later
- **CPU:** Intel Core i5 8th Gen Process at 2GHZ or higher
- **Memory:** 8GB DDR4 RAM
- **Hard disk space:** 1GB free HDD space

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