

Quick Start Label Studio Pro Deluxe

by Paul Cook

Many reviews begin with a description of who makes the product, where you can buy it, how much is it and that sort of thing. This turned out to be a puzzle. Initially, it was not exactly clear who makes QuickStart™ Label Studio Pro Deluxe. The box has IMSI's name in large type and Selectsoft Publishing in small type on it. I went to the IMSI® web site <<http://www.imsisoft.com/>> and they do list a program with that name. The list price is \$20. However, they only list Windows availability. The name Selectsoft Publishing also appears on the box. Their website <<http://www.selectsoft.com/>> does claim that they publish a Mac version of QuickStart Label Studio Pro Deluxe and has some links for a web form support, but no info on how much it costs or how to buy it. The about window for the program itself has a link to Metis International <<http://www.metisinternational.com/>>, a software development company. Metis, doesn't list Label Studio Pro Deluxe, but they do have related programs such as "Labels and Cards Pro" and "Barcoder".

My version (1.0.0) of Quickstart Label Studio Pro Deluxe (QSLSPD) is Mac only, comes on a single CD, with a 179 page manual in electronic form (.pdf not paper). The box says it requires 8.6 or higher including OS X, a PowerMac 120 MHz or faster PowerMac, 64 MB of RAM and 5 MB to 395 MB of hard drive space depending on how much of the clip-art and fonts you want on your hard drive.

It looks like it may be distributed in two forms. The version I have is Mac only, but google turned up a number of listings for a dual platform version Mac and Windows in the same box (see picture). I was able to find it on Amazon.com for \$9.99, but this time the publisher was listed as Arcmedia.

It would appear that the list price is \$20, but that it can be had for less, if you can find it.

A few emails later, my efforts to track

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down the creators of Quickstart Label Studio Pro Deluxe (QSLSPD) finally paid off, Metis International <<http://www.metisinternational.com/>> has confirmed that they are the developer of QSLSPD.

The QSLSPD product sold by Quickstart is a rebranded version of "Labels and Cards Pro." While they are essentially the same product, there are some reasons why you may choose to buy one over the other. The QSLSPD can sometimes be had for less \$\$\$\$. I saw it on Internet sites for under \$10. It also may be bundled with clip art and fonts, as mine was. The QSLSPD version also has no serial number and doesn't need one. My version of QSLSPD was version 1.0.0 and a copyright notice date of 2002. I could find no place to get upgrades for QSLSPD.

Labels and Cards Pro can be purchased from Metis International's web site for \$19.95. It comes with a serial number. So when Metis comes out with an update or a patch, you can download it and install your serial number and use it. Labels and Cards Pro (LACP) is currently at version 1.9.3. and a copyright notice date of 2004.

So while it may cost more, with the Labels and Cards option from Metis International, you are giving support directly to the developer, you get a later version and you have some hope of further updates. On the other hand, if you want a lower price, bundled clip art and fonts, the QSLSPD option may be for you.

While QSLSPD or LACP are good general-purpose label programs at a great price, one of their specialties is barcodes. I didn't test it, but if barcodes are a big deal to you, you might want to also look at different program from Metis named Barcoder.

Barcoder has more barcode types. It also prints in the current resolution of your printer. QSLSPD and LACP are limited to 300 dpi. That is good enough for your

typical laser or inkjet, but you probably want better if you're printing to an image setter. But the really big deal with Barcoder is that it exports barcodes to 10 image formats, plus PDF and EPS. This allows you to create precision barcodes that you can then place into your page layout program. Barcoder is \$19.95, which strikes me as a steal, for all that capability.

If you do want to do labels, in particular labels with barcodes, I'd recommend that you do look for it. Overall, QSLSPD has a lot of promise. It does some things very well and many things well. There are a few minor annoyances which if fixed would make this an absolutely A+ program. The real reason I chose QSLSPD out of all of the choices was because the box said it came with 1,000 free fonts. I confess, I'm a font junkie. Ironically, I haven't really tested the fonts, though with that many, some are bound to be useful. The program as a whole is quite useful and well worth the \$9 to \$20 price. One common use for a program of this genre might be to create mailing labels. For such a use, the database file would create your names and addresses, while the Label file would create the template for the label. (i.e. where you wanted the various first name, last name, address, city, state, etc. fields printed.)

We put QSLSPD through the paces on two projects, one was envelopes for a large mailing with PostNet bar codes, and the other was bar code labels.

We had a political mailing to put out and were running late against a deadline. Our former Envelope printing program "MacEnvelope" was acting up. If we asked it to print 1,000 envelopes, each with a different address, it instead wanted to print the first address on 1,000 envelopes. Not exactly what we had in mind. It had worked fine

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Review

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for many years before. Since MacEnvelope was a classic application anyway, rather than spend time debugging it; we decided to give QSLSPD a try. (QSLSPD is a carbonized application that will run on either Apple's classic OS or their newer Unix based OS. The first thing we created with QSLSPD was an envelope layout. Most things were pretty straightforward, however we did encounter two minor difficulties. First, the toolbar has two text tools. One is used for creating a text box into which you may type; the other (the top one) is used for selecting or correcting existing text in existing text blocks or other preexisting text fields. We found out that it wouldn't let you create new text fields when tried to use it

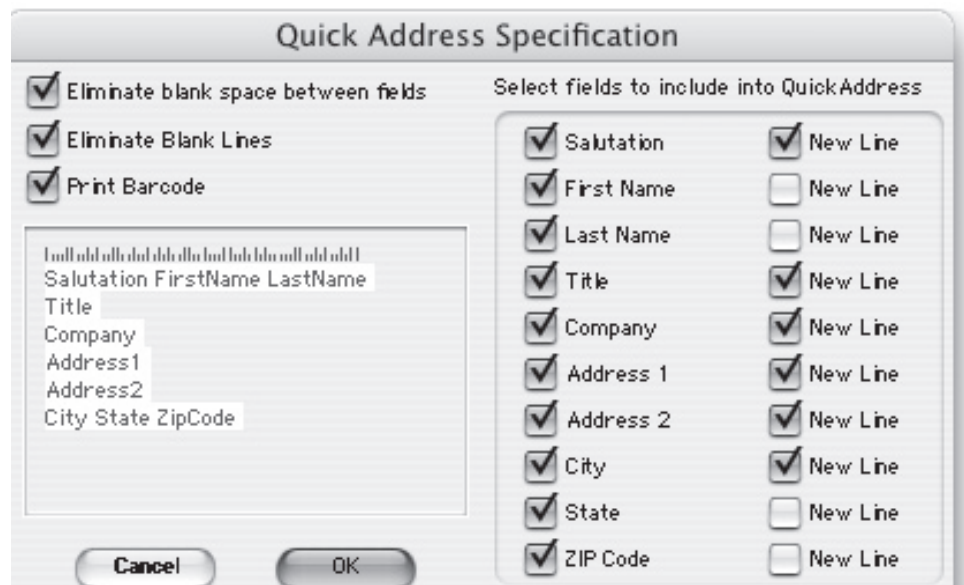
For doing a mass mailing, it did a real good job of printing the envelopes, complete with the PostNet bar codes so desirable to speed up delivery. Hopefully, you will never be in a position where you have to send out a political mailing, but QSLSPD could be worth its weight in gold just for addressing Christmas cards, or invitations to big events (weddings, graduations, showers, etc.). QSLSPD is not so great for doing a single envelope. Having to create a database with the right data in the right fields is a bit more of a hassle than it is worth for a single envelope. What would be nice would be the ability to enter the address in a text block and have it recognize the zip code. But then QSLSPD is



Labels, Shipping labels and just about any other kind of label. The 10,000+ clip art images and 1,000+ fonts should give you something helpful to start with. One real strength of QSLSPD, is its ability to add bar codes to these labels. Supported bar codes include PostNet, EAN-8, EAN-11, EAN-13, UPS-A, UPC-E, code 39, Code 129, Codabar and Interleaved 2 of 5. These are the common bar codes for mailing, inventory control and retail sales in the U.S.

What I would really love would be the ability to add QSLSPD's Bar Code capability to FileMaker, 4D, MySQL or some other higher end database. QSLSPD's built-in database is a nice simple little flat database. It's fine for importing and printing stuff, but there are times that I'd rather print directly from a heavy-duty database.

If you just want to print CDs, I'd get Discus. But if you want a general-purpose label program, particularly if you want to be able to do bar codes, then I'd take a serious look at Quick Start Label Studio Pro Deluxe. Given its mail order price, its hard to go wrong. 🚀



to input a return address on the envelope. The default for importing graphics is to clip them if the size of the graphic is not exactly the same as the size of the bounding box. A better default would have been to always make the graphic scale. The supplied clip art is in ".png" format. But we were able to import and print EPS clipart.

The next project was importing the existing names and addresses into QSLSPD's database. That was reasonably straight forward, though our database didn't happen to have everything in exactly the same field format.

a general-purpose label program, not an envelope specialty-printing program. The next project was to print a bunch of labels with a Code 39 barcode on a standard Avery®, 30 to a page, label stock. The process was very similar to that of the envelope. Do a label layout, then import the data into the database. It did the job well and the labels scanned just fine with our cheap bar code scanner. While I didn't test all these features, you can use QSLSPD to design and print CD labels, DVD labels, VCR tape labels, envelopes, floppy Disk