

Pressemitteilung / Press Release



Label printing for jewellers with Apple Mac

eXtra4 with new labelling software for Mac-OS

Birkenfeld, 01.02.2023. With eXtra4-labelM1, Ferdinand Eisele wants to make daily life easier for Apple users among jewellers and goldsmiths: At the Inhorgenta 2023 trade fair in Munich, the label manufacturer's IT subsidiary, eXtra4 Software + Service, is launching a label printing software especially for Mac computers. Like eXtra4 win3, the company's internationally popular industry solution for Windows systems, the new software also focuses on jewellery and watch labelling. It is specifically designed for Mac computers, programmed in Apple settings, compatible with M processors and the latest operating system versions of Apple.

Over for compatible solutions

Printing small, complex labels currently confronts Apple users with a problem: No standard Apple software on the market drives thermal transfer printers precisely enough to ensure label printing with the accuracy required in the jewellery and watchmaking industry. Up to now viable ways of integrating suitable Windows products, such as the label printing software eXtra4-win3, into the world with the bitten fruit via virtual machines and intermediary software, e.g. "Parallels" or "Crossover", have been blocked by Apple's product policy.

Technical quantum leaps, not least the introduction of M processors, put an end to permanent compatibility. Apple users who are accustomed to intuitive handling find it difficult to get enthusiastic about such technically demanding workaround solutions anyway.

Straight to the finished label

The new label printing software eXtra4-labelM1 leads to the printed label with just a few clicks. With "KISS - keep it small and simple" it follows the same principle that has already made its internationally established sister product eXtra4-win3 so successful in the Windows world: the software for Apple users is limited to the core function "Type 'n' Print", the printing of labels.

As a data entry mask, eXtra4-labelM1 shows a label on the screen with all input fields already in print position. There the user enters his data, determines the print run and triggers printing. Instantly the user holds the label in his hands - ready to be applied to a piece of jewellery or a watch.

Ready made label design included

The user does not have to spend time or do anything himself for the design of the marking. The arrangement of the data on the labelling areas as well as their design in font, cut and size is provided by eXtra4-labelM1 as a layout in a selection list. The range is permanently revised and supplemented to suit new label shapes from the eXtra4 stock. A drag and drop of the software icon into the application directory quickly and easily triggers the update of the layout list, if required.

Easy printer installation

Special care was taken by eXtra4 Software + Service when integrating the printer. Due to the lack of drivers for Mac operating systems, the automatic device detection that Apple users are accustomed to is not possible for label printers. The eXtra4-labelM1 automatically finds the printer connected via USB or network. The user only has to specify the manufacturer and type of his model. Once the printer is located, the necessary resources are automatically installed from the depths of the operating system. A test at the touch of a button confirms the printer connection is ready for operation.

Ready to drive innovation for the Apple community

Thanks to its intuitive operating concept, the increasing complexity of Windows systems is bringing the company with the striking apple

logo a growing user community - also from the jewellery and watch sector. Requests for a Mac-compatible solution for printing industry-standard labels are increasing. After all, eXtra4 acts.

"We set up the software completely from scratch on the Apple platform," says chief programmer and managing director Alex Schickel, describing the development process. "Our aim with eXtra4 labelM1 is to provide the Apple community of jewellers and goldsmiths with a streamlined tool that matches their habits as Mac users and yet meets the demands of the industry." In order to meet the international needs of Apple users, the software is currently available in English. A German version of eXtra4-labelM1 is planned. Visitors at Inhorgenta show can find out more about the new software at the eXtra4 stand 511 in hall A2.

(4.329 digits incl. blancs)

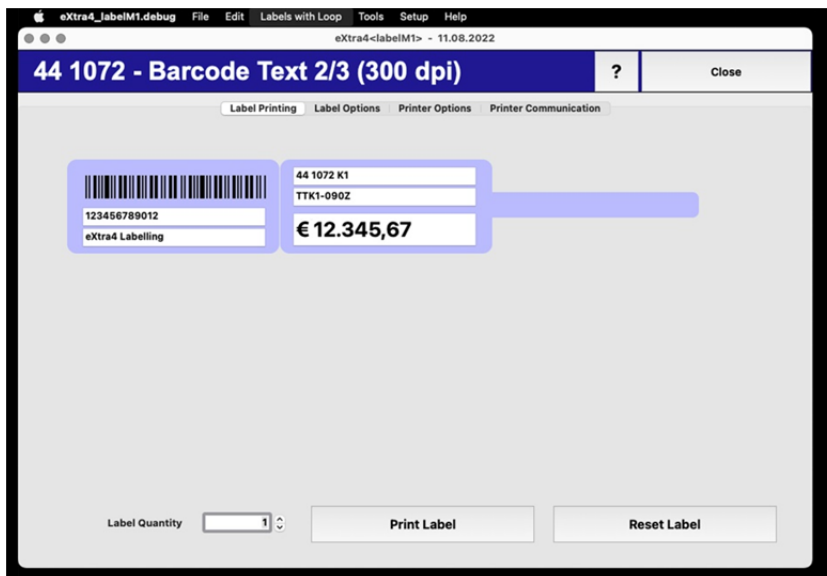
Image material with captions



Img.1: Label printing for the Apple world: eXtra4-labelM1 software for labelling jewellery and watches



Img.2: For Apple computers with M processor and macOS operating system: label printing software eXtra4-labelM1 especially for jewellers and goldsmiths.



Img.3: Label printing software eXtra4-labelM1 with Apple-compatible ease of use thanks to ready-designed label layouts and simplified printer installation



Img.4: Logo eXtra 4 Software + Service GmbH