

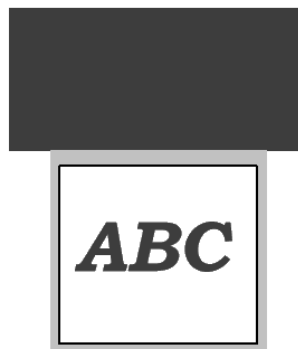


Printing Labels in Landscape and Portrait Modes

The following information applies to Thermal Printers ONLY

The Landscape / Portrait setting on the Page Setup dialog box is used to describe the orientation of the label as it emerges from the printer. As such, it is determined by how the labels themselves are mounted on the backing.

If the label emerges from the printer upright then it is portrait, if it emerges rotated 90° (ie. on its side) then it is landscape (see the diagram below). This is true irrespective of the shape of the label.



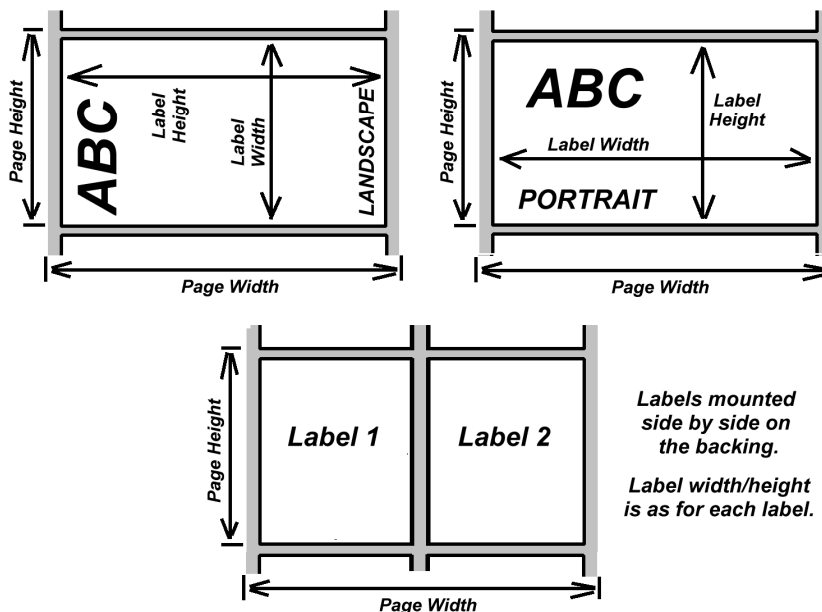
When the label emerges from printer like this the label is portrait.



When the label emerges from printer like this the label is landscape.

Note that for ease of use you will always see the label within the software as if it were Portrait. The Landscape setting only applies to how the label is printed.

When printing in either landscape or portrait mode, you must set the **Page Width** (on the Page Setup dialog) to be the width of the media (ie. the backing) as it emerges from the printer.





If the labels are mounted one across the backing then the page width would be similar to the width of the label (measured as if it were printing portrait). If the labels are mounted in pairs (side by side) on the backing this would be a little over twice the width of a label (again measured as if it were printing in portrait mode).

The **Page Height** is the distance between the leading edge of two consecutive labels as they emerge from the printer.

NOTE THAT **Page Width** and **Page Height** are always measured in the same way irrespective of whether the label prints in Portrait or Landscape mode.

Label Width and **Label Height** (Page Layout dialog) are measured differently for Portrait and Landscape mode (see diagram above), but always as you would see the label on the screen (or as you would look at the label upright).

This means that the Page Dimensions and Label Dimensions may appear to be opposites when printing in Landscape mode but will always be the same (similar) when printing in portrait mode.