



# Business Solutions For A Sustainable Future



**SATO is a global barcode & RFID technology company that focuses on Data Collection and label printing solutions.**

We focus on retail, industrial, transportation & logistics and government sectors. Our solutions enable businesses to identify, track and manage people, products and assets.

SATO specialises in data collection & label printing solutions that help businesses improve accuracy and productivity, and conserve resources.

Founded in 1940, the company has been throughout its history, at the forefront of the industry's successful efforts to extend the use of auto identification technologies to improve businesses' operational efficiency and optimize use of resources.

It provides an extensive range of easy-to-integrate thermal printers, hand labelling systems, labels and ribbons, software and connectivity solutions so businesses can in turn deliver on their promises to their customers.



Transportation & Logistics  
**Manufacturing**  
**Retail**  
**Healthcare**  
 Government  
 Hospitality & Commercial Services  
 Primary Industries

### Quality Products, Solutions & Services

#### • Industry Focus

SATO combines its technology strengths with industry expertise to give its customers and partners unique insights into innovative ways to use AIDC technology for long-term competitive advantage. Key verticals we focus on: Manufacturing; Transportation & Logistics; Retail; Healthcare; Government; Hospitality & Commercial Services; Primary Industries.

#### • Data Collection and Label Printing Solutions

Barcode and RFID label printing solutions using thermal printers, print engines and label applicators. Price marking hand labellers. Barcode & RFID Scanners, handheld terminals, fixed terminals, mobile computers, RFID equipment and applications software.

General adhesive labels, prime & seal labels, tags, carbon ribbons, RFID labels & tags, specialty labels, care labels, wristbands, horticulture labels & tags, custom-made labels.

#### • Services

Global Printer Warranty Programme; Service and support through global network; Application and system integration services.

### Presence Worldwide

SATO is well positioned to satisfy the rapidly-growing demand for its solutions with a worldwide network of sales and support offices in over 23 countries worldwide. Its 3 regional headquarters in Europe, Americas and Asia-Pacific provide functional and administration support to the local subsidiaries.

SATO's reputation has been built on unparalleled customer service across channels and geographies. It offers a Maintenance and Support program that lowers customers' total cost of ownership and helps maintain the level of performance that customers have come to expect of SATO products.

### Partners

SATO develops strong alliances with partners to deliver its innovative business solutions. SATO's global partner network is an extensive ecosystem of distributors, value-added resellers, system integrators, consultancy firms, service providers, and other technology firms who extend SATO's unique value proposition worldwide.

### SATO Philosophy & Values

The SATO name has become synonymous with reliability because it consistently sets the benchmark for industry best practices. SATO's user-centric product development model translates requirements into products or solutions that can coexist in virtually any environment and with any system or technology platform.

SATO is a unique company and this uniqueness is embodied in what is known as the 'Spirit of SATO'. The SATO values reflect the spirit of a company that relies on the solid foundation of its past successes and yet is never afraid to lead change as business evolves.

Every passing generation may express the SATO values according to their times, but what remains constant is the Company's mission to optimise the use of resources for society's sustainable future.

### SATO Social Responsibility: Green & Sustainable Solutions

Corporate Responsibility is an integral aspect of SATO's business operations. It is more than a guiding principle: it is embedded in its business solutions that help customers reduce inefficiencies, eliminate waste, and conserve resources.

SATO is in the business of providing "green" solutions, and it has not waited for the shift in consumer attitudes and behaviours towards environmentally-friendly products. Some of its "green" labelling solutions include: recyclable labels, soluble labels, bio-degradable labels, plastic-friendly labels and linerless labels as well as various labels made of eco-friendly materials.

SATO aims to use technology to improve business processes in a way that is environmentally sound, complies with national and regulatory requirements, and reduces costs by conserving energy and other natural resources, and ultimately reduces the carbon footprint of businesses.

## Contact For more information about SATO around the globe, visit [www.satoworldwide.com](http://www.satoworldwide.com)

### AMERICAS

10350A Nations Ford Road Charlotte, NC 28273  
 Tel: (704) 644-1650  
 Fax: (704) 644-1662  
**E: [satosales@satoamerica.com](mailto:satosales@satoamerica.com)**

### ASIA PACIFIC & OCEANIA

438B, Alexandra Road, #09-01/02, Alexandra Technopark Singapore 119968  
 Tel: (65) 6271-5300  
 Fax: (65) 6273-6011  
**E: [sales@satoasiapacific.com](mailto:sales@satoasiapacific.com)**

### EUROPE

Lambroekstraat 5A, 1831 Diegem, Belgium  
 Tel: (32) 2 719 03 90  
 Fax: (32) 2 719 03 99  
**E: [info@be.satoeurope.com](mailto:info@be.satoeurope.com)**

For sales & general enquiries: [sales@satogbs.com](mailto:sales@satogbs.com)