

SATO's Management Objectives

Contributions to Society through Our Main Business

We at SATO, based on our business concept of DCS & Labeling, seek to contribute to society through precision, saving both labor and limited resources. "At SATO, we have no desire to be involved in business that does not contribute to society, even if we could make money from it." (From "The Spirit of Sato.")

Management in Which All Members of Staff Participate

Every member of SATO staff has the duty and privilege of making one-paragraph daily reports directly to top management. These OIP Reports ("Original ideas, Inventions and Proposals") can express opinions, things they have noticed, proposals, dissatisfaction, etc. They give top management an immediate grasp of the situation both within and outside the company, and enable it to take any necessary measures. By enabling top management to see things from the staff's position, and encouraging staff to express opinions from a management perspective, we are implementing universal participatory management.

Four-way Returns to Stakeholders

SATO sees its shareholders, society, the company itself and its staff as four equally important stakeholders, and seeks to share with them the benefits accruing from successful value creation. Of these, SATO sees shareholders as the most important. This is because we believe that value for all stakeholders in society and our environment is ultimately revealed in shareholders' value. Putting the top priority on shareholders' value naturally leads not only to social contributions but also to retained profits that empower the company and ensure staff welfare. SATO's four-way returns to stakeholders therefore depend on corporate governance that puts shareholders' interests first. (Note, however, that for SATO, "Society" includes the environment and other stakeholders such as those with whom we do business.)

Activities to Support Society and the Environment

The thinking that we should contribute to society through our main business naturally leads to activities that support society and the environment. Such spontaneous volunteer activities, encouraged but not directed on a company-wide basis, include participation in local environmental cleanup activities, collecting used stamps to support NPOs, and participation by young people in Japan International Cooperation Agency programs.

SATO as a company also sees its support of the Sato International Scholarship Foundation and the Japan Juvenile Writers Association, and the funding of tree-planting activities, as natural extensions of the contribution its main business makes to society and the environment.

SATO's Main Business is DCS & Labeling

SATO's unique business concept is DCS & Labeling, a business model in which DCS stands for Data Collection Systems that use labels with auto-identification technology such as barcodes, two-dimensional codes or RFID/IC tags to acquire workplace data efficiently and precisely, and to transfer it to information-processing systems.

Movements of people, products and information take place in workplaces throughout society in physical distribution, manufacturing, foodstuff processing, medicine, transportation, etc. By using Auto-ID technology to associate people and products with information, SATO can propose optimum solutions for the collection of that information, aiming to enhance operational accuracy and save both labor and limited

resources.

For example, in clinical medicine, systems to guard against errors in treatment are proving invaluable in lightening the psychological load on medical staff and patients by helping to facilitate treatment that is both rapid and appropriate. In the retail sector "mark-down" (price-reduction) systems guard against forgetting to apply price reductions at the cash register and help to ensure accurate processing, reducing the losses from disposing of outdated perishable foodstuff, and valuable in reducing environmental burdens.

At SATO, our main business of DCS & Labeling achieves accuracy and savings in labor and limited resources that contribute directly to all sectors of society.



Providing Integrated Services, from Hardware to Supplies and Maintenance Support.

To meet specific customer needs, systems are configured using barcodes and 2D codes or RFID tags enabling auto identification.

Then, the optimum printers, supplies, peripheral equipment and software are combined to provide total solutions that include all necessary after-sales maintenance services.

Safety and Security in the Medical Sector

●Systems to Guard Against Clinical Errors

Nurse IDs, patient wristbands, injection labels, etc. are checked not only to prevent mistaken patient identity but also to establish a track record of who did what to whom.



●Traceability in the Medical Sector

Barcodes are increasingly used in labeling medical supplies. In the future, as this extends to pharmaceuticals, it will become possible to trace medical supplies and pharmaceuticals back through the medical institutions and wholesalers to the manufacturers.



Traceability for Foodstuff Processing

Traceability systems are configured that achieve foodstuff safety and security by tracing all movements of foodstuffs from the original ingredients through manufacturing and processing to shipment and distribution to the point of sale.

Accuracy and Labor Saving in Manufacturing Processes

Printing and affixing all kinds of labels for manufacturing process control and speeding accurate product shipments and deliveries.



Mark-Down (Price-Reduction) Systems

A simple scan at the cash register completes price-reduction processing. Losses from outdated perishables are reduced, and environmental burdens reduced, with fewer missed opportunities for sales.



"30% discount on the list price"

Linerless Labels

Reducing waste by providing labels without liner (backing paper).



Precision

Systems to prevent clinical errors
Traceability
Automating data input

Seeking to provide safety and security

Labor Saving

Saving labor checking inventory
Automating labeling operation
Eliminating manual entry...

Seeking to eliminate wasteful, non-productive work

Resource Saving

Replacing multi-part chits with a single label
Reducing waste losses
Reducing waste liner

Seeking to avoid wasting precious resources