

CSR Activities at Our Overseas Subsidiaries

Our overseas subsidiaries are engaged in a number of CSR activities. Just as in Japan, activities concentrate on environmental preservation—adjusting room temperatures, reducing the amount of printed matter, printing on the back of used sheets or on both sides of the paper, changing over from conventional seasonal greetings cards to electronic mail, etc. Also, social contributions include many examples of corporate and individual donations or collections for good causes, and volunteer activities. Here we introduce just a few noteworthy examples.

Note: When the nature of the company's business is not mentioned, they are selling electronic printers and hand labelers and producing and selling supply products.

From an article in "Working Together," our in-house magazine.

Responsibility Matters (summary)

The philosophy of **Corporate Social Responsibility** is particularly important within the SATO Group, and all group companies have had the opportunity to hear at first hand how SATO applies these principles within the business.

There is, however, another aspect to this objective that is critical to achieving our goal, and that is the attitude of the individuals within each organization to taking responsibility for their own actions. That is, to encourage their own development as individuals and to further improve communications, resource management and knowledge sharing with our company. We could call this **Personal Social Responsibility**.

Just as the company is an important part of the community, each one of us is also a part of the same community, and we should try to improve the contribution that we make to our social and working environment.

With regard to the wider environmental situation, the issue of waste is becoming increasingly important in the U.K., and I think that this is now an issue for everyone. As individuals, we talk about global warming and scarce resources, and these are not subjects we can expect either governments or other people to solve for us; the responsibility is ours and it is for us to set the example.

In terms of environmental pollution, carbon emissions are extremely important, not only to us but also to future generations. Energy saving is again a priority for us as individuals, and again we must be responsible for the carbon footprints we leave.

As individuals, it is sometimes easier to think that we make little difference to the overall situation, but I believe that only if we act together can we really begin to make a difference to the environment in which we live. SATO is committed to CSR: can we say that we are, too?

Dave Joyce
Managing Director
SATO INTERNATIONAL EUROPE N.V.

Developing Human Resources

SATO UK LTD.

Recognition by Investors in People (IiP)

IiP is a distinctive U.K. standard for recognizing

companies showing excellence in human resource development. SATO UK first received this recognition in 1998. IiP recognition shows that the company is

outstanding in its active commitment to human resource development. SATO UK received renewed recognition in 2002 and 2005.

SATO MALAYSIA

ELECTRONICS MANUFACTURING SDN.BHD. (Manufacturing electronic printers & hand labelers)

New operators are given skill augmentation training in

their third and fifth years, with technical instruction and problem-solving training, etc., as part of efforts in human resource development.

Environmental Preservation

SATO INTERNATIONAL PTE.LTD.

(Singapore, Overseas Business HQ)

- Putting out lights during the lunch hour and switching off PC monitors.

SATO INTERNATIONAL ASIA PACIFIC PTE.LTD

(Singapore, Regional HQ for Asia Pacific)

SATO ASIA PACIFIC PTE.LTD (Singapore)

- Harmful substances produced during label printing are processed appropriately.
- Paper and palettes are sent to a recycle company.
- Instead of using expanded polystyrene as shock-absorbing product packing, waste liners are used.

SATO AUTO-ID MALAYSIA SDN.BHD.

SATO MALAYSIA SDN.BHD.

- Lights and air conditioning are switched off during the lunch hour.
- Stationery is re-used in house.

SATO INTERNATIONAL EUROPE N.V.

(Belgium, Regional HQ for Europe)

- Seasonal greeting cards replaced by electronic cards.

SATO POLSKA SP.Z O.O. (Poland)

- Room temperatures set to 17 degrees C in wintertime.
- LED lighting adopted.

SATO Technology & Business Development Center (Sweden)

- Reduced printed matter, more B&W printing on both sides of the paper.
- Some staff have been encouraged to use bicycles, motorbikes or trams for commuting on environmental and health grounds.

SATO MALAYSIA

ELECTRONICS MANUFACTURING SDN.BHD. (Manufacturing electronic printers & hand labelers)

- Paper recycling: 23 tons of the monthly total of 2 tons of used paper and cardboard were recycled in FY 2006.
- Electricity & water: Annual target of 5% reduction in consumption.
- Monitoring for air and water pollution (quarterly).
- Education: On waste control and environmental preservation. Fire-prevention training. Emergency-procedures training.

Contributions to Society

SATO INTERNATIONAL PTE.LTD.

(Singapore, Overseas Business HQ)

- Individual activities: Serving as a translator in inner Mongolia, and teaching English and mathematics to children every Sunday.

SATO NEW ZEALAND LTD.

- Individual activities: Supporting Maori cultural activities, supporting impoverished families, supporting immigrants, refugees and indigenous inhabitants, sports coaching, cub scout leader, supporting wildlife preservation, overseas volunteer activities, etc.

SATO AMERICA, INC. (USA)

- Donations to “Toys for Tots” (Christmas campaign).
- Cooperating with LifeSpan, an NPO for adults with developmental disabilities (SAI’s HR Director serves on the HR committee for LifeSpan’s Board of Directors).
- Individual activities: volunteer as a coach for the local Parks and Recreation Dept., wildlife preservation, leukemia patient support, volunteer activities supporting cancer patients, etc.

SATO LABELING SOLUTIONS AMERICA, INC. (USA)

- Donations to “Toys for Tots” (Christmas campaign).
- Gifts of food and clothing to a family of five during the Christmas holidays.
- Individual activities: English teaching, counseling, support for the homeless, sports coaching, animal welfare and other volunteer activities, membership of town planning committee, etc.

SATO UK LTD.

- Sponsoring craft competitions for students of local schools. Providing workplace experience placements to students from the local schools (around 6 places per year).
- Donating money that would otherwise have been spent on staff Christmas cards.
- Individual activities: Cooperating with charities for cancer research and support of the mentally handicapped, charity activities on behalf of underprivileged children, etc.

SATO LABELLING SOLUTIONS EUROPE GmbH (Germany)

- Donations to a school, participating in planned purchase of a school bus.
- Sponsorship of local marathon event.
- Offering workplace experience to students and training for reemployment to the unemployed.
- Cooperating with university market research.
- Three members of staff participated in a marathon event, BASF Company Cup 2006 (see photo).

SATO FRANCE SAS.

- Purchased UNICEF Christmas cards.
- Individual activities: Supporting orphaned African children, collecting funds to provide artificial legs for children who lost their legs to mines, participating in a fund-raising marathon, donating to an organization that sends doctors overseas, provide meals to the homeless in winter, etc.

SATO IBERIA S.A. (Spain)

- Participating with children in local government conferences.
- Welcoming local children on visits to the company.
- Providing facilities to university students researching various themes, including RFID.



■ Participating in a marathon event (Germany)