

Commitment to Product Creation

Improving Quality and Reassuring Customers

Activities and Approaches of Quality Assurance Department

Under the slogan "Assuring quality for the mix of printers and supplies," Quality Assurance (QA) Department is committed to the development of new label materials and new printers with ever-improving quality.



An original measuring instrument that simultaneously checks the position of tag printing and cutting

The department develops original tools for evaluating quality, automating decisions previously involving manual processes, speeding evaluations and making them more accurate.

To maintain the same consistently high quality throughout the world, QA Department is based in four Japanese locations, in Iwate Prefecture (Kitakami), Saitama Prefecture (Saitama City and Kazo) and Tokyo (Ebisu), and two overseas (Malaysia and Vietnam), with specialist staff working close to the point of production.

By matching customer workplace needs with printers and supplies and evaluating their durability in service, QA Department provides the needed security.

Support System

We operate round-the-clock service support in our continuous efforts to ensure product safety and security.

Thanks to thorough educational and training programs, the customer engineers (CEs) who operate our maintenance services provide consistent expertise in response to customer queries wherever they arise.

Training of such CEs are not only done through internet, but also supplemented by simulated field-case studies with CE qualification from the on-the-spot handling of problems.



Technical Expertise in Printing

In October 2007, 17th Japan Seal and Label Contest was adjudicated in Yamagata Prefecture. On this occasion, SATO's entry "Japan Lacquer Ware" took the Minister of Economy, Trade and Industry's prize, the premier award. Our label "Harumeku (A breath of Spring)" took the Chairman's prize of the Japan Federation of Label Printing Industries, and other entries were also highly commended. While the standard of entries has been improving with every passing year, SATO has won awards in each of the ten years since 1998, when we first competed.

SATO also took two awards at the 19th World Label Association Awards Competition in Brussels in September 2007.

These contests assess not only the technical quality of the printing but also the artistic merit of the designs.



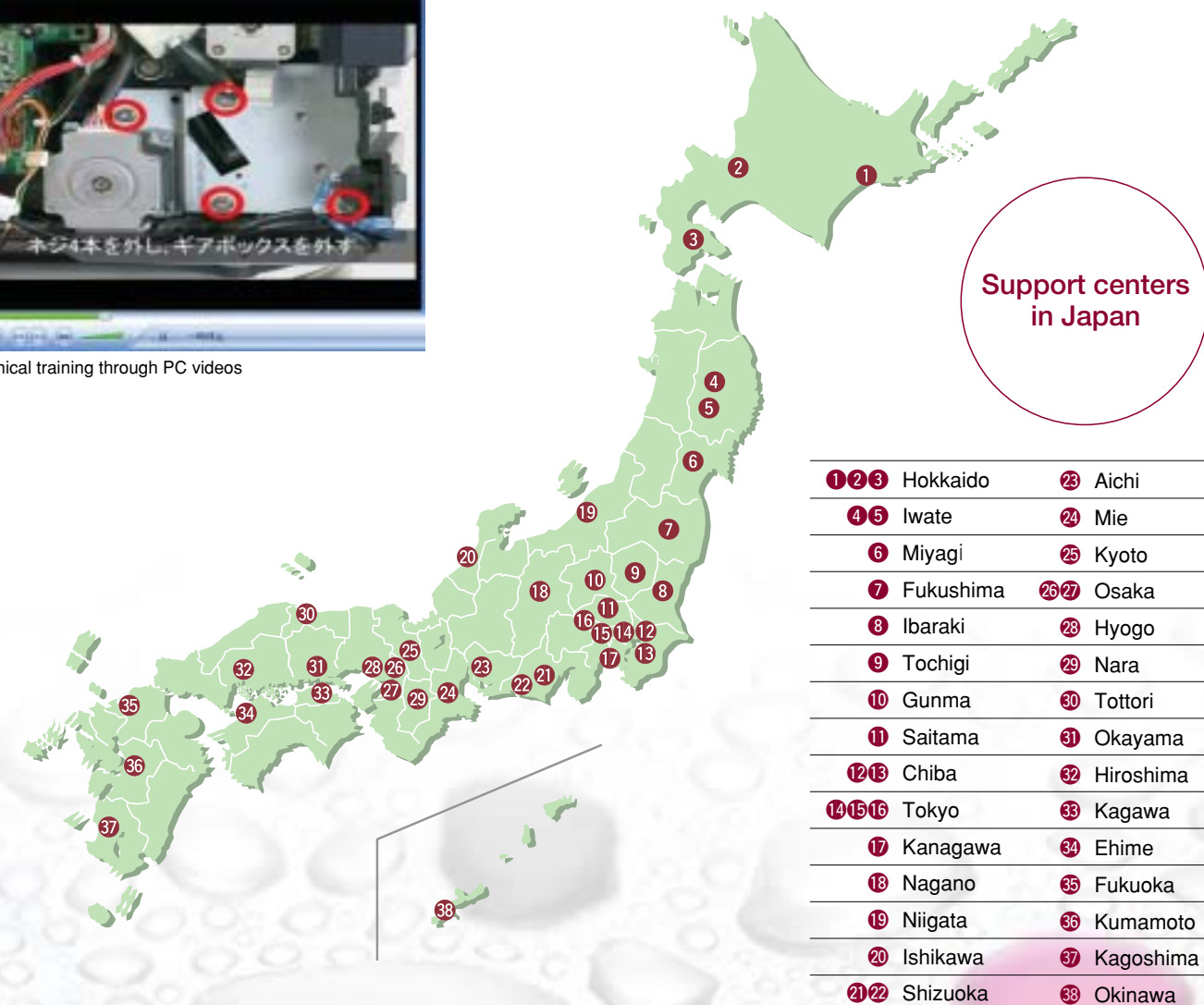
17th Japan Seal and Label Contest JFLP Chairman's prize

17th Japan Seal and Label Contest Minister of Economy, Trade and Industry's prize

19th World Label Association Awards Competition First-place award in the combination printing (line & screen) category



Technical training through PC videos



ISO9001 Certification

The certification of our Quality Management System under ISO9001 is evidence of the high quality and service we provide to our customers.

R&D related departments	Head Office, Pro-Plaza21, Sato Technocenter, Kitakami Factory, Sato Logistics Center, Sato System Support Co., Ltd. Field Support Division
Labeling Division	Labeling Division(Ebisu), Kitakami Factory, Nagaoka Factory, Tokyo Factory
Sato Malaysia Electronics Manufacturing Sdn. Bhd	Malaysia
Sato Vietnam Co., Ltd.	Vietnam
Sato Asia Pacific Pte. Ltd.	Singapore
Sato New Zealand Ltd.	New Zealand
Sato UK Ltd.	United Kingdom
Sato Polska Sp. z o.o.	Poland