RENTAI

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Magazine

Working Together

SATO Group 80th Anniversary Special Edition

80th ANNIVERSARY

Powered On Site

– As displayed by SATO employees –

SATO

Powered On Site /

Powered **On Site** /

Meaning It embodies our passion and intent to understand the customer's worksite and its challenges, which hones our professionalism and drives us to **change the world** for a **fulfilling and sustainable future**.

Design The **angular design** expresses **forward motion and momentum** toward the future, while the bold "on site" text shows the stress SATO puts upon its core competence of going to customer sites.

62° 62°

SATO Powered **On Site** /

RENTAI No.342

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SATO Group
80th Anniversary

Special Edition

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What does 'RENTAI' mean?

[Japanese] To link two or more things.

SATO's in-house newsletter RENTAI stands on the ideal that the company is its people, and aims to (1) serve as a "link" between SATO employees, (2) pass down our corporate philosophy, culture and history that management and employees of the past had fostered, and (3) connect people and companies worldwide to rejoice, advance and develop together.

The SATO Group celebrated its 80th anniversary in November 2020. We owe this milestone to all of our customers and partners who have supported us over the years, and to our employees and numerous stakeholders who have helped us in our continued growth. I express my heartfelt gratitude to you all.

Our company started out as a small factory in the outskirts of Tokyo. Founder Yo Sato was an inventor, who brought revolutionary products to the market to provide answers to the nagging challenges of the time. In the 1940s, it was a machine that made boxes from bamboo as an alternative to wood that was in short supply. When retail boomed in the 1960s, it was the hand labeler that drastically simplified the process of putting price tags on each and every item in the store. And when computerized point-of-sale systems began to replace mechanical cash registers in the 1980s, it was the world's first thermal transfer barcode printer that brought innovation to the store front.

At the heart of it all was our founder's urge to "make things easier" for his immediate customer facing a difficult challenge, and our corporate motto of Ceaseless Creativity, which are both passed down to this day as our company's DNA.

Today, we have offices around the world, with business presence in over 90 countries and regions. Maintaining our traditional strength in developing and manufacturing products, we now define our core business to be auto-ID solutions: tagging identifier information to everything and anything for traceability that helps businesses "see" their operations and optimize their supply chains.
What never changes, though, is how we deliver value with creativity that comes from each and every one of us thinking from the customer's perspective and seeking for solutions with tenacity.

The COVID-19 pandemic has changed the economy and how the world moves in unprecedented ways. In this "new normal" where a rapid shift to digitalization, decentralized workstyles and supply chain restructuring requires businesses to adapt to all the changes with speed, the value of automatic identification solutions and their ability to digitize information at worksites only heightens with time. As a company that had long specialized in tagging things at the operational front lines of customers, we believe we have a lot to offer, with our capability to develop solutions that collect real-time data of things and people through contactless means to be used as big data, or to automate labor-intensive operations.

It's this aspiration that we are declaring with our new corporate slogan, "Powered On Site." We commit to working side-by-side with our customers at their sites of operations, hand-in-hand with partners who share our vision, and step-by-step yet fearless in our challenge to generate innovation for the new world.

I'm excited in where we are heading as we step into our 81st year and keep exceeding expectations with the support of all our valued employees and partners.

CEO MESSAGE

Ryutaro Kotaki

President and CEO
SATO Holdings Corporation

80 years of Ceaseless Creativity

SATO's journey began in 1940 when founder Yo Sato designed an assembly box made from bamboo. Over the years, we have changed our business model in roughly twenty-year intervals to respond to societal changes and technological innovations. Amidst the changes, there has always been one constant SATO spirit: Ceaseless Creativity. Based on the belief that individuals and corporations equally bear the mission to serve society through self-improvement, we value creativity and team cohesion in our day-to-day approach to jobs. It's our culture that will remain the only constant in times to come.
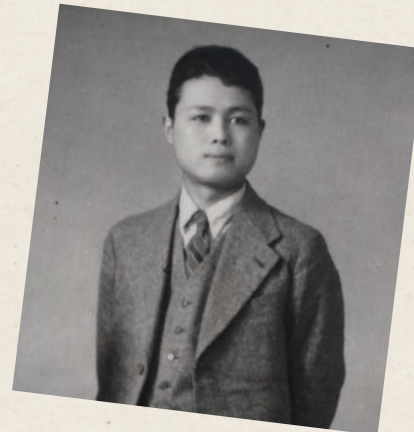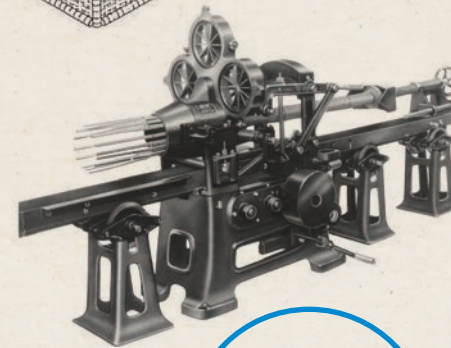
Yo Sato, founder

1940

▶ Early days

● Labor-saving devices

Wooden packages were essential for transporting large goods, but wood resource gradually became scarce in Japan due to the war. Yo Sato came up with the idea of producing a shipping box by weaving bamboo strips, and with its success, went on to invent a series of machineries to manufacture this box, and patented them. He also invented a newspaper bundler that saved the time and labor of manually bundling newspapers for shipping. This machine made its way to major Japanese publishers, bento (boxed lunch) producers and even to the Bank of Japan, bringing about a logistics revolution to the time.
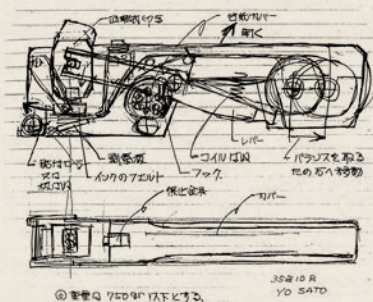
Bundling machine from 1959
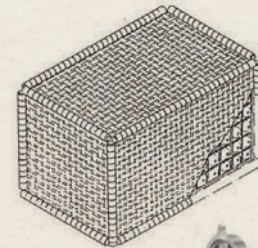
Yo Sato took out many patents with his inventions, including a bamboo shipping box for fragile goods (left) and a bamboo stripping machine (below)

1960

▶ Tagging: The dawn

● Labeling variable information

Japan entered a period of strong growth, and retail began to flourish. The variety and quantity of food and household items increased. As supermarkets sprang up across the country, centralized checkout lanes — now commonplace — were adopted, and retailers needed to apply price labels to each and every product, which was a time-consuming, repetitive job. To simplify this task, we launched the hand labeler in 1962, which was the start of our core business today for tagging variable information and identifiers to anything and everything. The hand labeler quickly spread throughout Japan's retail sector and was later exported, making it a global phenomenon.

Manual drawing of the first hand labeler, developed by Yo Sato. Originally called a "mobile price tag printer-applicator"

お買得品
1980円

Price label printed with a hand labeler

1980

▶ Tagging: Innovation

● Barcodes and auto-ID technology*

As supermarkets began using computerized point-of-sale (POS) systems, the need to print barcode labels exploded. Weigh scale manufacturers and others launched direct thermal (DT) printers, but labels printed with DT had the drawback of fading after a few days of exposure to heat or light.

Through trial and error, SATO developed the world's first thermal transfer (TT) barcode printer, the M-2311 in 1981, giving retailers, wholesalers and manufacturers the ability to print quality, durable barcode labels. We also began producing labels in-house, catering to the unique requirements of apparel, logistics, manufacturing and health care industries. This was the start of our auto-ID business to help customers gain greater accuracy and efficiency in on-site operations.

*Technology to automatically identify and capture data from things and people.

SATO
2010 1965
01   198

Barcode label

M-2311, the world's first thermal transfer barcode label printer, launched in 1981

2000

▶ Tagging: Solutions

● Advancements in auto-ID solutions

IT systems came to manage the flow of goods with more sophistication, and there was value in capturing on-site data to unlock the full potential of the technology. We began to offer integrated auto-ID solutions consisting of hardware, software, consumables and maintenance service. New technologies such as RFID and voice recognition were incorporated to streamline operations and optimize supply chains. In 2015, we unveiled the world's first IoT-ready label printing solution to minimize downtime of business-critical processes through preventative maintenance, remote support and fleet management of network-connected printers, centered around our flagship CL4/6NX line. It symbolized SATO's growth from a printer manufacturer into a printing solutions provider.

With RFID, a scanner can read multiple tags simultaneously for faster scanning

CL4/6NX, the world's first IoT-ready printing solution with remote support for preventative maintenance

2020

▶ Value creation in the IoT era

● Creating the best solutions for customers

Technological innovations and emerging societal and environmental issues present challenges to management teams. For certainty in an age of uncertainty, insight based on accurate data is the key. With our Powered On Site expertise accumulated by solving operational pain points, we benefit our customers and their end users by enhancing our auto-ID solutions with the capability to sense status of goods and people. We create optimized solutions with strategic partners and ultimately solve societal challenges for a better and more sustainable world.

Powered On Site

— As displayed by SATO employees —

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Our goal is not simply to make great products, but to combine them with our expertise, technical strength and services to provide solutions that help our customers realize their goals. It all starts from the customer's worksite. Our new slogan "Powered On Site" expresses SATO's promise to deliver operational innovations by going to see customers' sites to gain insight into their operations and making proposals that help them achieve success and contribute to the society. The passion that drove our founder to creating innovative products to solve pain points on worksites is passed down to SATO employees of today striving to create the best solutions for our customers.

Special interview

Erika Matsumoto
Assistant Manager
Digital Innovation Promotion
Department Japan Airlines Co., Ltd.

Kazuya Hirata
Manager, Planning Group
Solutions Division
SATO Corporation

Motoki Suzuki
Business Designer
NRI digital Ltd.
(NRI Group)

Behind the luxury

Location tracking for first-class relaxation

Tagging technology inspired a new hospitality experience, as our collaboration with Japan Airlines (JAL) and Nomura Research Institute (NRI) developed an innovative service for airline passengers. Three companies, united by trust, took on a new challenge.

Note: This interview was conducted in February 2020.

▲ The roomy and luxurious JAL lounge

JAL Lounge+ — App for JAL First Class Lounge at Narita Airport

Passengers with the app downloaded on their smartphones in advance can take any seats they like in the lounge and order foods or drinks from the app. The system locates the passengers using location tracking, and a lounge attendant will deliver the order in person.

◄ Passengers not using the app are handed a Bluetooth beacon upon placing an order so they receive the same service.

Exclusive hospitality made possible with locating technology

JAL constantly seeks to develop value-added services and functional infrastructure for their customers. One project they were working on with NRI was a system that can track where a customer is within a lounge to enhance service. They were searching for a high-precision location tracking technology when Motoki Suzuki of NRI saw one at SATO's tradeshow booth. He immediately let Erika Matsumoto of JAL know that he had just found "something you wouldn't believe!" SATO joined the project in 2019 to work with the two companies.

Kazuya Hirata and his team from the Solutions Division represented SATO for this three-party challenge. They set the locating system up at JAL Innovation Lab, the company's research center, and spent a month verifying feasibility of everything they hoped to create. "We wanted tangible evidence that the system works for real and not just in theory," explains Hirata. "The process meant a lot. It gave us confidence to move forward."
Matsumoto, Digital Innovation Promotion Department of JAL, says, "Many of our staff who came to the lab to see the experiment thought it was exciting and felt that it would offer new value." Suzuki, Business Designer of NRI, recalls, "I really wanted to deliver the application in time for the proof of concept (PoC)," and, in stepping up the app development, he "took extra care to balance out speed and quality." In the days leading up to the pilot, the team faced the challenge of verifying every detail of the system's behaviors, until the day finally came for JAL Lounge+ to go live at the JAL First Class Lounge at Narita Airport. The PoC lasted from Dec. 4, 2019, to Feb. 28, 2020.
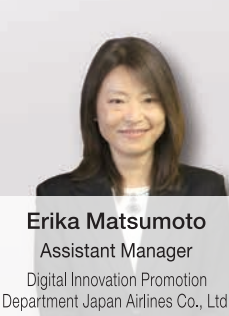
Hirata: Whenever we launch an IoT solution, we usually start by taking and analyzing data, but in the case of this project, we went straight to having lounge customers experience something new with location tracking technology. The PoC is still ongoing at the lounge, and so are our challenges, isn't it?

Suzuki: It's definitely a series of fresh challenges every day, as customers are right there. Speed is paramount, but so is the quality. We are constantly improving the application based on voices from the site, updating usability of the app and improving the tracking display to make things easier for the lounge attendants.

Matsumoto: Running PoC in a first-class lounge was a huge venture for us. You usually don't test something with your customers for three long months. (All nod.) But when I tried the system at the lab, I was so impressed with the accuracy that I knew we could do it. The system far outperformed other systems we had tried. I was happy to hear many of our lounge customers amazed and excited. It gave us something newsworthy as well.

Hirata: The antennas for the system are usually exposed from the ceiling or wall to ensure good reception of radio signals. But we had to hide them in the ceiling for this lounge, so they wouldn't interfere with the luxurious ambience. And the requirement was to get accuracy down to each seat. I can say this now, but I first thought it was impossible (laughs).

Matsumoto: Yes, installation was tough, wasn't it? The lounge closes at 10 p.m. and reopens at 7 a.m., so the installation team had to work three nights in a row.

Hirata: We realized that some parts of the ceiling sloped low, which affected accuracy and complicated the installation. We ran so many reception tests with full members of the group working well into the morning, and installed a total of 31 antennas.

Suzuki: Everything depended on locating accuracy, so the installation was definitely the most difficult part of the project.

Before deciding on SATO, we had talked with several other companies. But we chose SATO for, one, the sincerity Hirata and his team members had shown us, and two, the promising new technologies that they offered. But probably the most important was the values the company stood for. We felt that they were very similar to those of JAL and NRI.

Matsumoto: SATO doesn't stop at simply fulfilling our main goal of transforming the customer experience. They look beyond it, and go a step further to reducing the workload of our people. This visionary thinking is what I think we share in common. SATO people are all very sincere; they listen to us, take our issues as their own, and come back with a proposal. Our trust for SATO grew stronger with every time spent together.

Hirata: The fact that it was all PoC gave us the courage to make bold decisions that we otherwise couldn't have made. I think this project is one of the more progressive cases for SATO, and we are honored to take part in it. We count on your continued support in the challenges that await us ahead.

Lounge attendants pleased to know that customers are satisfied

Customers are pleasantly surprised when we deliver their order directly to their tables. We would get a "How did you know where I sit?" response, which boosts our motivation in that we are offering truly first-class service.

Shigeki Ishibe
General Manager,
Narita International Airport
JAL LOUNGE
Royal Airport Highway Food Service Co., Ltd.

JAL Lounge+ features:
Search for seat availability, order meals, reserve shower room, call attendant

Displaying customer location
The strength of SATO's location tracking solution lies in its data collection and optimization (IoT edge processing) technology that ensures speedy transmission of accurate location data to the app. It is also used in displaying customer location on the attendant's monitor to know where to take the order to.

Labeling solution tackles food loss in France

We create solutions that are in line with Sustainable Development Goals (SDGs) from our mission to contribute towards a better world. See how SATO France won high acclaim on a labeling solution that counters food loss, an issue of wide concern particularly in Europe.

Note: Organization names and titles are those as at the time of the interview

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Food loss refers to the state where food products made to be consumed end up being lost or disposed of, and greenhouse gas emitted during production of these products wasted. It is a growing concern around the world, as approximately 1.3 billion tons of food is wasted every year, according to the Food and Agriculture Organization of the United Nations. In France, businesses are prohibited disposal of expired food, and required to either donate them to a charity organization under contract or reuse as compost or feed. The national law that penalizes violators of this rule was adopted in February 2016.

Célia Bouyenval, Key Account Manager at SATO France, worked side by side with a major restaurant chain in the nation to hear out their pain points in managing expiry dates of food materials, and suggested a worksite-centric solution that ultimately won the bid. She continues to listen to the customer's needs and win trust. We asked Célia how she developed a solution that is powered on site.

Food rotation management that was taking too much time and labor

FIFO (first-in, first-out) is a food rotation rule to using ingredients with the soonest use-by date, and is critical to reducing food loss. When I visited a restaurant chain and talked with their quality control manager, I learned that they were having difficulties keeping track of expiry dates of their food materials. They would first store food in containers according to its state of processing (ingredients, semi-prepared/prepared food). Then they hand-write information such as dates received, opened, thawed and use-by on labels and apply them on each container. These labels are color-coded by day of the week so that anyone can easily recognize the expiry date. As easy as each procedure may be, taking these steps for each and every ingredient is not only time and labor

Célia Bouyenval
Key Account Manager QSR
SATO FRANCE S.A.S.

consuming, but also prone to risk of human error, particularly when use-by dates need to be derived and written onto labels manually. As I intuitively felt that our solution could help, I proposed a solution consisting of our label printer and color-coded labels. The customer decided to try out the new operation.

Seeing from the customer's standpoint to improve their productivity

We proposed TH2, a portable two-inch label printer that can run on a battery. With label layout templates preinstalled, it's easy to use even for first-time users to print labels that show product code, price and other frequently-used data. Its antimicrobial casing makes it the perfect printer for workplaces needing to control hygiene and food contamination.

We began the pilot test for food rotation management by compiling a list of every ingredient and their shelf life, and loading the data into TH2. With this data, a worker would only need to select an item from the categorized list for the printer to automatically calculate the expiry date and print it out on a label. We also went creative with how we color-code the labels. The seven-color labeling operation was met by using not seven different labels but a single label with all seven colors on it, six of which would be crossed out to show the color of the expiry day uncrossed. We kept the same color convention the customer had been using so as to keep changes minimal.

I also made the system capable of indicating who printed the label, so the restaurant could track the information in case it needed to. With its color-coding procedure done automatically in a matter of seconds, the restaurant found its workers more conscious about expiry dates than ever, which improved productivity and led to a happy customer — and a bid won for us.

TH2 printer

Labels used in stores

Confidence in solving social challenges

We continued to meet the customer's intricate needs and demands promptly and with flexibility, which led to a new opportunity from the same chain and the entire group but with the new FX3 printer this time. Nothing pleased me more than hearing from the customer after winning the bid that our solution was better than they had expected and that they still want to work on new business with us.

Food loss is a challenge that we all face in our lives. The fact that I was able to play a part in tackling this issue with SATO's auto-ID solutions boosted my motivation and confidence to continue in my path of solving customer pain points to help create a sustainable world.

Ceaseless improvements in production for better solutions

SATO works to help customers address their pain points on site, with solutions that comprise label printers and other products. At our production sites, employees constantly seek ways to improve the quality of the products they make while going about their daily work. Find out what SATO Malaysia Electronics Manufacturing Sdn. Bhd., our first factory outside Japan, does to realize high quality in-house production.

Note: Organization names and titles are those as at the time of the interview

How we run production at SATO

We believe quality control, procurement/sourcing and technology transfer are the three "beams" that bridge our R&D and production phases. Dedicated functions in our Japanese headquarters work together with their counterparts at each production site to serve as this bridge to establish a common understanding on quality control standards and KPIs (key performance indicators) that are necessary. This structure allows our headquarters and production sites to review how they maintain quality and manage their operations from the same perspectives and under a central policy that covers great depths to drive work standardization across sites.

R&D

Quality control
Procurement/sourcing
Technology transfer

Production

Our Malaysia factory

The SATO Malaysia factory was established in 1986 as our first hardware production site outside Japan. It began with hand-labeler production, and has now grown to play a central role in printer production, while producing consumables as well from 2018 when it moved to its current location. SATO Malaysia is one of our main production sites with a workforce size of approximately 400 who are all locals.

From the management

Daisuke Inagaki
Managing Director

We're working hard to bring knowledge and experience from each production site together.

Developing the mindset for quality improvement through QCC activities

Every employee at the factory participates in QCC[1] activities that are aimed at raising their awareness of quality and productivity. Every year, the factory chooses a QCC topic and divides the staff into teams, each deciding and proposing what area it would work to improve. Teams would start by comparing production KPIs against actual output to identify issues, then move on to study in-house workflows and processes to present logical suggestions for improvements, together with their projected[2] outcomes. Be it visualizing the quantity of parts needed on kitting trays to improve work accuracy and cut assembly time by almost 75 percent, or changing the placement of test jigs to shorten inspection time by a few hours per month, these suggestions are truly relevant to the field because they are put forward by the people who work there.

QCC activities help build stronger talents for the company, as employees get to work in the same team as leader-level talents to learn from them and develop a mindset for quality awareness. Members from different in-house functions are also assigned to a team, which would allow interdepartmental collaboration to take place, should it become necessary in their usual work.

Besides giving out annual QCC awards to recognize outstanding suggestions for improvement and keep employees motivated, the factory also began holding presentation sessions with the Vietnam factory in FY 2019, sharing information on QCC activities that can help raise quality and productivity across the group.

[1] Quality Control Circle; self-driven activities for quality control that are conducted in small groups at the workplace
[2] As QCC topics change on a yearly basis, expected improvement outcomes are either tested over a short term or projected via simple benchmarks.

Using the Teiho system for ceaseless improvements

Employees at our Malaysia factory have been writing Teiho reports (see Page 17) since the 1990s. Through this practice that puts Ceaseless Creativity into action, employees make it a habit to constantly think about how to better the company. To ensure these ideas are followed up with effectively, we make sure that comments from the Japan headquarters are fed back to submitters, and good suggestions are implemented on site in a planned manner. We also present Teiho awards to individuals and teams to give everyone more motivation to pursue quality and operational improvements.

From the team

The joy of making the company better with my know-how

As a production planner, I work closely with headquarters every month for order, forecast and shipment arrangement, which makes me feel that I'm part of a "Truly One SATO." Delivering information correctly and in an easy-to-understand manner to all related SMM departments is an important part of my job that is in line with our management principle of "Perfect the basics" — doing the most basic things to perfection.

I keep reiterating to everyone our corporate vision to become "the most trusted company in the auto-ID solutions industry worldwide," as I believe we are not so much selling products as we are trust. I am excited to be involved in improving what we do. It requires a lot of learning, but the thought of making improvements to build a better future for SATO motivates me to gain new knowledge at work.

Mohd Shafiee Ahmad
Senior Manager
for procurement/sourcing, Factory Operation Control Department

Getting ready for work
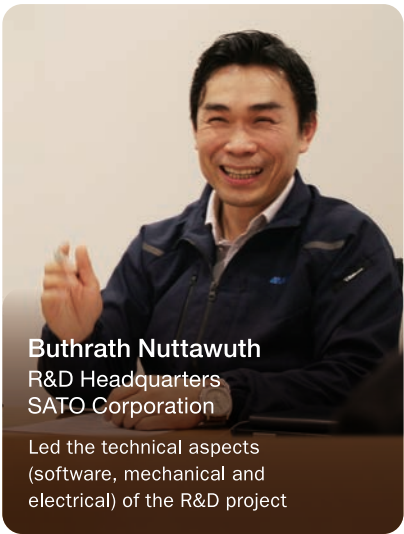
Our Malaysia factory

Having fun at the annual costume party

Designing the ultimate stress-free labeling experience

CT4-LX reflects SATO's commitment to high product quality in every detail. Learn the dedication and passion of the development team who incorporated customer needs into the product.

Note: Organization names and titles are those as at the time of the interview

Tatsuya Takagi
Product Strategy & Planning
SATO Holdings Corporation

Coordinated market research and development of product concept and strategy

Buthrath Nuttawuth
R&D Headquarters
SATO Corporation

Led the technical aspects (software, mechanical and electrical) of the R&D project

A label printer by SATO developed to deliver the ultimate stress-free experience for anyone to operate intuitively. Sports a compact, space-saving body and a 4.3-inch color LCD that can display information in multiple languages.

CT4-LX

How did you incorporate the needs of customers into this printer?

Takagi: Product Planning makes conscious efforts to hear requests from the actual users of our products and to reflect them in our development. This CT4-LX was the first project I worked on after joining SATO in 2016. Setting ourselves to enhancing UX (user experience) from the perspective of how the printer is used on site, we soon found out that users were generally not proficient in information devices. It convinced us that customers want a user-friendly printer that can be operated intuitively.

Nuttawuth: We at R&D also visit customer sites to reflect what we know into the product design. The CL4NX released in 2014 used a color liquid crystal display (LCD) for the first time that was well received by customers. It was only natural for us to decide that the new product following this success would be made more compact but equivalent in value with the CL4NX. The problem, though, was cost. Making a printer that's easy to use and clean, and has the necessary safety features would require complex design. After many discussions with the sales team, we finally agreed that we should aim for usability that only SATO could develop.

Real voices:
Requests from customers

From users

Want to replace label rolls without hassle

Our answer

Wide-opening printer cover offers plenty of room for hands to work in.

From worksite managers

Want more flexibility in where to place the printer

Our answer

Compact design keeps connectors within the same footprint. Providing users a variety of communication options, the printer is also battery operable, allowing use in settings without a power outlet.

From asset managers

Managing all printers across multiple worksites is a headache

Our answer

Compatibility with our cloud-based service allows monitoring of each and every printer online.

What discussions did you have with the other departments?

Takagi: We discussed what specific functions and performance would provide value for customers. The concept of stress-free operations that we initially set out with remained a consistent theme throughout the design process. When we decided on a working name for this project after calling on our colleagues worldwide for ideas, we settled on "Smart Mini" from our intent to make the printer more than just another low-price compact model. "Smart" represents the advanced UX we were pursuing, and the project name helped spread the notion internally that creating new value was our goal.

Nuttawuth: From this point on, we met with Product Planning weekly to continuously discuss, asking them to gather more customer comments, throwing ideas onto the table for discussion, and making one functional prototype after another.

Takagi: This was the first time for us to put a large LCD on a compact printer, which posed an unexpected problem. We originally planned to transfer software used in a previous model to the new one, but the difference in printer designs had greater impact than we had expected, and forced us to modify the GUI (graphical user interface) to a large extent. In making the printer intuitive and truly stress-free, R&D, Sales, Product Planning and external designers worked closely together as a team to determine the design and size of the icons to fine detail. It was a lot of work, but it paid off, as we now have a great interface with excellent usability.

Nuttawuth: Another challenge was in making the printer print from the first label of a fresh roll. Our previous models had wasted the first label in the registration process (aligning print position). At one customer site, I saw a stack of these waste labels reused as a memo pad, and felt we had to do something about it. We found out at the prototype phase, though, that this wasn't so easy, as labels are different in specifications and size. But after numerous improvements, it is now a standard feature.

Takagi: Some companies keep track of each and every label, which goes to show how valuable this is.

How have customers responded?

Takagi: I was happy to hear our sales people around the world say it's a great printer. In 2019, I visited Singapore, the U.K., Poland, Brazil, and the U.S. to explain the product to our people there. The global market is very sensitive to pricing, so if any of the new features were deemed useless, everyone would have noticed it. But their reception was far better than we had expected, which proved to us that the need for easier operability and greater productivity is universal.

Nuttawuth: SATO R&D commits to fulfilling even the most difficult of requirements with uncompromising quality. During development, we talked head to head with Product Planning, which I believe made the product a success, earning it high marks from customers and making it a hit in the market. I'm confident that we can build on this success with our next product.

Winner of 2020 Red Dot Award: Product Design

CT4-LX won the 2020 Red Dot Award (Product Design), an international design competition presented by a German organization. Started in 1955, the award selects the best products among those commercialized within the past two years, judging on criteria that includes degree of innovation, functionality, formal quality, ergonomics and durability. Red Dot Jury statement: "CT4-LX was recognized for combining "high functionality with a straightforward and user-friendly body design, resulting in a state-of-the-art product.""

reddot winner 2020

" Powered on site in uncertain times "

The COVID-19 pandemic has had a great impact on our communities, with economic challenges due to workplace closures and the subsequent economic effect resulting in an increase in food insecurity and other issues on a global scale. Here are a few of the ways we are helping our local communities and businesses.

A solution for the "new normal"

SATO America, LLC (USA)

Josh Lindstedt
Product Manager
SATO America, LLC
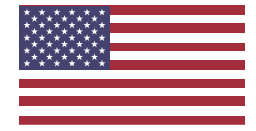
We challenged ourselves to put this together in just seven days, a first for us. We first implemented in our own office, receiving good feedback from all units — back office and sales alike — to make improvements and add-ons. After unveiling, our customers and partners gave us ideas to enhance it. This solution can be used anywhere people congregate, so the sky's the limit.

The CT4-LX TEMPCHECK kit provides a ready-to-use solution for businesses to monitor the health of employees, customers and visitors as they enter the workplace, and safeguards the information within a confidential logging system. It poses standard health questions and prints out a label for a renewed sense of confidence in the workplace.

SATO Europe GmbH Sucursal En España (Spain)

Donated a traceability solution to the Madrid Food Bank to address poverty and food insecurity.

SATO Shanghai Co., Ltd. (China)

Donated 60,000 wristbands to hospitals in Shanghai, Qingdao and Beijing.

SATO Techno Lab Europe AB (Sweden)

Created face shields using 3D printers through an open source initiative for workers at elderly care facilities.

SATO Corporation (Japan)

Produced one million educational stickers for infection prevention and provided them to essential service providers (health care, logistics and retail) and approximately 3,000 elementary and junior high schools.

Achernar S.A. (Argentina)

Made several financial donations to a food bank in Buenos Aires which provides food to "merenderos" and "comedores infantiles" for people struggling to eat.

Prakolar Rótulos Autoadesivos Ltda. (Brazil)

Donated primary labels for free distribution of alcohol hand sanitizer gel for those in need during the quarantine. Also provided primary labels for a project to feed the hungry.

TEIHO
Original Ideas Innovations Proposals

Our unique system to foster an open-minded culture

What is Teiho?

The history of SATO's Teiho reports dates back to 1976. Our founder and then president Yo Sato was busy traveling around the world to manage business in different countries. He had gotten managers to submit one-page reports daily, but as the company grew in scale, there were so many managers submitting reports that it became difficult to read them all. One day, while reading the newspaper, he realized how he was able to somehow grasp the news stories by simply reading their headlines and figured that the same could work for the company. He asked his secretary to summarize each managers' reports to no more than three lines, which was how Teiho started. As the workforce grew, summarizing became a burden for the secretary, so submitters were asked to write no more than three lines.

Known in full as "Reports on Original Ideas, Innovations and Proposals Aimed to Make the Company Better and on How to Put Them into Action," Teiho reports are submitted by employees via a specially designed internal system. Anything, from challenges they face at the workplace to customer feedback and latest market trends, goes into these reports. Out of some 2,000 reports submitted every day, top management reads about 30 to 50 of them that have been screened by a dedicated team. Those worth attention are then shared with senior management or employees concerned, with instructions to take actions accordingly.

Small changes, initiated from ideas from each and every employee, drive us to make important business decisions and bigger changes, as seen in these examples.

Case ❶

At an in-house workshop, I learned how to set up SOS* and found the steps very complicated. Many of our printer users do not have in-house IT departments managing their network and operating systems. Having an easy-to-use diagnostic tool for checking network environment will help them connect to SOS more readily.

*SOS: SATO Online Services. A cloud-based IoT maintenance service to prevent printer downtime

#UX #SOS #diagnostics

Change made We developed an online connection tool on the SOS web page. With this tool, we can now suggest it to users, provide technical support and check network requirements with speed. Quick setup of SOS has led to a higher subscription rate.

Case ❷

An ISO 14001*-certified customer pointed out that our printers are packed with too much cushioning material. I think we need to change how we package our printers.

*ISO 14001: International standard for environmental management systems

#customerfeedback #ecofriendly #printerpackaging #cushioning #ISO14001

Change made We reviewed our auto-labeler packaging, which involves a lot of cushioning. We switched from wooden containers to returnable roll cage carts for shipping to eliminate waste. The other devices are packaged with reusable cushioning or cardboard inserts.

Global network (As of September 1, 2020)

Europe
France
Germany
Italy
Netherlands
Poland
Russia
Spain
Sweden
Switzerland
UK

Offices in **27** countries/regions
Presence in over **90**

Asia
China
India
Indonesia
Japan
Malaysia
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

Oceania
Australia
New Zealand

Americas
Argentina
Brazil
Mexico
USA

SATO Group websites

Japan
www.sato.co.jp

Global
www.sato-global.com

SATO Group official accounts   satoholdings   satoholdings

From the editors

We are pleased to deliver the 80th anniversary special edition of RENTAI. We thank all who cooperated in preparing this issue. 2020 marks the 80th anniversary of SATO and 40th anniversary of RENTAI. This in-house newsletter started in Japan to be a "link" between SATO employees and their families. Today RENTAI connects SATO employees around the world, with articles from different countries and areas written in both Japanese and English. In this special issue, we highlighted individual stories of employees from R&D, production and sales departments. We hope these stories provide you some understanding on our commitment to our new company slogan "Powered On Site," and what 80 years have made SATO into.

About the cover design
Piece together the RENTAI covers of the last two years and you will see a design that will complete with the final issue of FY 2020.

RENTAI — SATO Group 80th Anniversary Special Edition
For inquiries, please contact: SATO Holdings Corporation Public Relations Office
grp-koho@sato-global.com

And just for fun…
Enjoy "SATO TOWN: The board game" on the next page.

SATO TOWN: The board game

You'll find our products and services in use behind the scenes of daily life, from factories and warehouses to stores, hospitals and offices. Take a stroll down this virtual SATO Town to spot some of our solutions in action. You may be amazed by how close some of them are to your everyday life.

Goal!
You're part of the SATO family now!

Start

The product you ordered yesterday just arrived at your address on the **shipping label**.
Move ahead a space

Your café breakfast has all ingredients including allergens on its **label**.
Move ahead a space

HOSPITAL

Café

You're discharged from the hospital.
Move ahead 3 spaces

You are injured. The hospital staff gives you a SATO **wristband**.
Lose a turn

A brand new product is displayed with **product labels and shelf tags** courtesy of SATO.
Move ahead a space

A three-hour stocktaking ended in 10 minutes using **RFID tags**. You get extra break.
Lose a turn

You discover a SATO **mobile printer** on a delivery person's belt.
Move ahead a space

Coffee break.
Lose a turn

The **barcode/RFID system** verifies that the right drug goes to the right patient.
Move ahead 2 spaces

You didnt know this was SATO's 80th anniversary year.
Go back to Start

super market

The **symptom-checking system** at your worksite clears you to start your day.
Move ahead a space

36.4℃

Managing uniforms is easy, thanks to the waterproof and washable **RFID linen tags**.
Move ahead a space

You find **markdown labels** on your favorite deli and get two for the price of one.
Move ahead a space

Found a lost label on your boss's forehead.
Go back 3 spaces

HOTEL

Whoops, you forgot to bring your **RFID employee card**.
Go back 5 spaces

The **auto-labeler** makes carton labeling fast and accurate.
Move ahead 2 spaces

SATO's IoT **preventative maintenance service** sends alerts about issues before they occur.
Move ahead 2 spaces

Make your own dice!