

Tagging for Sustainability

We give every 'thing' its own ID
so it connects with the world

Integrated Report 2021
SATO HOLDINGS CORPORATION


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SATO Group has always offered solutions for tagging and tracking things and people to help businesses run smoothly, without stopping



Tagging is more important than ever today where digital transformation and Industry 4.0 trends pick up speed with the ongoing COVID-19 pandemic and sustainability gains greater prominence



Tagging for growth, with our customers

Even as we shift from selling the product to selling the solution, our business domain remains “tagging.” Tagging is the act of physically attaching information to things and people at customer sites so that their data can be collected accurately via scanners and other devices. It also involves feeding this data to core IT systems to produce analyses and insights that customers can use to identify and solve operational pain points and improve their productivity. With our DCS & Labeling business and its successional model of “Tagging for Sustainability,” we continue our journey toward our Vision, upholding our brand statement and with our corporate motto and Credo guiding us along, so as to ultimately achieve the Mission that we set forth in our corporate values.

SATO Values

Mission

Our mission is to create new value for our customers through products and services of superior quality, and to contribute towards a better and more sustainable world.

SATO Values

Vision

To be the customer’s most trusted partner for mutual growth, and always essential in an ever-changing world.

Tagging 4

Tagging for Sustainability

Brand statement:

We give every ‘thing’ its own ID so it connects with the world

(Larger frames correspond to greater social impact)

Tagging 3

DCS* & Labeling
Shift to solution-centric business model



* Data Collection Systems

Tagging 2

Barcode printers
Automatic identification



World’s first thermal transfer barcode printer

Tagging 1

Hand labelers
Manual tagging



Invention of hand labeler

Corporate motto

あくなき創造

Akunaki sozo — Ceaseless Creativity

Conceived by founder Yo Sato in 1969, our corporate motto reflects our belief that individuals and corporations equally bear the mission to serve society through self-improvement. It also expresses our aspiration to drive **creativity** in terms of developing **innovative products and services**, inventing **new production technologies**, and seeking out **new markets and application needs**.

SATO Values

Credo

- We inspire changes, new ideas, and the courage of promoting customer-centric innovation in the spirit of Ceaseless Creativity.
- We seek to be true professionals by constantly striving to exceed the expectations of our customers.
- We see things as they are, and do the right thing right away.
- We show respect for all individuals, extend trust to each other, and work together as one cohesive team.
- We enable a vibrant and open-minded workplace, eliminating the formalities that cause “Big Company Disease.”
- We share the returns from our business with our four stakeholders: shareholders, employees, society and the company.

Editorial concept

This report is the record of the tangible and intangible aspects of the SATO Group’s medium- to long-term value-creation story through its core business of auto-ID solutions.

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