



# SATO Holdings Corporation



## Overview

Location	Tamachi Station Tower N, 3-1-1 Shibaura, Minato-ku, Tokyo 108-0023, Japan
Established	1940
Incorporated	1951
Representative director	Hiroyuki Konuma, President and Group CEO
Paid-in capital	¥8.4 billion
Employees	5,744
Consolidated net sales	¥143.4 billion

\*Corporate data (As of March 31, 2024)



## Head Office And Label Factory

Location : 186, Moo4, Praksa Road, Tambol Praksa, Amphur Muang, Samutprakarn 10280

Employees : Consolidated 189



### Factory Information

Certificate	ISO9001,UL certificate
Site area	4,518m <sup>2</sup> (Production floor 2,360m <sup>2</sup> , Warehouse 980m <sup>2</sup> , Office 1,178m <sup>2</sup> )
Employees	76 (Label Production)



## Eastern Branch Sriracha Office

Location: 483/250, Room 103-104, Moo 3  
Nhongkham, Sriracha, Chonburi 20110

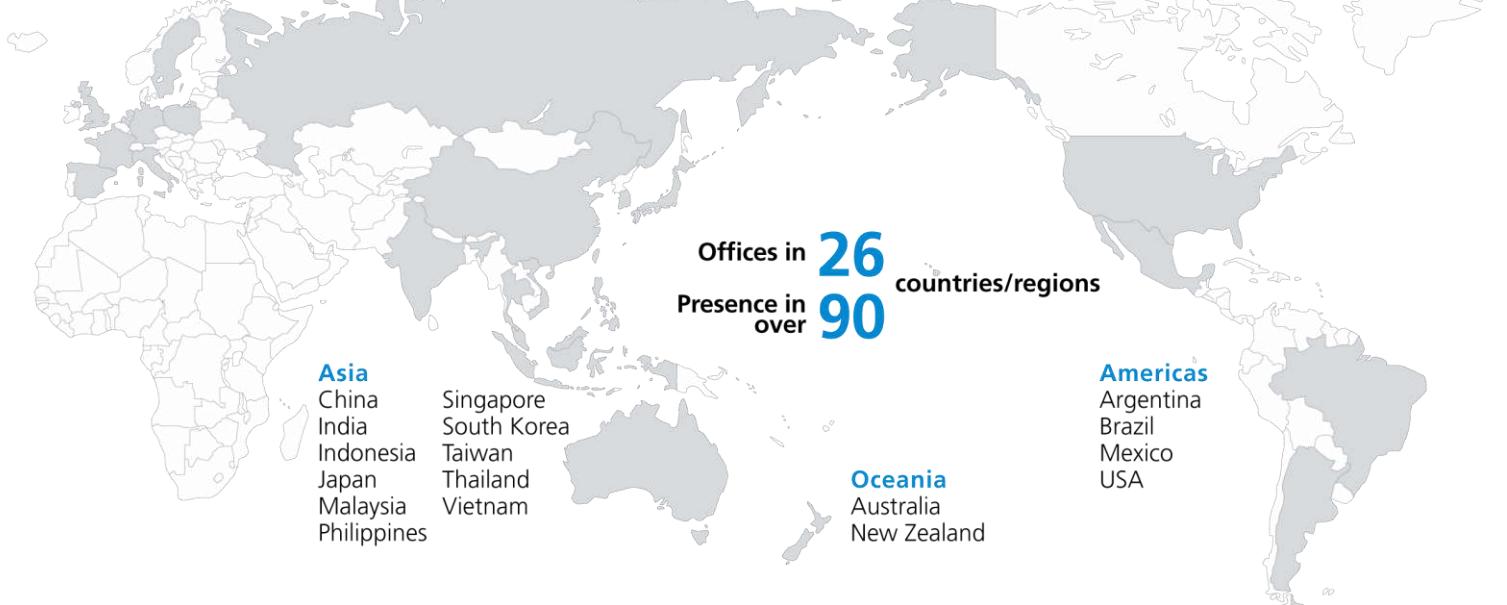
Employees: Consolidated 14



# Global network

## Europe

France  
Germany  
Italy  
Netherlands  
Poland  
Russia  
Spain  
Sweden  
UK



# SATO in Asia Pacific



- Thailand : SATO Auto-ID (Thailand) Co., Ltd.
- Singapore : SATO Asia Pacific Pte. Ltd
- China : SATO Shanghai Co., Ltd.
- India : SATO Argox India Pvt. Ltd.
- Indonesia : PT. SATO Label Solutions
- Japan : SATO Holdings Corporation
- Korea : SATO Asia Pacific Pte. Ltd.
  - Korea Representative Office
- Malaysia : SATO Auto-ID Malaysia Sdn. Bhd.
- The Philippines : SATO Philippines AIDC Solutions Inc.
- Taiwan : SATO Taiwan Co., Ltd.
- Vietnam : SATO Vietnam Solutions Co., Ltd.

As a global leader in the Auto-ID industry, SATO engineers value-added barcode & QR label printing, RFID & other auto-ID solutions that boost accuracy, sustainability, lab our and resource savings, provide reassurance and enable emotional connections. In Asia Pacific, we have more than 10 offices in the region and work closely with business partners to bridge the last inch of the last mile challenges for customers in Manufacturing, Logistics, Retail, Food & Beverage and Healthcare through cutting edge Auto-ID solutions.

## Motto



Akunaki sozo (ceaseless creativity)

Our corporate motto, Ceaseless Creativity, was conceived by our founder in 1969 in the belief that individuals and corporations equally bear the mission to serve society through self-improvement.

## Mission

### Why we exist

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.

## Vision

### Where we are heading

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



**Yusuke Konishi**  
Managing Director  
SATO AUTO-ID (THAILAND) CO., LTD.

## Message of Managing Director

SATO is a pioneer and leading global provider of integrated Automatic Identification and Data Collection solutions that leverage barcode and

RFID technologies. SATO manufactures innovative, reliable Auto Identification systems and offers complete solutions to businesses by integrating hardware, software, media supplies and maintenance services. Customers rely on SATO for accuracy, labor and resource savings helping to preserve the environment. Founded in 1940, SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has sales and support offices in over 20 countries and is represented globally through a world-class network of partners.

SATO Auto-ID (Thailand) Co., Ltd is full range support of Auto Identification as well we provide a wide range of products designed to suit different customers' needs, from simple bar code printing and scanning system to complex customized data collection and printing systems, including consumables such as seals, labels and carbon ribbon. We hope that we could assist supporting your business. In the meantime, you may also visit our website at <https://satoasiapacific.com/thailand> or contact our sales representative for further assistance accordingly.

# AUTO-ID TECHNOLOGY

**The implementation of a successful barcode system starts with the symbol.  
The code is selected based upon data requirements of application  
and the capabilities of the scanning system used.**

## 1D Barcode

Versatile 1D barcodes used to represent ID keys and attributes in a distribution environment.



## 2D Barcode

The 2-D symbologies take advantage of both horizontal and vertical encodation to reduce the symbol size and achieve character densities up to 2000 characters per square inch.



## RFID

SATO offers a wide array of UHF and HF encoding solutions to fit the application needs of today and the implementations of technology in your future.



## Image recognition

Image recognition is a identify objects writing and actions in digital images.



## Voice recognition

The voice recognition system within this solution allows user to operate the system using voice, and eliminates the need for handwriting and manual input through keyboard or touch screen.



## Location tracking

Better manage your assets and people with real-time tracking and visibility



# PRODUCTS & SERVICES

One-stop solution for products and services  
that answer to customers' on-site challenges

## Hardware

- Printers
- Auto-labelers
- Hand labelers



## SATO Printer



## Software

- General-purpose software
- Custom software



## Consumables

- Labels
- Tags, tickets
- RFID
- Carbon ribbons



## Maintenance support

- Hardware maintenance
- Regular servicing



## System peripherals

- Scanners
- Handy terminals
- Connection tools





# Manufacturing

SATO offers reliable solutions designed for use in harsh industrial environment to help manufacturers gain greater visibility and enhance the efficiency of their operations from the receipt of raw materials to the shipping of finished goods.

Through accurate identification and tracking within the manufacturing process, manufacturers can uncover opportunities to eliminate unnecessary costs and wastages as well as improve productivity of workers.

- Traceability solutions: Location tracking technology and RFID track products and workers with precision
- Location management: Locate all assets in a factory or warehouse
- Labeling solutions: For parts of various sizes and material



Identification tags



Labeling solutions



Mini labels to track production



## INDUSTRY FOCUS



SATO offers reliable solutions designed for use in harsh industrial environment to help manufacturers gain greater visibility and enhance the efficiency of their operations from the receipt of raw materials to the shipping of finished goods.

- FX3 supermarket app: For every label printing need
- Self-serve coupons: Reduce food loss and employee workload
- HACCP Cloud: Monitor critical control points
- Daisharin SAAS: Streamline supply chain using RFID



Food Safety



RFID Tags



FX3 supermarket app Self-serve coupons



HACCP Cloud



Tags, labels





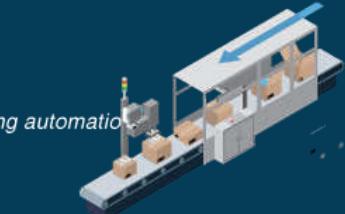
SATO barcode labels and RFID tags enable sensors to sort, direct and track parcels, pallets, and cartons through the transportation and logistics network without direct human intervention.

Today, real-time visibility of valuable assets is critical. Whether transporting luggage or moving goods through a distribution center, every step between receipt and delivery represents an opportunity for process improvement.

- Warehouse navigation system: For better picking and stocking productivity
- Shipping automation: Seal random sizes, measure dimensions, label automatically
- Precaution labels: For a safer workplace



productivity



Shipping automation

Warehouse navigation system



Precaution labels



# INDUSTRY FOCUS



SATO delivers technology solutions across the processes of patient registration and discharge, specimen collection, lab tracking and verification, as well as pharmacy, and asset management.

We help hospitals and clinics manage everything from devices, drugs, blood bags and specimens to patients and employees. Our blood bag solution covers processes such as automatic printing and applying of labels and can ensure accurate stocktaking within seconds using our unique PJM RFID technology. Our contactless UHF RFID wristband solution enhances comfort for patients and lowers stress for care workers, adding to their performance. It also allows hospitals to monitor the flows of patients between hospital wards to better optimize human resources.



## INDUSTRY FOCUS



Wristband



Specimen/  
Prescription Labels



Blood Bank



Accelerate Your Business  
with RFID

## What is RFID?

Short for Radio Frequency Identification, RFID is one of the auto-ID technologies that is anticipated to enable advanced information services and bring us closer to a ubiquitous society.

Besides barcodes, two-dimensional (2D) barcodes and magnetic stripe cards that are conventionally used to carry data, newer technologies such as RFID, voice recognition and biometrics are now being introduced at a greater speed for improving business operations and security.

As RFID develops and its product lineup continues to expand, the technology is set to become an increasingly important tool for item-level identification, traceability, environmental sustainability and many other applications in various industries such as manufacturing, logistics, retail, service and transportation.



### SATO's RFID lineup



SATO offers total RFID support for customers, starting from sourcing readers/writers most suited to your usage, to developing and providing the software you need.

**SATO  
SOLUTIONS**

# MAINTENANCE SERVICES

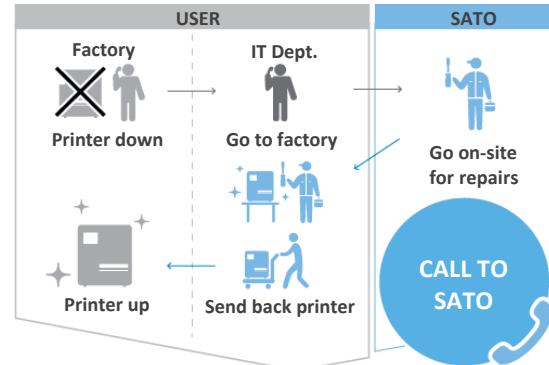
Our printer maintenance service offers preventative maintenance support as well as speedy repair so as to ensure smooth operations for your business with minimum downtime.

Depending on your needs such as printer usage level, you can choose from various types of maintenance programmes :

FEATURE	Manufacturer Warranty Coverage	Extended Warranty / Maintenance Agreement Coverage
<b>Total years of coverage</b>	1 Year	3 to 5 Years
<b>On-site support</b>	✗	✓
<b>Preventative maintenance</b>	✗	✓
<b>Service cost waiver</b>	✗	✓
<b>Priority support</b>	✗	✓
<b>Expendable parts replacement</b>	✓*	✓
<b>Remote issue diagnosis &amp; support</b>	✗	 ✓



Repair process for user with M.A.



## OUR VALUED CUSTOMERS



## BUSINESS PARTNERS



# RFID IN THE FOOD INDUSTRY

## Enhancing Traceability, Safety & Efficiency



Mr. Chonvit Sukhumjittayotai

SATO AUTO-ID (THAILAND) CO.,LTD

# Introduction to RFID

## What is RFID?

- Radio-Frequency Identification
- Uses electromagnetic fields to automatically identify and track tags



# Types of RFID technology

	UHF	HF	HF (PJM)	HF (NFC)
Frequency	860-960MHz	13.56MHz	13.56MHz	13.56MHz
International Standard	ISO/IEC 18000-6	ISO/IEC 15693 ISO/IEC 18000-3 (Mode 1)	ISO/IEC 18000-3 (Mode 2)	ISO/IEC 14443 ISO/IEC 18092
Communication Distance	Approx. 3-8m	Less than 1m	Less than 1m	Less than 10 cm
Typical Form factor	Tag / Label	Tag / Label	Tag / Label	Card
Data size in IC chip	Very limited	Limited	Limited	Large memory size in IC chip
Data security	-	-	-	Yes
Cost	Low	High	High	High
Major Use Cases	Inventory mgmt, Asset mgmt, etc.	Inventory mgmt, Asset mgmt, etc.	Asset mgmt, etc	Transportation card, eMoney card, etc
Remarks			Good performance at Stacked situation	Smartphones support NFC

# Components:

## RFID Tag (chip + antenna)



## RFID Reader



# Experience RFID from SATO



# Why Use RFID in the Food Industry?

- Real-time tracking of food items
- Enhanced inventory control
- Ensures food safety and freshness
- Streamlines supply chain operations
- Improved traceability and transparency
- Reduced waste and spoilage
- Better regulatory compliance
- Increased consumer trust
- Lower operational costs over time





# What's application in Food supply chain?



## Cold storage

- Receiving
- Ware-housing
- Stock-taking
- Shipping



## Manufacturing

- In/Out
- Traceability
- Process
- Stocktaking
- Asset management
- HACCP



## Farming

- Traceability from farm
- Finding the effective in growing plants or livestock



## Logistics

- Receiving
- Shipping
- Stock taking
- Asset management
- RTI



## Central kitchen

- Best Before/Allergy/Product Name/Compliance
- HACCP
- Inventory control/ stock taking
- Security/ counterfeit



## HoReCa, Supermarket, Convenience store

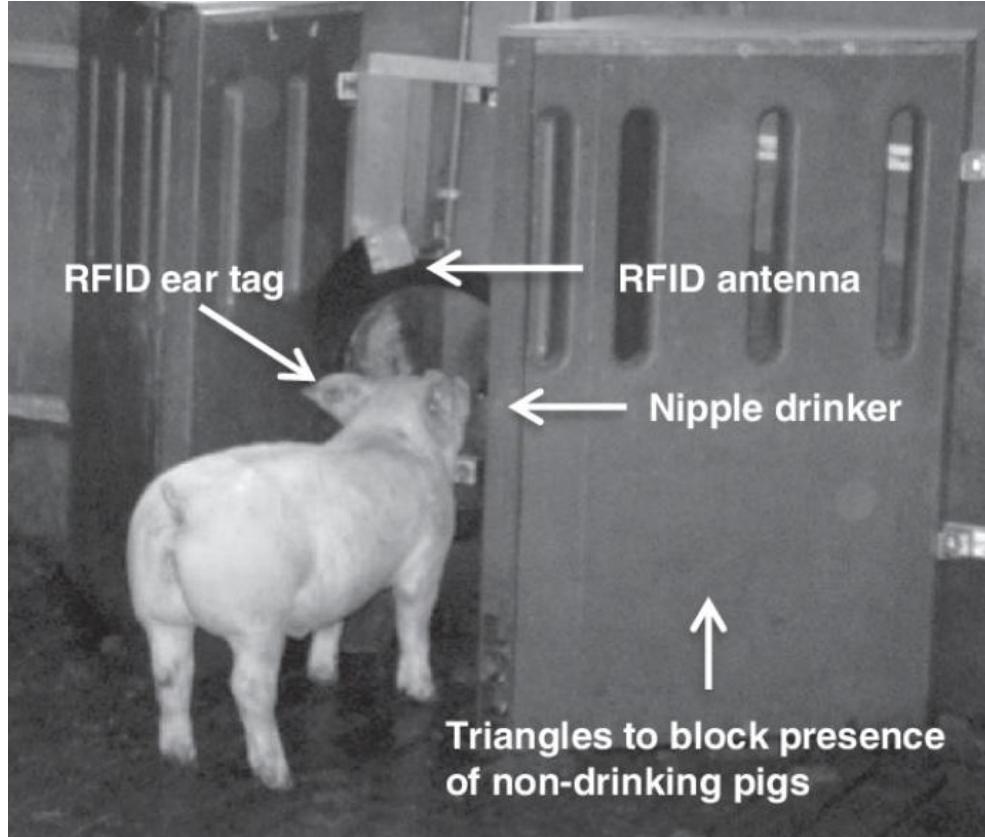
- Best Before/Allergy/Product Name/Compliance
- HACCP
- Inventory control/ stock taking
- Security/ counterfeit



# RFID Solution for Farming



# RFID Solution for Farming



# RFID Solution for Farming



# RFID Solution for manufacturing by fix reader



# RFID Solution for Manufacturing



# RFID Solution for Manufacturing



# RFID Solution for cold storage



# RFID Solution for cold storage

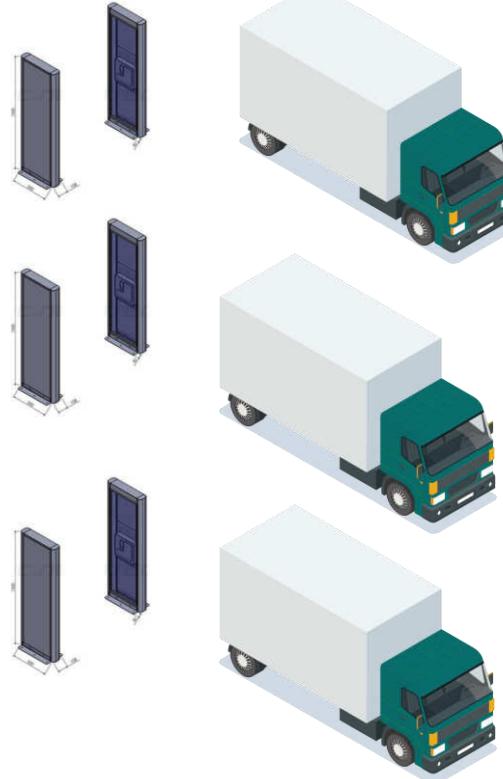


# RFID Solution for logistics



# RFID Solution for logistics

Shipping location



Tracking RFID of  
carton box and  
RFID of driver

# RFID Solution for logistics

ASET<sup>TRA</sup>

Items tagged with  
RFID

## Customer's challenges / requirements

- ① Improve productivity of shipping operations
- ② Prevent loss of RTI
- ③ Proper deployment of RTI

## SATO's solution



On-metal hard tag

No. of RTI: 20,000pcs



## RESULTS

Reduction in cost / loss of RTI

30,000USD/year

Shipping delay

5 times /year ⇒ 0

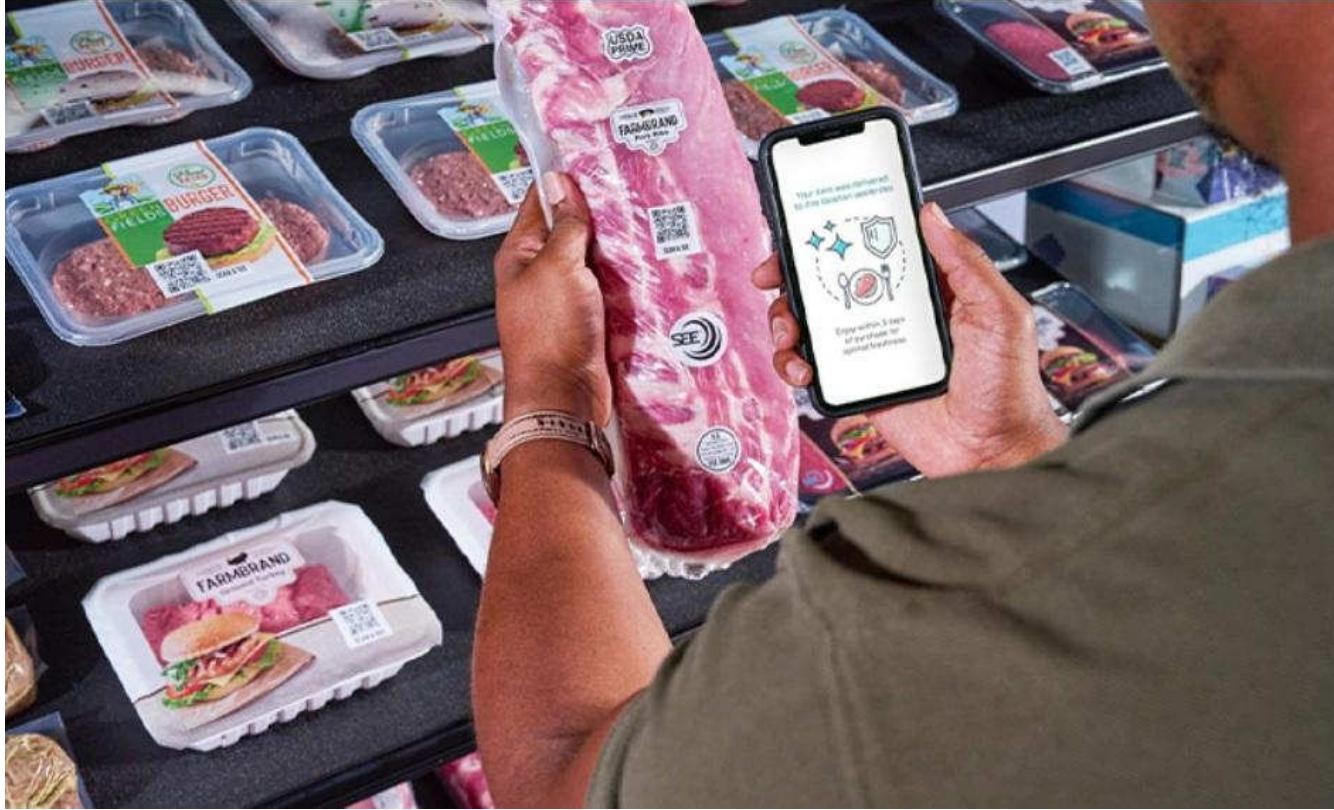
# RFID Solution for Supermarket, Convenience store



# RFID Solution for Supermarket, Convenience store



# RFID Solution for Supermarket, Convenience store



# RFID Solution improve management dashboard



## INVENTORY DASHBOARD

[BACK](#)

### Incoming

SKU	Product	Qty	Time	Serial No.
EASI002	EASI Blue S Tshirt	1.0000	5/6/2025 7:39:07 AM	210110026
00789	SATO Polo Tee	1.0000	5/6/2025 7:39:07 AM	210110002
P0500037	Coca-Cola	1.0000	5/6/2025 7:39:07 AM	210110019
EASI003	EASI Black S Tshirt	1.0000	5/6/2025 7:39:07 AM	210110033
00789	SATO Polo Tee	1.0000	5/6/2025 7:39:07 AM	210110006

◀ ▶ 1 2 3 4 5 6 7 8 9 10 ... ▶ ▶

63 items in 9 pages

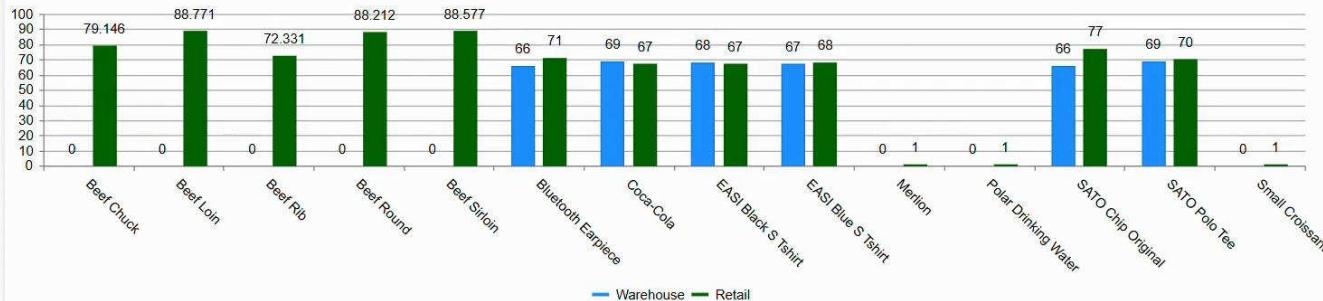
### Outgoing

SKU	Product	Qty	Time	Serial No.	Carton ID
50102	Bluetooth Earpiece	1.0000	5/6/2025 7:39:07 AM	210110013	
50102	Bluetooth Earpiece	65.0000	5/6/2025 7:39:07 AM	210110014	
P0500037	Coca-Cola	65.0000	5/6/2025 7:39:07 AM	210110022	
00789	SATO Polo Tee	1.0000	5/6/2025 7:39:07 AM	210110006	
EASI003	EASI Black S Tshirt	65.0000	5/6/2025 7:39:07 AM	210110034	

◀ ▶ 1 2 3 4 5 6 7 8 9 ▶ ▶

42 items in 9 pages

### In Stock



### Work In Progress



### Return Rate



### RTI Tote Box Status



# RFID Solution improve management dashboard



## INVENTORY DASHBOARD

[BACK](#)

### Incoming

SKU	Product	Qty	Time	Serial No.
00789	SATO Polo Tee	1.0000	5/6/2025 4:32:17 PM	<a href="#">251260003</a>
50102	Bluetooth Earpiece	1.0000	5/6/2025 4:32:17 PM	<a href="#">251260005</a>
00789	SATO Polo Tee	1.0000	5/6/2025 4:32:17 PM	<a href="#">251260004</a>
50102	Bluetooth Earpiece	1.0000	5/6/2025 4:32:17 PM	<a href="#">251260006</a>
P0500037	Coca-Cola	1.0000	5/6/2025 7:39:07 AM	<a href="#">210110017</a>



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67 items in 14 pages

### Outgoing

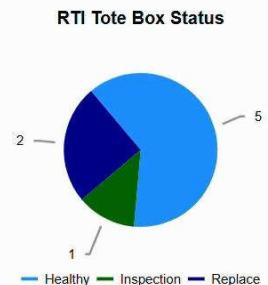
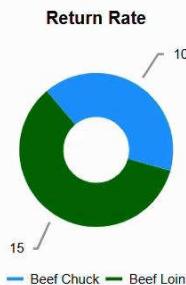
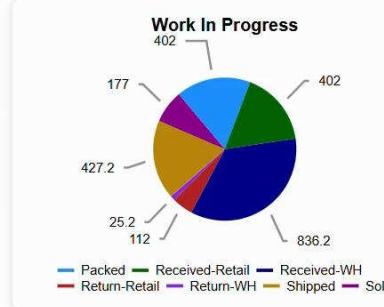
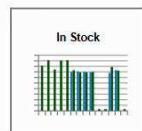
SKU	Product	Qty	Time	Serial No.	Carton ID
50102	Bluetooth Earpiece	1.0000	5/6/2025 7:39:07 AM	<a href="#">210110013</a>	
50102	Bluetooth Earpiece	65.0000	5/6/2025 7:39:07 AM	<a href="#">210110014</a>	
P0500037	Coca-Cola	65.0000	5/6/2025 7:39:07 AM	<a href="#">210110022</a>	
00789	SATO Polo Tee	1.0000	5/6/2025 7:39:07 AM	<a href="#">210110006</a>	
EASI003	EASI Black S Tshirt	65.0000	5/6/2025 7:39:07 AM	<a href="#">210110034</a>	



1 2 3 4 5 6 7 8 9



42 items in 9 pages



# THANK YOU

Please feel free to contact us if you need any further information.

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LinkedIn : <https://www.linkedin.com/company/sato-auto-id-thailand>