

For Immediate Release

SATO Establishes Specialase to Bring Revolutionary Laser Coding and Marking Technology to Asia

SATO Inks Exclusive Sales Agreement with DataLase® for Asia Pacific Region

Tokyo, October 28, 2015 – SATO (TOKYO:6287), a leading global provider of Auto-ID solutions that empower workforces and streamline operations, announced that it launched a new subsidiary, Specialase Limited for the marketing of a revolutionary CO₂ laser coding and marking technology developed by UK-based DataLase. The new company will operate in Japan and the Asia Pacific region.

SATO acquired the exclusive sales rights for the ground-breaking laser coding printing technology and pigment in Japan and the Asia Pacific region from DataLase, a leading provider of materials for laser coding and marking of products and packaging. SATO also acquires a significant stake in DataLase as part of the deal.

DataLase's laser coding process offers a high-quality and cost-effective alternative to traditional labels and printing methods. It utilizes a nontoxic and environmentally friendly coating that provides a stable, high-contrast, high-quality and durable image on virtually any substrate using low-power CO₂ lasers.



Laser marking directly onto cardboard package

Laser coding has far-reaching applications across a range of industries from pharmaceuticals, food and beverage and all types of fast-moving consumer goods. It can be used for printing of everything from barcodes to variable information to images and graphics. Its key benefits are its high speed, its high-contrast print quality, its low cost due to elimination of consumables, reduction in the need for maintenance and downtime thanks to highly reliable CO₂ lasers, and its on-demand capability enabling late-stage customization. It is also environmentally friendly by reducing consumables waste from the printing process.

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Specialase will conduct sales of DataLase's heat-sensitive pigment in Japan and around the Asia Pacific region. It will also forge business partnerships with laser and ink manufacturers, conduct sales of coding agents and equipment and develop new solutions to utilize the technology.

"DataLase has seen a significant level of growth with installations in many global brand companies throughout Europe and America," said Chris Wyres, CEO of DataLase. "We're delighted to be partnering with SATO, which will enable customers in Japan and Asia Pacific to benefit from the financial and environmental savings that DataLase based solutions can deliver to real-world production environments."

"We are thrilled to bring a game-changing printing technology to customers in Japan and the Asia Pacific region," added Hisashi Asai, President of Specialase, "This new business model is further testament of how SATO fills in the last inch and helps us up the ante as we continue to pursue labor and resource savings benefits for customers across the board."

Video demonstration of laser coding and marking print process: <https://youtu.be/uJ7vVMDia5s>

Company profile

Company name: Specialase Ltd.
Address: Shibakoen 1-7-6, Cross Place Hamamatsucho 9F, Minato-ku, Tokyo 105-0011
Telephone: +81-3-5777-1951
Fax no.: +81-3-5777-1955
Establishment: October 21, 2015
Paid-in Capital: 200 million yen
Representative: Hisashi Asai, President & CEO
Nobuo Miyagi, Executive Director
Main Business: Development of business partnerships, joint product development and sales of DataLase heat-sensitive pigments in Japan and the Asia Pacific region, sales of coding

agents and equipment

About DataLase

Datalase, founded 1988, is a dynamic company focused on building and leveraging effective supply chain partnerships. Datalase is committed to working together with partner networks to deliver high quality products, excellent customer service and assured reliability. Over 4.7 billion consumer products were coded using DataLase in 2015. More about Datalase can be found at www.datalase.com

About SATO

SATO (TOKYO:6287) is a leading global provider of Auto-ID solutions that connect people, goods and information. It serves a diverse range of customers, delivering end-to-end solutions that streamline operations, empower workforces and help customers reduce their environmental impact. For the fiscal year ended March 31, 2015, it reported revenues of JPY 99,831 million (US\$ 910 million). More information about SATO can be found at www.satoworldwide.com or www.linkedin.com/company/sato-worldwide.*

**Conversion is based on an average exchange rate of 1 US Dollar = 109.75 Japanese Yen.*

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