



For Immediate Release

## **SATO introduces ECONANO® labels: The world's first CO2 reducing label**

**TOKYO – January 25, 2012** – SATO, a leader in barcode printing, labeling and EPC/RFID solutions announced today the release of its new ECONANO® series of labels; labels that absorb and reduce the CO2 that is released into the atmosphere when labels are incinerated.

This pioneering technology is made possible through a special CO2 absorbent being added to the label's adhesive. This absorbent reduces the amount of CO2 released at the point of incineration by over 20% compared with conventional labels. Moreover, by combining ECONANO® technology with SATO's NONSEPA® linerless label series, it is possible to achieve an approximate 50% reduction in CO2 emissions at the time of incineration.

ECONANO® was developed by SATO Group in collaboration with Professor Masahiko Abe of the Tokyo University of Science, and the University's venture company, ACTiIVE.

"Reducing carbon emissions is a challenge for all businesses today," said Etsuo Fujii, President of SATO CORPORATION. "But the cutting-edge technology SATO employs in its ECONANO® series labels offers our customers a helping-hand in achieving their environmental targets, and provides them with solutions beneficial to all levels of consumer goods product identification and supply chain labeling."

For more information on ECONANO®, please go to our website:

<http://www.sato.co.jp/english/econano/>



(ECONANO® and NONSEPA® are registered trademarks of SATO HOLDINGS CORPORATION)

About SATO

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. For the fiscal year ended March 31, 2011, it reported revenues of JPY 78,368 million (US\$ 914 million). More information about SATO can be found at [www.sato.co.jp/english](http://www.sato.co.jp/english).

\* Conversion is based on an average exchange rate of 1 US Dollar = 85.73 Japanese Yen.

For more information about SATO group companies, visit [www.satoworldwide.com](http://www.satoworldwide.com).

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