



Sato Meeting
date/Place

Sato Labeling Solutions

DCS & Labeling Partnerships



SLA
Joe Podsedly






SLA Partnership Overview



SLA has a significant support infrastructure for total laser solutions offerings. Due to limited thermal support resources it is necessary to partner extensively to support our DCS and Labeling initiatives. We are committed to enhance our thermal support infrastructure but realize it requires great investment of time and money. These partnerships allow SLA to reap the benefits of a true DCS & Labeling model today. In the last six months SLA Product Management and SLA Direct Sales Management has focused on developing several partnerships. Following is a recap and progress report on each partnership.



Summary of Partnerships

1. **Motorola (Symbol)** 
2. **Denso ID**  
3. **Point of Sale Systems Services (PSS)**
4. **Ingram Micro** 
5. **Niceware Professional Services** 
6. **Newcastle Systems** 

Motorola



- Became fourth listed Sato GMC
- SLA Developed Symbol 9003 applications
- Wireless Communications with MB200i
- Demonstrated solution at NRF show in January
- Secured Symbol RFID unit for SAI Show





Motorola

Global SATO Partnerships

PARTNERING WITH US Partner Search

Partner:

Partner Type Description : [Distributor](#) [Alliance Partner](#) [Solution Partner](#) [Ind. Software Vendor](#) [Business Partner](#) [Authorized Reseller](#) [Professional Services Partner](#)

Partner Locator - Partner Search

Partner Name	Partner Type	Partner Level	Company Description	City	State	Country
SATO CORPORATION	Business Partner	Premier Business Partner	Established May 16, 1951 Paid-in capital\6,331,031,908 (March 31, 2005) Representative Directors Tokuo Fujita, Chairman & CEO Masanori Otsuka, President & COO Employees Consolidated 2,515 Non-Consolidated 1,392 Products 1. Finished Goods Electronic printers Hand labelers and others Labels, tags, tickets, ribbons, and consumables 2. Purchased goods 3. Personal computers, scanners, nylon pin tags Sales (Fiscal year ended Mar.31,2005) Non Consolidated \ 52,893 million	Tokyo		Japan
SATO UK LTD	Reseller	Authorized Reseller	DATA CAPTURE AND LABELLING SOLUTIONS	DOVERCOURT		United Kingdom
SATO ASIA PACIFIC PTE LTD	Reseller	Authorized Reseller	Please refer to www.satoworldwide.com	Singapore		Singapore
SATO LABELING SOLUTIONS AMERICA, INC.	Reseller	Authorized Reseller	SATO Labeling Solutions America is a leading global provider of innovative label and tag printing solutions throughout the retail supply chain. With more than a century of product marking experience, we began offering Auto-ID solutions more than 40 years ago. Today, SLA continues the long standing tradition of offering unique solutions that reduce costs and improve operational efficiencies. Our product offering includes industrial laser printers, direct thermal and thermal transfer printers, OEM print engines, printer accessories, printer supplies, label design software, labels, tags, forms and thermal transfer ribbons. Categories In-Store · Marking Supplies · Retail Technology Solutions · Shelf Label Printing Systems	ROMEDEVILLE	IL	United States

Denso ID



- First Meeting January
- Meeting In February in Detroit
- Launched Partnership to Sales in March
- Utilizing Point of Sale Systems Services
 - Software
 - Integration Services
- First Proposal – April 27, 2007 (\$100K)
- NACSTECH Show May - MB 200i

PSS



- <http://www.pss-pos.com/corp.html>
- PDT Software Developer & Integrator
 - Partner with Denso
 - Dislikes Zebra – Over distributed
- Established 1995
- Established User base 1300 locations
- Retail Industry Application Knowledge
- Quick Response/Good Pricing
- Developed Markdown Application MB200i
- Showing MB200i at shows – NACSTECH
- In SLA Booth ERI Show - June 07





Point of Sale Systems Services Partners



Ingram Micro



- Leading Technology Product & Services Company
- Current SAI Relationship
- Has Partner Services Program
- SLA Signed on April 07
- Access to Wireless Provider Partners
- Wireless partners complete DCS HHT wireless implementation requirements (Claire's)





NiceWare Professional Services

- SLA needs high proficiency label creation and integration services
- NiceWare is LG provider
- NiceWare offers Professional Services @ \$100 an hour rate
- Niceware trained SLA Direct Sales on LG
- Interim step as SLA grows



Newcastle Systems



- US Market has high implementation of Cart based thermal printer solutions
- US market continues to have strong demand
- Paxar is current leader in cart solutions
- Newcastle has implementations & opportunities at current SLA customers
- SLA is now representing at opportunities (Crate)
- Cross seeding at Trade Shows – More Sato exposure



Summary



SLA is focused on growth of DCS & Labeling through partnerships.

