



## Labelling Solutions – Worldwide!



# SATO RFID Printer



The SATO Corporation has been a leader in the Automatic Identification Industry since developing the first hand held labelling devices in 1962, and the World's first thermal transfer label printer in 1977.

Backed by one of the largest R+D teams, SATO maintains its leadership in a dynamic and fast-moving industry, and is pleased to announce the development of their new RFID printer.

RFID or Radio Frequency Identification is the term given to identification processes that use radio frequencies to transmit and read data.

This new SATO RFID printer is based on the hugely successful SATO CL Series printers. The SATO CL 400 Series are fast, high quality, robust printers, ideal for use in a wide variety of applications.

In combination with "Smart Labels", which are labels with a thin RFID transponder embedded in the label, and with an encoder built into the printer, the SATO CL Series RFID printer is able to write to the transponder, verifying its integrity before printing. Should it not be possible to write to the transponder, the printer will automatically void the label and continue writing to and printing on the next label without any operator intervention to the printing process.

Unlike traditional barcodes, smart labels can be read even if the label is not in the line of vision of the reader. This enables labels to be read even through packaging!

Additionally, the information encoded in the tag can be changed or amended during the life-time of the label, without having to re-label the article.

This continuing development makes choosing a SATO product easy, and together with a wide range of accessories, and peripheral products including a market-leading suite of low-cost, comprehensive Windows™-based 32-bit labelling software, ensure that SATO will maintain its position as a world-leading thermal technology label printer manufacturer.

For further information please contact:

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