



ASI - Labelling Guideline

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About ASI – Aluminum Stewardship Initiative

ASI is a global, multi-stakeholder, non-profit standards setting and certification organization, offering the only global standard for **responsible aluminum**. It is the result of producers, users and stakeholders in the aluminum value-chain coming together with a commitment to maximizing the contribution of aluminum to a sustainable society.

ASI has developed an independent third-party certification program to ensure sustainability and human rights principles are increasingly embedded in aluminum production, use and recycling. ASI's Performance Standard and Chain of Custody Standard are designed to link responsible production with responsible sourcing, and thus support increased emphasis on sustainability in procurement practices. Ensuring the highest global standard for:

- Child Labor
- Human rights
- Emissions
- Water & Material Stewardship
- Health & Safety
- Biodiversity

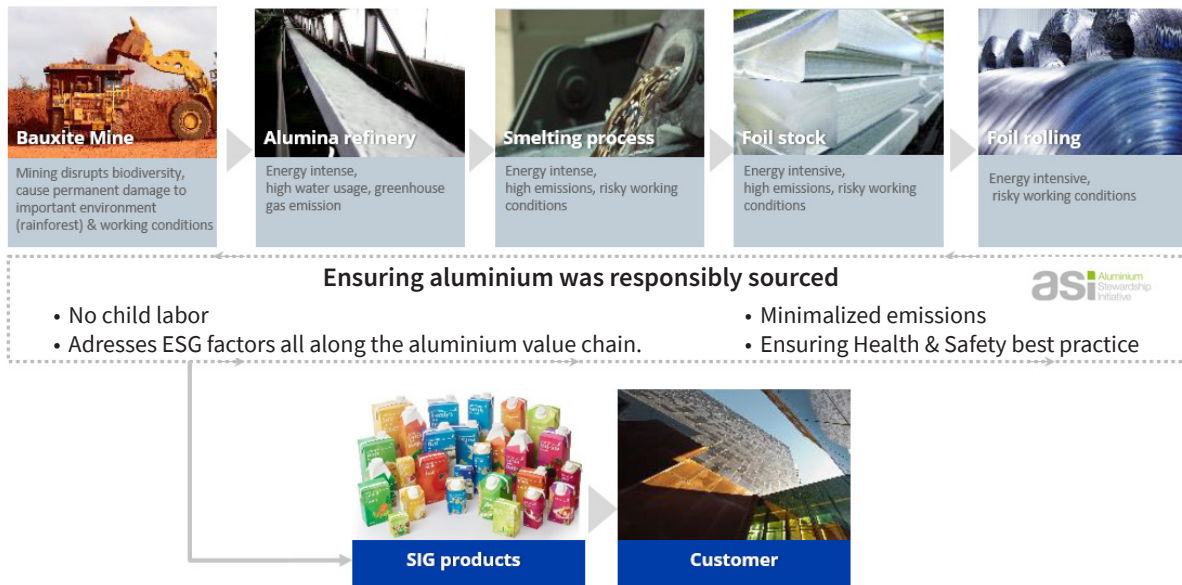
The ASI certification backed by credible civil associations such as the International Union for Conservation of Nature (IUCN) and the World Wildlife Fund (WWF), which are also represented in ASI's Board of Directors, enables users to demonstrate responsibility and provide independent assurance.

Main benefits of using ASI certified aluminum

- Addresses Environmental, Social and Governance (ESG) factors all along the aluminium value chain.
- Emissions are kept at a minimum
- Health and safety best-practices are enforced
- The certified aluminum is not subject to child labor

What does ASI cover?

The standards of ASI address the complete extraction and production process of aluminum until it arrives to SIG's production facilities to minimize any potential risk along the supply-chain.



Benefits of applying the ASI label on end-products

Within the beverage carton industry, only SIG is Chain of Custody certified (at March 2021), which allows our customers to claim the ASI label on package to demonstrate responsible sourcing of aluminum while differentiating their packs from others in the shelves:

- Enables you to demonstrate responsibility and provides **INDEPENDENT and CREDIBLE assurance of best practices**
- Promotes consumer and stakeholder **CONFIDENCE in products with aluminum**
- Shows that stakeholders in the aluminum value-chain are committed to maximizing the contribution of aluminum to a **SUSTAINABLE society**

SIG was the first in the industry – and one of the first companies in the world – to achieve certification to the ASI Performance Standard Material Stewardship Principle at the corporate level, together with the ASI Chain of Custody certification for its production site in Austria. The ASI Chain of Custody certification is now available to all SIG carton sleeve production sites in Europe, America South, Asia Pacific North and South.

Why is aluminum still important for the majority of our packs?

A razor-thin aluminum layer is used in most of SIG's carton packs to protect the food from light, oxygen and external odors, making it an essential element in many cases which contributes to keeping food waste at a minimum.

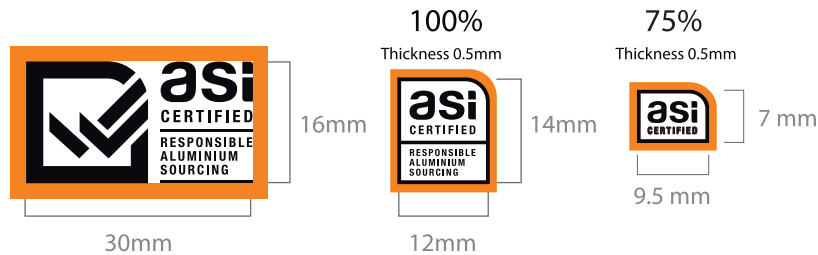
SIG is committed to promote the responsible production, sourcing and stewardship of aluminum and aims at addressing and reducing the impacts of aluminum production through the ASI certification: from mines, smelters and casting to semi-fabrication and manufacture of products containing aluminum.

Minimum size and clearspace around

ASI offers on product label options to make the added value of responsibly procured aluminium visible towards consumers.

The following label versions are available as a PDF file and can be requested by your contact from Preprint department.

Those labels do not need to undergo an external approval and are covered by the SIG self-approval procedure.



ASI logo may be placed **larger** than the specified minimum size requirements. **Smaller** than the minimum size requirements are not permitted. The ASI labels are not allowed to be deformed unproportionally.

Colour background

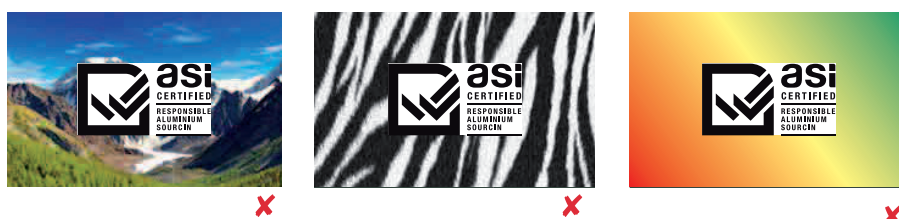
The boxed version of the ASI logo is to be used when logo is printed on a dark background.



Positive criteria to ASI Claim usage with exclusion zone as ghosted area on photographic and patterned Background



No-Go criteria to ASI Claim usage on photographic and patterned Background



A white area of 2mm (standard claim) and 1mm (small claims) must be cut out in case of dark or pattern background

ASI Labeling

ASI 'on-product' logo usage

The mono colour version can be printed in **the darkest colour** in the printing decor or in the predominant color used for the bar code, information text, FSC claim, etc. If ASI logo is to be placed on a dark background, the lightest colour option can be used.



If the claims are following the guideline, they are covered by the self approval procedure of SIG and therefore must not be approved by the ASI certifier.

If the design is a special reproduction of the ASI-Claim, it needs to be approved by the ASI secretariat. The approval process can take 2-3 days.

English



Spanish



French



German



Dutch



ASI Labeling

ASI 'on-product' claims - Spanish

Original	Spanish translation
1. This package supports responsibly produced aluminum, from mine to metal.	Este envase promueve el aluminio producido responsablemente, desde la mina hasta el metal
2. By purchasing this beverage packaging you're contributing to responsible production, sourcing and stewardship of aluminum – worldwide.	Al comprar este envase de bebidas estás contribuyendo a la producción, al abastecimiento y a la gestión responsable del aluminio, en todo el mundo.
3. By purchasing this beverage packaging you're contributing to responsible production of aluminum – worldwide.	Al comprar este envase de bebidas estás contribuyendo a la producción responsable de aluminio - en todo el mundo
4. This beverage packaging carries the ASI label, demonstrating that we support the responsible production of aluminum (or aluminum foil).	Este envase de bebidas lleva la etiqueta ASI, demostrando que apoyamos la producción responsable de aluminio (o alternativamente: productos de hoja fina de aluminio).
5. ASI certification supports responsible management where worker health and safety are protected, no child labour is used, and biodiversity is safeguarded.	La certificación ASI apoya la gestión responsable en la que se protege la salud y la seguridad de los trabajadores, no se utiliza el trabajo infantil y se salvaguarda la biodiversidad.
6. ASI-certified aluminum sourcing supports the well-being of workers' health and rights along the supply chain.	El abastecimiento de aluminio con certificación ASI apoya el bienestar, la salud y los derechos de los trabajadores a lo largo de la cadena de suministro.
7. ASI-certified aluminum sourcing supports protection of human rights along the supply chain.	El abastecimiento de aluminio con certificación ASI apoya la protección de los derechos humanos a lo largo de la cadena de suministro
8. ASI-certified aluminum sourcing supports the reduction of industrial waste and foster recycling of scrap.	El abastecimiento de aluminio con certificación ASI apoya a la reducción de los residuos industriales y fomenta el reciclaje de la chatarra de aluminio.
9. When you choose an ASI-labelled beverage packaging you're doing your part to look after the planet's resources.	Cuando eliges un envase de bebidas con la etiqueta ASI, estás aportando tu granito de arena para cuidar los recursos del planeta
10. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain, supported by a broad range of stakeholders. ASI's Performance Standard has 11 sustainability principles that apply everywhere in the world and along the entire aluminum value chain.	ASI es una organización mundial de certificación y definición de normas que establece las bases para una cadena de suministro de aluminio responsable, y que está respaldada por una amplia diversidad de grupos de interés. La Norma de Desempeño de ASI tiene 11 principios de sostenibilidad que se aplican en todo el mundo y a lo largo de toda la cadena de valor del aluminio.
11. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain.	ASI es una organización mundial de certificación y definición de normas que establece las bases para una cadena de suministro de aluminio responsable.
12. ASI – certified ethical, social and environmental performance in the aluminum foil supply chain.	ASI- Acredita el desempeño ético, social y ambiental en la cadena de suministro de productos de hoja fina de aluminio
13. ASI – reducing impacts: in mining and manufacturing and by supporting aluminum recycling	ASI – reducir los impactos: en la minería y la fabricación, apoyando el reciclaje de aluminio
14. ASI – certified leading practice for aluminum sustainability	ASI - líder en la certificación de prácticas sostenibles para el aluminio
15. Certified responsible material sourcing	Abastecimiento responsable de materiales certificada.
16. This package supports responsible sourcing	Este envase promueve el abastecimiento responsable
17. We pursue responsible sourcing	Nos esforzamos por lograr un abastecimiento responsable del material
18. We pursue responsible material sourcing	Procuramos un abastecimiento responsable de materiales

ASI Labeling

ASI 'on-product' claims - Spanish

Original	Spanish translation
19. We are (fully) committed to responsible sourcing	Nos comprometemos (totalmente) con el abastecimiento responsable
20. We are (fully) committed to responsibly sourced materials	Nos comprometemos (totalmente) con el abastecimiento de materiales producidos responsablemente
21. We are (fully) committed to sustainability	Comprometidos con la sostenibilidad
22. I am (fully) committed to responsible sourcing	Estoy (totalmente) comprometido con el abastecimiento responsable
23. I am (fully) committed to responsibly sourced materials	Estoy comprometido con el abastecimiento de materiales producidos responsablemente
24. I am (fully) committed to sustainability	Estoy (totalmente) comprometido con la sostenibilidad
25. I support responsible sourcing	Apoyo el abastecimiento responsable
26. I support responsible material sourcing	Apoyo el abastecimiento de materiales producidos responsablemente
27. Our packaging supports responsible aluminium sourcing	Nuestros envases apoyan el abastecimiento responsable de aluminio

ASI Labeling

ASI 'on-product' claims - French

Original	French translation
1. This package supports responsibly produced aluminum, from mine to metal.	Cet emballage soutient l'approvisionnement responsable en aluminium, de la mine au métal (ou de l'extraction jusqu'au produit fini).
2. By purchasing this carton you're contributing to responsible production, sourcing and stewardship of aluminum – worldwide.	En achetant cette brique (en carton), vous contribuez à une production, un approvisionnement et une gestion responsable de l'aluminium à travers le monde.
3. By purchasing this carton you're contributing to responsible production of aluminum – worldwide.	En achetant cette brique (en carton), vous contribuez à une production responsable de l'aluminium à travers le monde.
4. This package carries the ASI label, demonstrating that we support the responsible production of aluminum (or aluminum foil).	Cet emballage comporte le logo ASI, démontrant notre volonté de soutenir la production responsable d'aluminium.
5. ASI certification supports responsible management where worker health and safety are protected, no child labour is used, and biodiversity is safeguarded.	La certification ASI soutient une gestion responsable où la santé et la sécurité des travailleurs sont protégées, le travail des enfants est interdit et la biodiversité préservée.
6. ASI-certified aluminum sourcing supports the well-being of workers' health and rights along the supply chain.	L'approvisionnement en aluminium certifié ASI soutient le bien-être, la santé et les droits des travailleurs tout au long de la chaîne d'approvisionnement.
7. ASI-certified aluminum sourcing supports protection of human rights along the supply chain.	L'approvisionnement en aluminium certifié ASI soutient la protection des droits de l'homme tout au long de la chaîne d'approvisionnement.
8. ASI-certified aluminum sourcing supports the reduction of industrial waste and foster recycling of scrap.	L'approvisionnement en aluminium certifié ASI soutient la réduction des déchets industriels et favorise leur recyclage.
9. When you choose an ASI-labelled beverage carton you're doing your part to look after the planet's resources.	Lorsque vous choisissez un emballage avec le logo ASI, vous faites un geste pour protéger les ressources de la planète.
10. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain, supported by a broad range of stakeholders. ASI's Performance Standard has 11 sustainability principles that apply everywhere in the world and along the entire aluminum value chain.	ASI est une organisation mondiale de normalisation et de certification qui établit les fondements d'une chaîne d'approvisionnement responsable de l'aluminium, soutenue par un vaste nombre d'acteurs. La Norme de Performance de l'ASI comprend 11 principes de durabilité applicables partout dans le monde et tout au long de la chaîne de valeur de l'aluminium.
11. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain.	ASI est une organisation mondiale de normalisation et de certification qui établit les fondements d'une chaîne d'approvisionnement responsable de l'aluminium.
12. ASI – certified ethical, social and environmental performance in the aluminum foil supply chain.	ASI : performance éthique, sociale et environnementale certifiée au sein de la chaîne de valeur des feuilles d'aluminium
13. ASI – reducing impacts: in mining and manufacturing and by supporting aluminum recycling	ASI: réduire les impacts au niveau de l'exploitation minière, et de la production en soutenant le recyclage de l'aluminium
14. ASI – certified leading practice for aluminum sustainability	ASI: pratiques pionnières certifiées pour la durabilité de l'aluminium.
15. Certified responsible material sourcing	Matériau certifié approvisionnement responsable
16. This package supports responsible sourcing	Cet emballage soutient l'approvisionnement responsable.
17. We pursue responsible sourcing	Nous visons l'approvisionnement responsable
18. We pursue responsible material sourcing	Nous visons l'approvisionnement responsable en matériaux

ASI Labeling

ASI 'on-product' claims - French

Original	French translation
19. We are (fully) committed to responsible sourcing	Nous nous engageons (totalemt) pour l'approvisionnement responsable
20. We are (fully) committed to responsibly sourced materials	Nous nous engageons (totalemt) pour les matériaux approvisionnés de manière responsable
21. We are (fully) committed to sustainability	Nous nous engageons (totalemt) pour le développement durable
22. I am (fully) committed to responsible sourcing	Je suis (totalemt) engagé(e) pour l'approvisionnement responsable
23. I am (fully) committed to responsibly sourced materials	Je suis (totalemt) engagé(e) pour les matériaux approvisionnés de manière responsable
24. I am (fully) committed to sustainability	Je suis (totalemt) engagé(e) pour le développement durable
25. I support responsible sourcing	Je soutiens l'approvisionnement responsable
26. I support responsible material sourcing	Je soutiens l'approvisionnement responsable en matériaux
27. Our packaging supports responsible aluminium sourcing	Notre emballage soutient l'approvisionnement responsable en aluminium

ASI Labeling

ASI 'on-product' claims - German

Original	German translation
1. This package supports responsibly produced aluminum, from mine to metal.	Diese Verpackung unterstützt verantwortungsvoll produziertes Aluminium, von der Mine bis hin zum Metall.
2. By purchasing this carton you're contributing to responsible production, sourcing and stewardship of aluminum – worldwide.	Mit dem Kauf dieses Kartons tragen Sie zu einer verantwortungsvollen Produktion, Beschaffung und Verwaltung von Aluminium bei - weltweit.
3. By purchasing this carton you're contributing to responsible production of aluminum – worldwide.	Mit dem Kauf dieses Kartons tragen Sie zu einer verantwortungsvollen Produktion von Aluminium bei - weltweit.
4. This package carries the ASI label, demonstrating that we support the responsible production of aluminum (or aluminum foil).	Diese Verpackung ist mit dem ASI-Label gekennzeichnet, wodurch gezeigt wird, dass wir die verantwortungsvolle Produktion von Aluminium (oder Aluminiumfolie) unterstützen.
5. ASI certification supports responsible management where worker health and safety are protected, no child labour is used, and biodiversity is safeguarded.	Die ASI-Zertifizierung unterstützt ein verantwortungsbewusstes Wirtschaften, bei dem die Gesundheit und Sicherheit der Arbeitnehmer geschützt wird, keine Kinderarbeit eingesetzt wird und die Biodiversität gewahrt bleibt.
6. ASI-certified aluminum sourcing supports the well-being of workers' health and rights along the supply chain.	Die Beschaffung von ASI-zertifizierte Aluminium unterstützt das gesundheitliche Wohlergehen und die Rechte der Arbeitnehmer entlang der Lieferkette.
7. ASI-certified aluminum sourcing supports protection of human rights along the supply chain.	Die Beschaffung von ASI-zertifizierte Aluminium unterstützt den Schutz der Menschenrechte entlang der Lieferkette.
8. ASI-certified aluminum sourcing supports the reduction of industrial waste and foster recycling of scrap.	Die Beschaffung von ASI-zertifizierte Aluminium unterstützt die Reduzierung von Industrieabfällen und fördert das Recycling von Altmaterial.
9. When you choose an ASI-labelled beverage carton you're doing your part to look after the planet's resources.	Wenn Sie sich für einen Getränkekarton mit ASI-Zertifizierung entscheiden, tragen Sie dazu bei, die Ressourcen unseres Planeten zu schonen.
10. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain, supported by a broad range of stakeholders. ASI's Performance Standard has 11 sustainability principles that apply everywhere in the world and along the entire aluminum value chain.	ASI ist eine globale Normungs- und Zertifizierungsorganisation, die den Grundstein für eine verantwortungsvolle Aluminium-Lieferkette legt, welche von einem breiten Interessenkreis unterstützt wird. Der Leistungsstandard von ASI umfasst 11 Nachhaltigkeitsprinzipien, die überall auf der Welt und entlang der gesamten Aluminium-Wertschöpfungskette gelten.
11. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain.	ASI ist eine globale Normungs- und Zertifizierungsorganisation, die den Grundstein für eine verantwortungsvolle Aluminium-Lieferkette legt.
12. ASI – certified ethical, social and environmental performance in the aluminum foil supply chain.	ASI – zertifizierte ethische, soziale und ökologische Leistungen in der Aluminiumfolien-Lieferkette.
13. ASI – reducing impacts: in mining and manufacturing and by supporting aluminum recycling	ASI – Verringerung der Umweltauswirkungen: Im Bergbau und in der Herstellung und durch Unterstützung des Aluminiumrecyclings.
14. ASI – certified leading practice for aluminum sustainability	ASI – zertifizierte führende Verfahren für die Nachhaltigkeit von Aluminium.
15. Certified responsible material sourcing	Zertifizierte verantwortungsvolle Materialbeschaffung.
16. This package supports responsible sourcing	Diese Verpackung unterstützt die verantwortungsvolle Beschaffung.

ASI Labeling

ASI 'on-product' claims - German

Original	German translation
17. We pursue responsible sourcing	Wir streben eine verantwortungsvolle Beschaffung an.
18. We pursue responsible material sourcing	Wir streben eine verantwortungsvolle Materialbeschaffung an.
19. We are (fully) committed to responsible sourcing	Wir verpflichten uns (vollständig) zu einer verantwortungsvollen Beschaffung.
20. We are (fully) committed to responsibly sourced materials	Wir verpflichten uns (vollständig) zu verantwortungsvoll beschafften Materialien.
21. We are (fully) committed to sustainability	Wir sind der Nachhaltigkeit (vollkommen) verpflichtet.
22. I am (fully) committed to responsible sourcing	Ich setze mich (vollständig) für eine verantwortungsvolle Beschaffung ein.
23. I am (fully) committed to responsibly sourced materials	Ich setze mich (vollständig) für verantwortungsvoll beschaffte Materialien ein.
24. I am (fully) committed to sustainability	Ich bin der Nachhaltigkeit (vollständig) verpflichtet.
25. I support responsible sourcing	Ich unterstütze verantwortungsvolle Beschaffung.
26. I support responsible material sourcing	Ich unterstütze verantwortungsvolle Materialbeschaffung.
27. Our packaging supports responsible aluminium sourcing	Unsere Verpackung unterstützt verantwortungsvolle Aluminiumbeschaffung.

ASI Labeling

ASI 'on-product' claims - Dutch

Original	Dutch translation
1. This package supports responsibly produced aluminum, from mine to metal.	Deze verpakking draagt bij aan verantwoord geproduceerd aluminium, van mijnbouw tot aan het metaal.
2. By purchasing this carton you're contributing to responsible production, sourcing and stewardship of aluminum – worldwide.	Door de aankoop van dit drankenkarton draagt u bij aan verantwoorde productie, inkoop en rentmeesterschap van aluminium - wereldwijd.
3. By purchasing this carton you're contributing to responsible production of aluminum – worldwide.	Met de aankoop van dit drankenkarton draagt u bij aan verantwoorde productie van aluminium - wereldwijd.
4. This package carries the ASI label, demonstrating that we support the responsible production of aluminum (or aluminum foil).	Dit pakket draagt het ASI-label, wat aantoont dat we de verantwoorde productie van aluminium (of aluminiumfolie) ondersteunen.
5. ASI certification supports responsible management where worker health and safety are protected, no child labour is used, and biodiversity is safeguarded.	ASI-certificering ondersteunt verantwoord management, waarbij de gezondheid en veiligheid van werknemers worden beschermd, er geen gebruik wordt gemaakt van kinderarbeid en de biodiversiteit wordt gewaarborgd.
6. ASI-certified aluminum sourcing supports the well-being of workers' health and rights along the supply chain.	ASI-gecertificeerde aluminiuminkoop draagt bij aan het welzijn, de gezondheid en de rechten van werknemers in de gehele waardeketen.
7. ASI-certified aluminum sourcing supports protection of human rights along the supply chain.	ASI-gecertificeerde aluminiuminkoop draagt bij aan de bescherming van mensenrechten in de gehele waardeketen.
8. ASI-certified aluminum sourcing supports the reduction of industrial waste and foster recycling of scrap.	ASI-gecertificeerde aluminiuminkoop draagt bij aan de vermindering van industrieel afval en bevordert recycling van metaalafval.
9. When you choose an ASI-labelled beverage carton you're doing your part to look after the planet's resources.	Wanneer u kiest voor een drankenkarton met het ASI-label, draagt u uw steentje bij om voor de hulpbronnen van de planeet te zorgen.
10. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain, supported by a broad range of stakeholders. ASI's Performance Standard has 11 sustainability principles that apply everywhere in the world and along the entire aluminum value chain.	ASI is een wereldwijde standaardisatie- en certificeringsorganisatie voor een verantwoorde aluminium waardeketen, ondersteund door een brede groep van belanghebbenden. De ASI Performance Standaard definieert 11 duurzaamheidsprincipes die overal ter wereld en in de gehele aluminium waardeketen van toepassing zijn.
11. ASI is a global standard-setting and certification organisation that lays the foundation for a responsible aluminum supply chain.	ASI is een wereldwijde standaardisatie- en certificeringsorganisatie voor een verantwoorde aluminium waardeketen.
12. ASI – certified ethical, social and environmental performance in the aluminum foil supply chain.	ASI - gecertificeerde ethische, sociale en milieuprestaties in de waardeketen voor aluminiumfolie.
13. ASI – reducing impacts: in mining and manufacturing and by supporting aluminum recycling	ASI - vermindering van impact: in mijnbouw en productie, en door het ondersteunen van het recyclen van aluminium.
14. ASI – certified leading practice for aluminum sustainability	ASI - gecertificeerde toonaangevende praktijk voor duurzaamheid van aluminium
15. Certified responsible material sourcing	Gecertificeerde verantwoorde inkoop van materialen
16. This package supports responsible sourcing	Deze verpakking ondersteunt het verantwoord inkopen
17. We pursue responsible sourcing	Wij streven naar verantwoorde inkoop
18. We pursue responsible material sourcing	Wij streven naar verantwoorde inkoop van materialen
19. We are (fully) committed to responsible sourcing	Wij zetten ons (volledig) in voor een verantwoorde inkoop
20. We are (fully) committed to responsibly sourced materials	Wij zetten ons (volledig) in voor verantwoord ingekochte materialen
21. We are (fully) committed to sustainability	Wij zetten ons (volledig) in voor duurzaamheid

ASI Labeling

ASI 'on-product' claims - Dutch

Original	Dutch translation
22. I am (fully) committed to responsible sourcing	Ik ben (volledig) toegewijd aan verantwoorde inkoop
23. I am (fully) committed to responsibly sourced materials	Ik zet me (volledig) in voor verantwoord ingekochte materialen
24. I am (fully) committed to sustainability	Ik zet me (volledig) in voor duurzaamheid
25. I support responsible sourcing	Ik steun het verantwoord inkopen
26. I support responsible material sourcing	Ik steun het verantwoord inkopen van materialen
27. Our packaging supports responsible aluminium sourcing	Onze verpakking steunt de verantwoorde inkoop van aluminium