



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

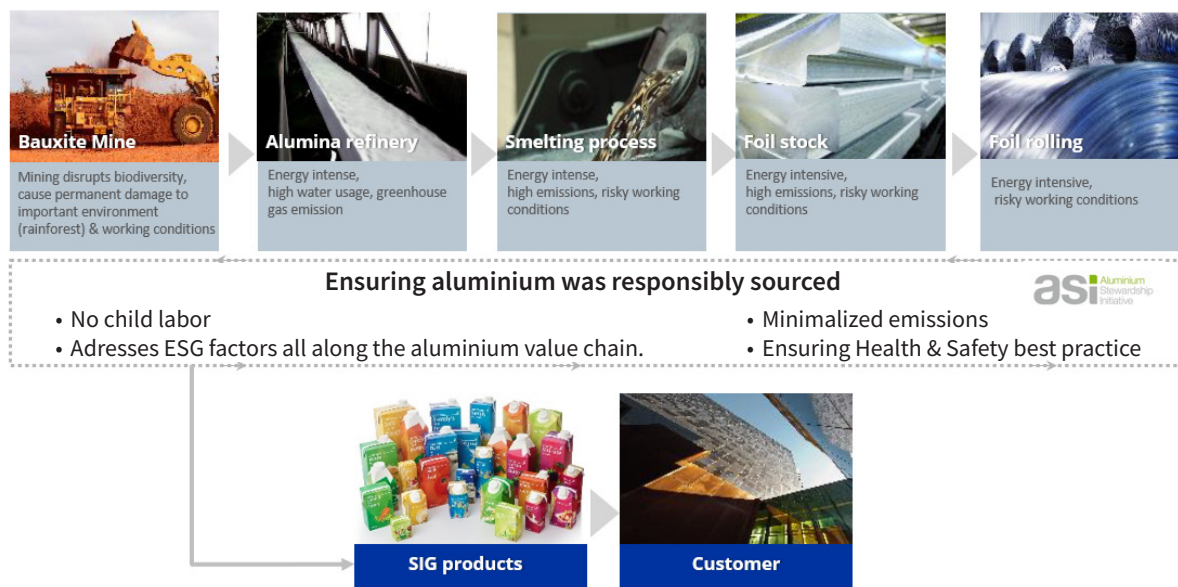
The ASI certification backed by credible civil associations such as the International Union for Conservation of Nature (IUCN) and the World Wildlife Fund (WWF), which are also represented in ASI's Board of Directors, enables users to demonstrate responsibility and provide independent assurance.

Main benefits of using ASI certified aluminum

- Addresses Environmental, Social and Governance (ESG) factors all along the aluminium value chain.
- Requirements focused on effective management, monitoring, and reduction of pollutants/emissions to water, land, air.
- 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 July 2024), which allows our customers to claim the ASI label on package to demonstrate their commitment to 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.

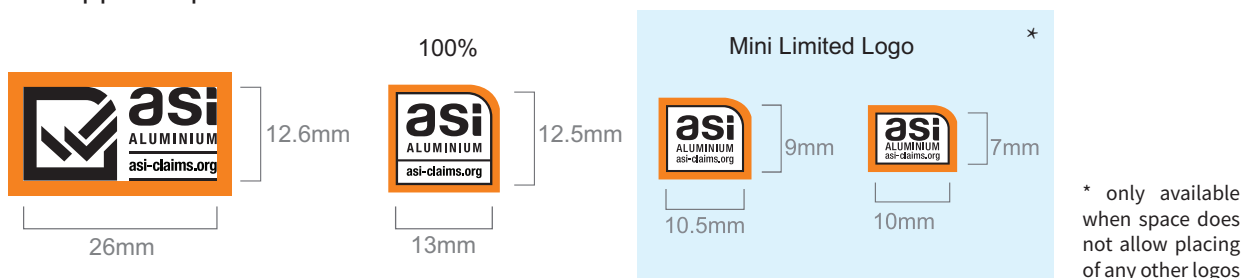
SIG is committed to promote the responsible production, sourcing and stewardship of aluminum and aims at addressing and reducing the impacts of aluminum production through the ASI certification: from mines, smelters and casting to semi-fabrication and manufacture of products containing aluminum.

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.



The orange area describes the clear space which is for the landscape standard logo 2 mm and for the smaller versions 1 mm.

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 white area on photographic and patterned Background



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



The examples shown are scaled-down representations. The dimensions of their logos used are not mandatory.

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.

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 supporting responsible production, sourcing and stewardship of aluminum – worldwide.	Al comprar este envase de cartón estás apoyando a la producción, al abastecimiento y a la gestión responsable del aluminio, en todo el mundo.
3. By purchasing this beverage packaging you're supporting responsible production of aluminum – worldwide.	Al comprar este envase de cartón estás apoyando 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 cartón lleva la etiqueta ASI, demostrando que apoyamos la producción responsable de aluminio (o alternativamente: productos de hoja fina de aluminio).
5. 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.
6. 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.
7. 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.
8. ASI – certified leading practice for aluminum sustainability	ASI - líder en la certificación de prácticas sostenibles para el aluminio
9. Certified responsible material sourcing	Abastecimiento responsable de materiales certificada.
10. This package supports responsible sourcing for aluminium	Este envase de cartón apoya el abastecimiento responsable de aluminio.
11. 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 beverage packaging you're supporting responsible production, sourcing and stewardship of aluminum – worldwide.	En achetant cette brique (en carton), vous soutenez une production, un approvisionnement et une gestion responsable de l'aluminium à travers le monde.
3. By purchasing this beverage packaging you're supporting responsible production of aluminum – worldwide.	En achetant cette brique (en carton), vous soutenez 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-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
6. 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.
7. 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.
8. ASI – certified leading practice for aluminum sustainability	ASI: pratiques pionnières certifiées pour la durabilité de l'aluminium.
9. Certified responsible material sourcing	Matériau certifié approvisionnement responsable
10. This package supports responsible sourcing for aluminium	Cet emballage soutient l'approvisionnement d'aluminium responsable.
11. 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 beverage packaging you're supporting responsible production, sourcing and stewardship of aluminum – worldwide.	Mit dem Kauf dieses Kartons unterstützen Sie eine verantwortungsvolle Produktion, Beschaffung und Verwaltung von Aluminium, weltweit.
3. By purchasing this beverage packaging you're supporting responsible production of aluminum – worldwide.	Mit dem Kauf dieses Kartons unterstützen Sie eine verantwortungsvolle Produktion von Aluminium, 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-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.
6. 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.
7. 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.
8. ASI – certified leading practice for aluminum sustainability	ASI – zertifizierte führende Verfahren für die Nachhaltigkeit von Aluminium.
9. Certified responsible material sourcing	Zertifizierte verantwortungsvolle Materialbeschaffung.
10. This package supports responsible sourcing for aluminium	Diese Verpackung unterstützt die verantwortungsvolle Beschaffung von Aluminium.
11. 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 beverage packaging you're supporting responsible production, sourcing and stewardship of aluminum – worldwide.	Door de aankoop van dit drankenkarton steunt u bij aan verantwoorde productie, inkoop en rentmeesterschap van aluminium - wereldwijd.
3. By purchasing this beverage packaging you're supporting responsible production of aluminum – worldwide.	Met de aankoop van dit drankenkarton steunt 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-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.
6. 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.
7. 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.
8. ASI – certified leading practice for aluminum sustainability	ASI - gecertificeerde toonaangevende praktijk voor duurzaamheid van aluminium
9. Certified responsible material sourcing	Gecertificeerde verantwoorde inkoop van materialen
10. This package supports responsible sourcing for aluminium	Deze verpakking ondersteunt het verantwoorde inkoop van aluminium.
11. Our packaging supports responsible aluminium sourcing	Onze verpakking steunt de verantwoorde inkoop van aluminium