

ASI ON PRODUCT CLAIMS

WORKSHOP AT ASI AGM IN MOLDE 2019



A person with blonde hair, wearing a grey t-shirt and blue shorts, stands on a large, mossy rock in a dense forest. Their arms are raised in a 'V' shape towards the sky. The background is filled with tall trees and green foliage. Four green circular callouts with white borders are arranged horizontally across the lower half of the image, each containing white text. The overall scene conveys a sense of nature, growth, and achievement.

SIG at a glance

**Importance of
responsible
packaging**

**ASI style guide
technical
limitations**

**ASI On Product
claim**



SIG AT A GLANCE
**35 BN CARTON PACKS
FOR LEADING LIQUID
DAIRY, NON
CARBONATED SOFT
DRINKS AND FOOD
MANUFACTURERS
WORLDWIDE**

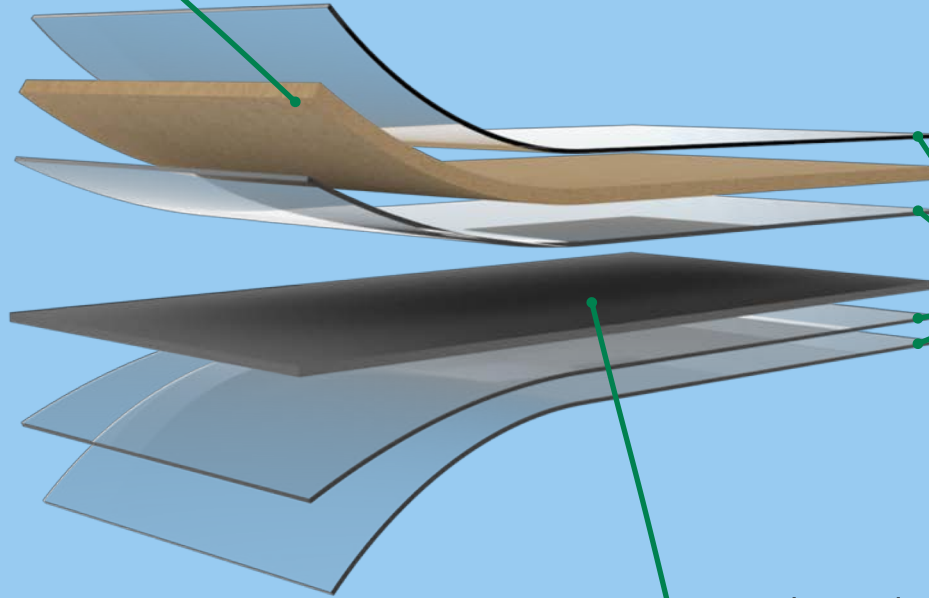


SIG AT A GLANCE
**35 BN CARTON PACKS
EQUALS ABOUT 10.000
DIFFERENT DECOR
DESIGNS**



ASEPTIC CARTON

Around 75% Paper board



Around 21% plastic coating

Around 4% Aluminum layer

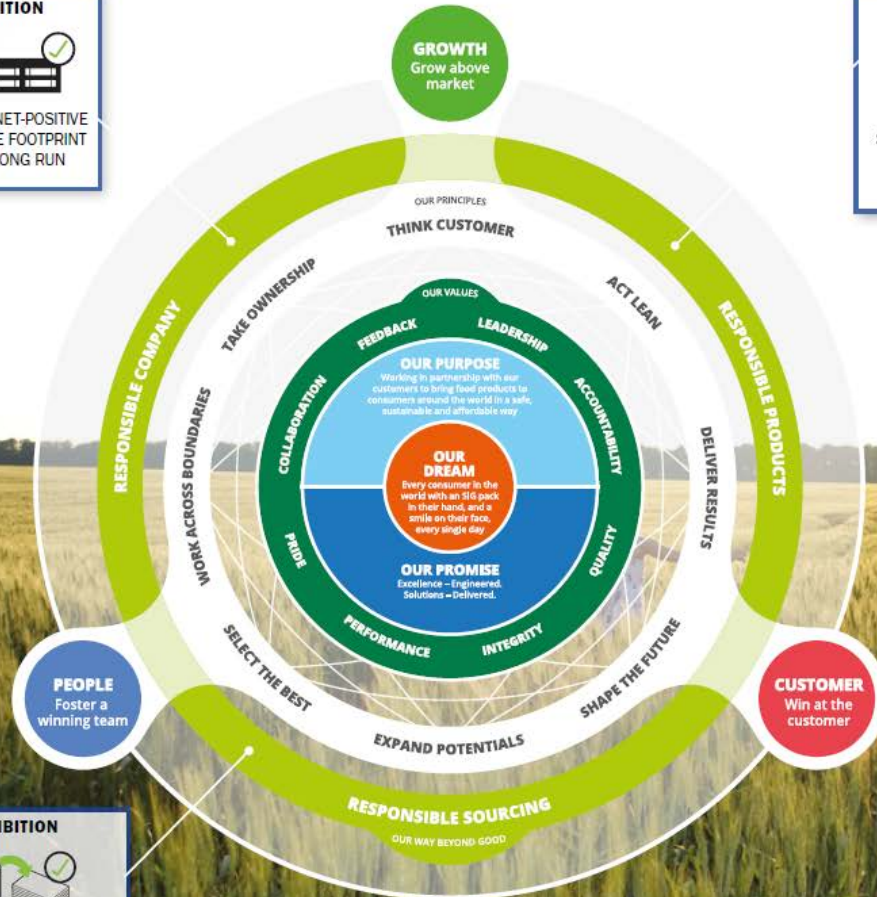
Our strategy

We partner with our customers to bring food products to consumers around the world in a safe, sustainable and affordable way.

That's our corporate purpose and we fulfil it responsibly. Our business strategy – we call it our Corporate Compass – sets out how.

Our purpose and values are at the heart of the Compass. And three key ambitions on responsibility define the way we run our company, source our raw materials and design our products. These ambitions and our accompanying roadmap support our business goals around people, growth and customers.

Responsibility is built into our business strategy and everything we do. But we want to go further. We have set ourselves a series of stretching ambitions to go *Way Beyond Good*.



GROWING CONSUMER DEMAND FOR RESPONSIBLE PRODUCTS

84%

of consumers seek out responsible products whenever possible*

*Cone Communications

4%

annual sales growth for global consumer goods from brands with demonstrated commitment to sustainability*

*Nielsen

90%

of consumers would switch brands to one associated with a social or environmental cause*

*Cone Communications

SIG

RESPONSIBLE PRODUCT CONCEPT REQUIRES RESPONSIBLE PACKAGING

EASY TO UNDERSTAND AND TRUTHFUL ON PACK CLAIMS ARE KEY TO ADD VALUE AND INFORM CONSUMERS



ms Guide

ON PRODUCT CLAIM IS MISSING



Claims relating to ASI
Membership



Claims relating to the
ASI Performance Standard



Claims relating to the
ASI Chain of Custody Standard



Claim for on product
communication ?

ON PRODUCT CLAIM REQUIREMENTS

- Easy to understand by non experts
- Fitting to different types of product
- Different claim sizes (one liner, mini, standard)
- Truthful wording
 - Recognizing multi material products and packaging
- Considering the limitations of different industries when defining requirements on
 - Size
 - Color
 - Free space
 - Etc.



Information required by ASI for Claims Approvals

Please provide the following information in support of your request for approval of a product-related claim. (This can be submitted in elementAI, ASI's Assurance Platform – contact the ASI Secretariat for account access).

| | | | |
|---|--|---|----|
| Name of ASI Member | SIG | | |
| ASI Performance Standard Certification number | #7 | ASI Chain of Custody Certification number (if applicable) | #8 |
| Type and/or description of product/s (e.g., bauxite, alumina, primary aluminium, secondary aluminium, semi-fabricated product, or component or final product for aerospace, automotive, construction, consumer durables, engineering, IT, packaging or other) | aseptic carton materials | | |
| Identify whether this is for a single type of product, or a group of related products that is under a common management system | group of products – aseptic cartons | | |
| Proposed claim/s – text or visual (please add details and content, or attach graphic for review) | xxx | | |
| Proposed location of claim (explain where the claim will appear, and how it will be applied e.g., printed, embossed etc) | printed on-pack | | |
| Who are the recipients of the claim (e.g., B2B/supply chain, consumers) | consumers | | |
| When will the product claim/s be launched (e.g., as soon as approval received, or future date) | as soon as possible | | |
| Other information or questions to ASI | | | |
| Contact person for this request (include name, job title, email and phone number) | Udo M. Felten Manager Product Related Global Environmental Sustainability & Affairs | | |
| ASI administrative use | | | |
| • Approval date: | | | |
| • Renewal follow-up date: | | | |

10.000+ DECORS

ALSO RETHINK PROCESSES

- How can companies handle single approval loops when dealing with thousands of on product claim uses a year
- How can ASI staff survive and handle massive on product claim uses
- How can fast respond times ensured, in order not to disrupt production lead times
- Is a self approval system, which is audited during ASI COC a possible silver bullet ?

ASI CLAIM TECHNICAL LIMITATIONS

COLORS



The predefined ASI claim colors according to the style guide are not in use in the design work out. The used colors are in accordance with the customer décor.

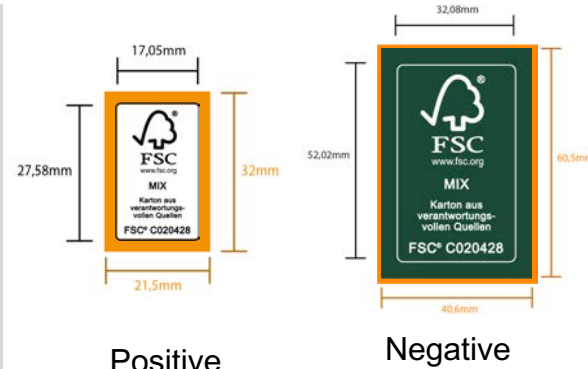
To ensure a flexible usage of the ASI claim, the darkest color in the customers design should be allowed as an alternative to the preferred color set.

ASI CLAIM TECHNICAL LIMITATIONS

POSITIVE VS. NEGATIVE CLAIM

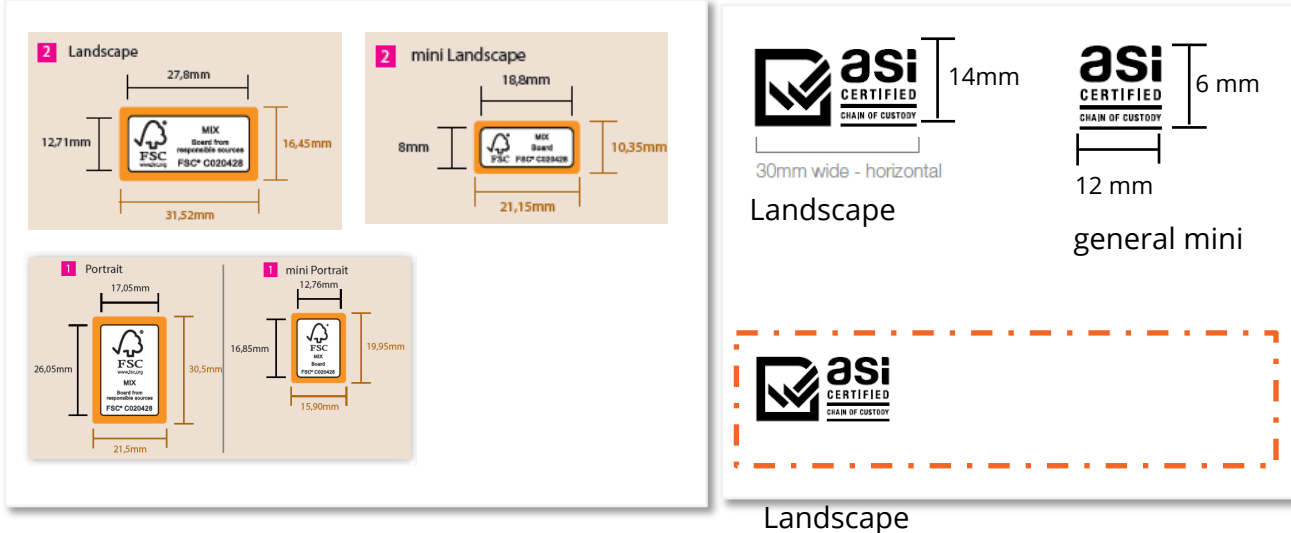
Printing the ASI claim in negative (white) would result in a claim twice as big.

Our rotogravure printing technology requires for white / negative text and lines a minimum thickness of 0,2 mm.



ASI CLAIM TECHNICAL LIMITATIONS

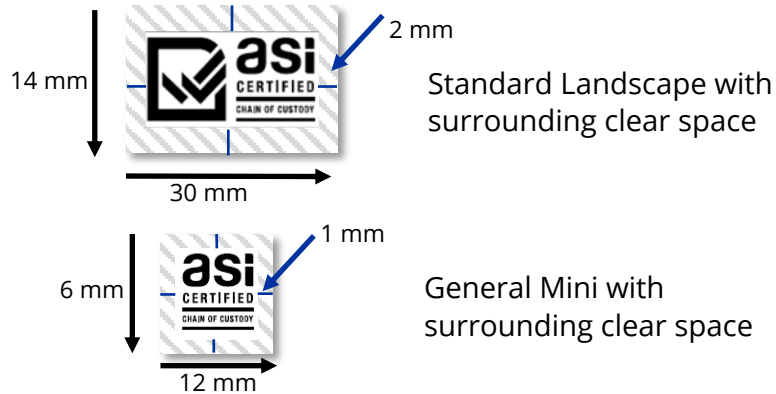
SIZES



The shown FSC samples are defined as minimum size according to our print requirements e.g. requiring 0,1 mm line thickness.
A mini claim variant would be important for formats up to 500ml in order to be able to place it on small formats (starting from 80ml filling volume)

ASI CLAIM TECHNICAL LIMITATIONS

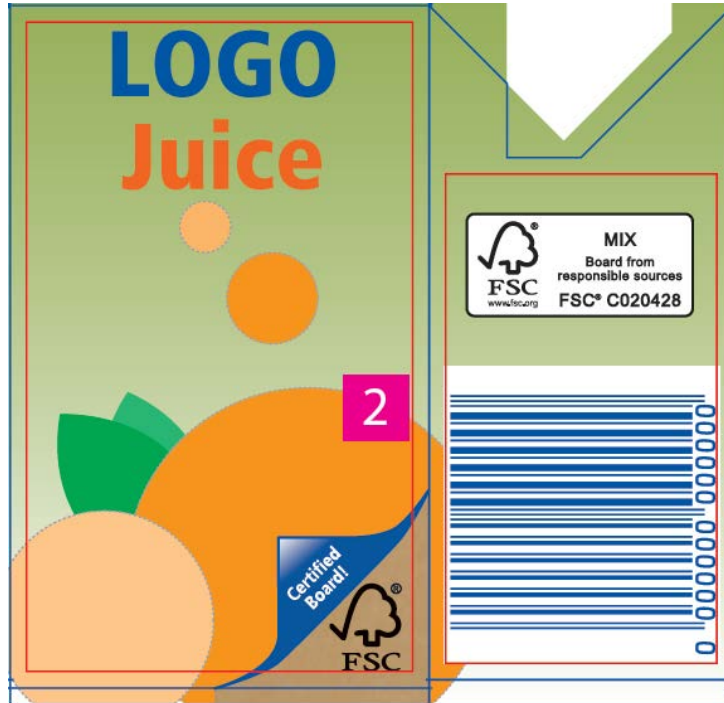
SURROUNDING CLEAR SPACE



Due to space limitations on most decors, a reduction option of the surrounding clear space is crucial

The placement of the ASI claim on the carton bottom should always be allowed.

FSC CLAIM USE EXAMPLES





Thank you