

Sustainability Report

What steps are we taking to reduce our footprint?

Brand Statement and Mission

For over 50 years, ASL Print FX has been a leader in the label and packaging businesses. Using state of the art printing technology, ASL combines hard work, dedication and technological innovation to produce labels, envelopes, and other promotional products to the highest standard. Our philosophy is to collaborate with our clients to provide efficient solutions that ensure their brand success. ASL is committed and trusted to bring your brand vision to shelf - and truly demonstrate the power of one label.

Core Values

Innovation, growth and trust are core pillars of ASL Print FX. Thus, it is of the utmost importance to uphold these values when producing and disposing of our production materials. ASL is a proud participant in numerous green initiatives and sustainability projects with hopes of making a positive difference in today's global climate.

ASL's Green Projects

Cascades Recovery Plus Program

ASL Print FX has invested in a partnership with Cascades in their Recovery Plus program. All waste from our facility is collected from our plants, diverted from landfill, and sorted into waste that can be recycled or used for green incarnation into power. In 2019, the Recovery Program helped the environment by saving 8,974 mature trees and 24,532,668 liters of water. In addition, ASL diverted 2,156 cubic yards of garbage from landfill and saved enough electricity to power 133 homes for a year

Roto-Control Waste Reduction

The Advanced Vision Technology (AVT) and Roto-Control finishing system scans each individual label for quality control and consistency. This cuts down on waste and ensures the highest quality final product. If a defective label is found- the AVT advises the pressman and takes note of the defect which is sent to the Roto-Control. The Roto-Control system only cuts out defective labels from the AVT system, at a high speed, to reduce waste.

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ASL's Ink Program

ASL Print FX has partnered with Sun Chemical to install an ink formulation machine in order to mix inks in house. Mixing inks on demand reduces the quantity of wasted ink and the environmental cost of shipping. Any leftover ink is added to the ink used by ASL's envelope division for the security patterns. These intelligent production and recycling techniques allow us to refrain from wasting raw materials.

FSC and Rainforest Alliance

ASL Print FX is proud to hold both FSC and Rainforest Alliance Certificates, which ensure that policies and procedures are in place for the benefit of the environment. Specifically, the FSC certification confirms that products come from responsibly managed forests that provide environmental, social and economic benefits¹.

RafCycle Liner Recycling Program

ASL has the capability to move clients to a recyclable 0.92 PET Liner. This liner is recyclable and picked up for disposal by our partners at Raflatac. It is thinner and therefore less material is used - allowing for more labels per roll. This program encourages the continuous reinforcement of sustainability, cost savings, and ensures ongoing ease of operation².



1. Forest Stewardship Council

2. RISI, Pöyry, UPM