



**For Immediate Release:
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World Label Award presented to ASL Print FX

(PALM BEACH, Fla.) - ASL Print FX has been awarded the **World Label Award** for technical achievement in printing of the Dan Aykroyd Sauvignon Blanc label. This label was judged in the Flexo Multi-Process Color Process category by the **World Label Award Association**. ASL Print FX had previously taken Best of Show at the 2010 TLMI awards competition for the printing of the Dan Aykroyd Sauvignon Blanc label in October 2010 which qualified them to be judged for a World Label Award.

The World Label Competition is composed of six local label associations that represent the continents on which they operate. Top entries from the following associations are pitted against each other in the WLAA: (FINAT) Europe, the TLMI (North America) the JFLP (Japan), the LMAI (India), LATMA (Australia) and SALMA (New Zealand).

The Dan Aykroyd label was printed stochastically to enhance print quality using UV-flexo inks. Unique treatments include holographic cold foil, matte/gloss varnish, gold hot-stamping, and raised varnish silk screening.

“We are thrilled to be recognized by the judges as world class in technical achievement.” says Charlie MacLean, president and CEO of ASL Print FX.

ASL Print FX provides innovative print solutions to brand owners and their agency partners in wine & spirits, consumer packaged goods, automotive, envelope and promotional markets. They operate 2 locations in Vaughan, Ontario Canada and Winston-Salem, North Carolina USA.

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