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CONTACT

Vanessa Acuna
(323) 669-5700

FOR IMMEDIATE RELEASE

ASG and Bert-Co Join Forces in Strategic Co-Operation

London & Los Angeles — ASG and Bert-Co are pleased to announce their strategic supply agreement aimed to ensure manufacturing capabilities for ASG Europe customers requiring retail packaging in the United States and for Bert-Co customers requiring retail packaging in Europe. The skills, know-how and innovation of the two companies in their respective regions will bring to their respective customers operating in the different industries new solutions and opportunities. The supply agreement provides unparalleled creative resources, proprietary innovations, and significant manufacturing capabilities on two continents. It will offer customers unique capabilities to create and source bespoke and special packaging simultaneously in North America and Europe.

Commenting on the partnership, Chuck Stay CEO of Bert-Co Industries, stated “This strategic supply agreement with ASG allows Bert-Co to service the needs of our customers that require global manufacturing solutions, which is critical in today’s market. The strength of ASG in Europe is second to no one, we are proud to have a partner that has a history of satisfying the needs and requirements of the industry’s most demanding customers”.

“We are pleased to be working with Bert-Co, an industry leader known for creativity, innovation, and customer service”, stated Tony Garnish, CEO of ASG. “We share a common focus on customer satisfaction, competitiveness, and superior execution on all major levels. The strengths of our two companies will surely offer unparalleled resources and capabilities for current and future projects.”

About ASG Group: ASG is a leading European specialty-packaging manufacturer as well as creative solutions and digital data management provider. ASG’s customers are among the most recognizable and well respected global brands active in the Home Entertainment, Games and Music industries as well as in Beauty and Personal Care. ASG is a portfolio company of Atlas Holdings. For more information, please visit www.asg-worldwide.com.

About Bert-Co: Founded in 1930 by Berton P. Couturier. The first print shop was located on Broadway Street in the heart of Downtown Los Angeles. Early work included printing matchbook covers and travel brochures with letterpress equipment. Later work included imprinting the center labels for vinyl records and eventually record jackets for many major record labels. In the 1960’s, Bert-Co had the distinction of producing the first record jacket printed in the U.S. for The Beatles. In the 1980’s, Bert-Co became well known to software and computer gaming systems such as Atari. In the mid 2000’s Bert-Co expanded towards the east with an additional plant located in Pulaski, TN, and opened a China sourcing office producing high-end packaging.

Bert-Co continues to evolve into new avenues including specialty packaging to iconic brands and luxury markets, including, beauty, distilled beverage, fancy food and entertainment. Bert-Co excels at unusual coatings, unique substrates, and sophisticated structures. For more information, please visit www.bertco.com.