



NAPIM BIO-DERIVED RENEWABLE CONTENT LABELING PROGRAM GUIDELINES

For Ink Manufacturers and Raw Material Suppliers

Objective

To provide a universal program for the printing ink industry for calculating and reporting the bio-derived renewable content (BRC) of an ink as delivered to the printer. It includes a NAPIM registered label that can be applied to the ink container and a comparable design for use by the printer on the printed product if desired.

Introduction

The BRC labeling program was developed by the NPIRI Environmental Impact Committee and is the first phase of a comprehensive NAPIM initiative for evaluating and minimizing printing inks' environmental impact. This first step is focused on the use of bio-derived renewable materials in printing ink. The BRC Index is an important and quantifiable value that can be used in conjunction with the already established guidelines for safety, VOC content, hazardous air pollutants (HAPs), presence of heavy metals, and the toxicity of raw materials.

It is important to understand that the amount of bio-derived materials that can be utilized is heavily dependent on the printing process and application due to the physical/chemical requirements of the printing press and means of drying the printed ink film. Therefore, it is not possible to make direct comparisons of the percent level of bio-derived renewable materials from one printing process to another because of widely different process requirements. The use of the BRC label may be more applicable to some market segments than others. It is recommended that when making comparisons, that it be done within a particular ink type and application. See NPIRI Bulletin 08-12, "Formulating Printing Inks to Minimize Environmental Impact" for more information.

This is strictly a voluntary program available free of charge to NAPIM members and on a fee basis for non-members.

This phase of the program does not purport to address sustainability, carbon footprint or life cycle analysis of the raw materials or manufacturing processes. The bio-derived renewable content is only one factor and should not be used as the sole basis for determining environmental friendliness, as a full life cycle analysis must be taken into consideration. These additional issues will be considered in Phase II and Phase III of the program.

Program Components

NAPIM Provides:

- A list of bio-derived renewable materials and worksheet
- Calculation instructions to determine the BRC Index
- Licensing agreement for use of the label and logo (fee based for non-members)
- Assistance to raw material suppliers for accurate calculation of BRC
- A review of the submitted BRC to verify the index value
- A label that includes a traceable registration number
- A database list which can be accessed by printers and other interested parties on the NAPIM website of the registration numbers and current status of the individual inks.

Raw Material Supplier Provides:

- The BRC of the products sold to the requesting ink manufacturer.

Printing Ink Manufacturer Provides:

- The BRC calculation is submitted to NAPIM for verification and assignment of registration number

For assistance or questions contact the NAPIM office (732-855-1525 or napim@napim.org)