



NAPIM Bio-derived Renewable Content (BRC) Labeling Program



Printing ink manufacturers now have a new tool to communicate to printers the content of bio-derived and renewable resourced materials used in their printing ink products. The program was developed by a National Printing Ink Research Institute (NPIRI) Environmental Impact Task Force consisting of ink industry experts, and is the first step in a broader program designed to improve sustainability and reduce the environmental impact of commercial printing inks.

The NAPIM Bio-derived Renewable Content (BRC) program is a method for consistently measuring, registering and communicating the bio-derived renewable content of printing inks. Once the ink formulation has been registered with NAPIM it can be labeled with the NAPIM issued BRC program label (see above) which provides an index reflecting the percentage of bio-derived renewable content and an ink company specific registration number. Additionally, materials printed with NAPIM BRC-registered inks can be labeled with a BRC "printed with" label (see example below) provided by your ink supplier.

Please contact your NAPIM member ink supplier for additional information or visit the NAPIM website at <http://www.napim.org>.

