

## Preferred Design Recognition Review Program

### **Direct Print on Color HDPE and PP Containers Made by Extrusion Blow Molding** Subject Application Instructions

#### Introduction

Application Instructions are specific to each application topic (design feature and container type) that is within the scope of the Preferred Design Recognition Review Program, the PDR Program. Application Instructions detail the information that must be submitted to the APR in application for an PDR Recognition Review. Information must be submitted on the [Submission Portal](#) found on the APR website.

Printing directly on the package surface including digital printing, pad printing, silk screen, or heat transfer labeling for mixed color HDPE AND PP blow molded packaging are candidates for PDR review.

The information given below is applicable to companies that produce direct printed labels who wish to apply for PDR Recognition. The information can also apply to those who want to confirm that a label on a package Preferred Design Recognition.

Please note:

- The PDR program for direct print inks does not anticipate, or include, the use of metals decoration today.
- These instructions apply only for mixed color HDPE AND PP containers, not those made with natural, unpigmented, HDPE.
- Paper labels of any kind are not within scope for PDR review because the APR Design® Guide categorizes paper labels as detrimental to HDPE AND PP recycling.

## Preparation for the application

APR will not ask for, nor require, any confidential composition or end customer information from the applicant.

To complete an application on the [Submission Portal](#), the applicant must be prepared to supply all the information necessary for the PDR Review. Some information will be entered into text boxes, other information will be submitted by uploading documents or files to the APR web site.

- **Company name, address, and logo** – you will be asked to enter the address to be used for any written communications concerning PDR Review. You have the option to upload your company's logo for use in program materials.
- **Person responsible for this submission** - Name, phone number and email address
- **Signed copy of the Program Agreement and Manufacturing Change and Records Agreement** for the subject. Applicants can download the Agreement from the Submission Portal.
- **IF applying for recognition on Colored HDPE substrates confirm that the label will be market as recognized for use only on color HDPE containers** - Confirm the following statement (your online confirmation will constitute a signed letter): "I hereby certify and understand that labels associated with this application will be employed on color HDPE containers. Labels employed on white or natural HDPE containers will not be marketed as Preferred Design Recognition."
- **Document the un-printed substrate** – The designation will trace back to the HDPE and/or PP resin and manufacturing process used to make the molded item that receives printing.
- **Document the label style employed** – indicate whether the label style is:
  - Digital printing with a UV cured ink
  - Silk screening
  - Pad printing
  - Thermal transfer printing