

Preferred Design Recognition Review Program

Label Substrates and Inks on PET Packaging Subject Application Instructions

Introduction

Application Instructions are specific to each application (design feature and container type) that are 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.

Inks, including any associated over-varnish, laminating films, or primer layers employed to create labels for PET packaging applications are candidates for PDR review.

This PDR Review provides a pathway for:

- Ink suppliers to market a family of ink technology that Preferred Design Recognition criteria for a named label film(s).
- Label suppliers to market a family of label films that Preferred Design Recognition criteria for one or more named product families of ink technology.

The information below anticipates that PDR Review for inks and label films will involve a family of ink technology paired with a targeted label film substrate such as:

- Caustic resistant inks on floating olefin label.
- Wash-off inks on a polyester film.

The information given below is applicable to companies that produce label ink technology and want to market inks that Meet Preferred Guidance. The information can also be employed by those that make label films or pressure sensitive film labels and wish to show that their product Preferred Design Recognition with a family of printing ink technology.

Please note: The PDR Review criteria for inks alone do not assess these important considerations that are part of reviewing complete finished labels on a PET package:

- Impact on NIR or color sortation.
- Impact on metals detection equipment.
- Confirming that individual labels float when ink is applied to a floating olefin label.
- Confirming that individual printed labels meet the process and quality criteria required for label converters to participate in the PDR Review Program. PDR criteria for [finished converted labels for PET packaging](#) and for [printing directly on a PET container](#) are given in other sections of the PDR Program.

Inks for paper labels of any kind are not within the scope of this review because the APR Design® Guide categorizes paper as detrimental to PET 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 will need to be prepared to supply all the information listed below that is 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.
- **Provide a designation for the family of ink technology that will be employed** – This designation can be a code name, a brand or a product number that can be traced by the supplier back to the specific ink technology employed for a label.
- **Identify any required primer, over varnish, or lamination technology** – If a primer, over varnish or lamination is required for the ink system to Meet Preferred Guidance, please give a description of the required material(s). For example, the XYZ Family of inks is employed with required over-varnish product 123. Report “not applicable” if these materials are not required.
- **Document the type of film that the inks are targeted for** – include specific requirements of those films necessary to meet criteria given in PET-B-02, a test used to evaluate the impact of inks on recycling. Example detail for illustration:
 - Co-polyester label films sold under a certain tradename.
 - Co-polyester films that crystallize and are employed for shrink sleeve labels sold under a certain trade name.
 - Floating label films sold under a certain trade name.
 - Floating co-extruded olefin film labels which employ a layer of maleated PP on the outside printed surface of the film.
 - Floating olefin labels of any composition.
 - Floating olefin label films after corona discharge treatment.
- **Document a designation for at least one un-printed film that has been tested** – Provide a designation, code name/number, a brand name, or a product number for at least one film that

has been tested that can be traced by the supplier, back to the specific film employed. Data for more than one film may be submitted if desired.

- **Technical report demonstrating that printed films meet testing criteria** - The printed label film should meet the criteria given in either PET-B-02 or PET-CG-02 that are tests used to evaluate the impact of ink and films on PET recycling. This testing can be conducted at any laboratory and will include the following:
 1. The film designation identified above.
 2. The name designated for the ink identified above.
 3. Data demonstrating that the inks meet the criteria of PET-B-02 employing a “generic” printed label as described in APR Practice PET-P-02.

It is important that the film designation as well as the printed label designation given in the application match those given in the testing report to link them together and confirm the materials tested match with the rest of the information in the application.

- **Some applications may require a supplemental laboratory report** - When testing was conducted at a laboratory that is new to the APR, a supplemental report is necessary. In other words, any new laboratory generating data for the APR’s Preferred Design Recognition Review must provide a supplemental report. This supplemental report details in writing and with photographs the testing practices, procedures and equipment that were employed. The review committee will use this supplemental report to confirm testing was completed as detailed in the required APR Practices and Test Methods. The PDR Program Administrator can confirm whether a supplemental report is required should there be any question.