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**AROMA PRINTING AS A MODERN TECHNOLOGY  
OF PACKAGING DESIGN**

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***Research Methodology.*** *In order to detect changes, the intensity of the release of smells from printed aroma images under the influence of various external factors, the expert methods of research has been used. The study of the change in the structure of cardboard with printed flavoured varnish images has been carried out using electronic transmission and scanning microscopy.*

***Results.*** *It has been established that external factors such as cooling, heating and ultraviolet light do not have a significant effect on the change in the saturation of the aroma, since they do not cause significant destruction of the structure of microcapsules with aromatic substances that are part of the UV-lacquer. However, the impact on the intensity of the flavour has a significant impact on the effectiveness of the use of images, the total number of consumers who use this product and its shelf life.*

***Novelty.*** *New approaches to the theory of explanation of the mechanism for the release of aromas from different environments have been introduced. On the basis of electron microscopy studies, the dependence of the intensity of aroma release on the structure of aromatic capsules, which are included in the composition of the printing aroma, and the frequency of the use of aroma products, has been confirmed.*

***Practical Significance.*** *Perspectives of the use of aroma printing for elite packaging and popularization of new products with the help of characteristic smells released from printed aroma images during their presentation have been confirmed.*