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SYSTEMATIZATION OF THE LABELING AND PACKAGING PRODUCTION TECHNOLOGIES IN UKRAINE

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As the title implies, the article deals with labeling and packaging production technologies in Ukraine. The paper is aimed at describing of the place of printing technologies for packaging industry in Ukraine.

The paper has reviewed the information on label and package types, their materials and production methods. The authors have revealed the printing technologies and materials for packaging industry based on the proper printing houses profiles.

The paper begins with a short discussion on the latest researches and publications in which different development trends in packaging industry have been shown. The authors have started with a classification of package types based on function, material, composition, construction and production technology. Further on, the authors have given a comprehensive overview of the labels materials, types and methods of the product labels applying.

Then there have followed a discussion on printing methods and materials for packaging industry based on 307 publishing houses profiles. The results obtained have reaffirmed that flexography is mostly used in packaging. It has been defined that the offset printing method is also widely used for a long runs, while digital printing being in use only for short runs. It is obvious that the flexography printing method is mostly used due to the high polyethylene and polypropylene demand in the market.

In conclusion the authors have emphasized that systematization of labeling and packaging production technologies in the Ukrainian market shows the trends of using of the flexography and offset printing methods and the materials related to them. It should be noted that digital printing is growing in use among printing houses of short runs production.