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**DETERMINATION OF DIRECTIONS  
OF INK CONSUMPTION RATE DIFFERENTION IN OFFSET PRODUCTION**

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***Research Methodology.*** *In the article the method of analytical analysis of current ink consumption rate in offset production has been used, the research of its use at printing enterprises of Ukraine has been done.*

***Results.*** *The result of the study is the need to revise and differentiate the rates of ink consumption in offset production for printing of book, magazine, fine art and newspaper products.*

***Novelty.*** *The method of determination of ink consumption rate in offset printing has been suggested for printing book-magazine, fine art and newspaper products.*

***Practical Significance.*** *At many printing companies, there are local rates for ink consumption, which require a more detailed study of their use. In this connection, the directions of differentiation of ink consumption rate in offset production have been suggested.*