

PACKAGE LABELING (МАРКУВАННЯ УПАКОВКИ)

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Packaging and package labeling have several objectives.

Physical protection – The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature, etc.

Barrier protection – A barrier to oxygen, water vapor, dust, etc., is often required. Permeation is a critical factor in design. Some packages contain desiccants or oxygen absorbers to help extend shelf life.

Containment or agglomeration – Small objects are typically grouped together in one package for reasons of storage and selling efficiency.

Information transmission – Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by government legislation. Most items include their serial and lot numbers on the packaging, and in the case of food products, medicine, and some chemicals the packaging often contains an expiry/best-before date, usually in a shorthand form.

Marketing – Packaging and labels can be used by marketers to encourage potential buyers to purchase a product. Package graphic design and physical design have been important and constantly evolving phenomena for several decades.

Security – Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter manipulation and they can also have tamper-evident features indicating that tampering has taken place.

Convenience – Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, reclosing, using, dispensing, reusing, recycling, and ease of disposal.

Portion control – Single serving or single dosage packaging has a precise amount of contents to control usage.

Branding/Positioning – Packaging and labels are increasingly used to go beyond marketing to brand positioning, with the materials used and design chosen key to the storytelling element of brand development.