

DESIGN OF PACKAGING PRODUCTS FOR THE GOODS OF VARIOUS PURPOSES

Alla Rubanka¹

Hanna Omelchenko²

Iryna Prykhodko-Kononenko³

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Packaging products for the goods of various purposes are considered from the design point of view. The historical aspect of the development of packaging from its origin to the present days is characterized. Packaging products are classified by the purpose, the material, the shape, the design, the types of additional means, the production technology, etc. Special attention is paid to the environmental friendliness of the packaging products. Based on the conducted analysis, the main requirements for packaging products for the goods of various purposes are determined. Also, the process of creating packaging is considered on the example of packaging design for a clothing design studio.

Keywords: packaging products, packaging, packing, product design, logo, container.

Introduction.

The vast majority of products that exist in the modern world require packaging. It is known that packaging is a means or a set of means that protect products from the influence of external factors during transportation, which helps to maintain the decorative shape of products. The main functions of packaging are aesthetic, protective, marketing, regulatory,

¹ PhD., Associate Professor,
Associate Professor of the Department of Ergonomics and Design,
Kyiv National University of Technologies and Design, Kyiv, Ukraine
ORCID ID 0000-0003-0298-0850

² PhD., Associate Professor of the Department of Ergonomics and Design,
Kyiv National University of Technologies and Design, Kyiv, Ukraine
ORCID ID 0000-0002-7876-8357

³ PhD., Associate Professor,
Associate Professor of the Department of Ergonomics and Design,
Kyiv National University of Technologies and Design, Kyiv, Ukraine
ORCID ID 0000-0002-7687-9336

legislative, logistical, environmental, informational, and operational ones, etc. [1; 2]. In general, the historiography of the creation and development of the packaging products dates back to the 6th century B.C. It was changing significantly together with scientific and technological progress. Also, it should be noted that the packaging is a very important part of the goods of various purposes, and the harmonious combination of utilitarian and aesthetic functions of packaging directly affects the goods.

Problem statement.

Packaging is an important component of a successful brand and has a huge impact on potential consumers. Due to its visual characteristics, it can attract the attention or cause antipathy to a particular product. Thus, to create a successful image of packaging products for the goods of various purposes, it is necessary to understand the psychology of the consumer when choosing a product.

Generally, the goods of various purposes have two types of packaging – individual one and transport one. Transport packaging products mainly serve for logistical purposes, therefore, their main functions are protective and informative ones. In contrast, individual packaging is one of the elements of product identification and is used, among other things, to distinguish it from competing products. Therefore, the creation of new types of reliable, aesthetically perfect, and substantiated types of packaging products is a relevant task.

Results of the study and their discussion.

The first containers for products were made of the materials at hand, namely, animal skin, wood, and plants. In the 6th century B.C., the first clay container used to store liquids was made in Ancient Egypt. Later, another version of “clay” packaging – the amphora – was made in Ancient Greece. Usually amphorae had a volume of 30 liters and were with small handles on top. They were easily stacked one into another, which simplified their transportation, loading, and unloading. Amphorae were mainly used to transport liquids, but food could also be transported. There were two types of amphorae – glazed (reusable) and unglazed (single-used) (Figure 1).

Around the 2nd century B.C., the markings appeared on the amphorae, which in content corresponds to modern labels. That innovation greatly



Figure 1 – Appearance of the ancient clay amphorae, 6th century B.C., Anapa Archeological Museum “Horgippia”

simplified the process of buying and selling, because labeling became an undisputable standard of quality, which is still relevant today [3].

Glass containers are one of the oldest types of packaging products. In accordance with the generally accepted historical hypothesis, glass as a material was discovered by accident. There are many versions of the origin of glass; according to one of them, it was a by-product of pottery, because in ancient times, clay products were fired in ordinary pits dug in the sand, and straw or reeds served as fuel. During combustion, ash was formed, which, when in contact with sand at high temperature, formed a glassy mass. According to another version, glass became a by-product of copper melting. The first glass containers were made in Ancient Egypt and Syria in the 4th century B.C.; they were bottles and flacons for lipsticks and paints that were made using multi-colored glass.

In the 1st century B.C., Syrian craftsmen in Babylon invented a glass-blowing tube for the first time, which significantly changed the appearance of glass containers. In the 13th century, the Republic of Venice became the center of glass production. The kitchenware made by Venetian craftsmen was a real work of art, decorated with convex relief designs depicting flowers, fruits, and scenes from ancient mythology.

In the 19th century, American engineer Michael J. Owens introduced pressed glass technology into industrial production. In the 20th century,

the glass containers have become a recognizable symbol of many brands, for example, the bottle “Coca-Cola”, the tall hexagonal bottle of ketchup “Heinz”, the geometric bottle “Chanel No. 5”, etc.

The next evolutionary stage in packaging was the use of paper. In general, writing paper was invented in Ancient China, but it was quite expensive. The cost of paper was reduced only in the 17th century, so it began to be used for packaging purposes. And in the 19th century, with the advent of marketing and the development of printing, product information began to be printed on packaging paper.

The creation of cardboard, in particular, the corrugated cardboard, is the first large-scale discovery of the 19th century. In the late 18th century – early 19th century, the production of wooden and cardboard boxes became a separate craft in Europe and the USA. Cardboard blanks were made and assembled by hand. In those days, boxes were usually round- or oval-shaped, because that flexible material was easier to bend than to give it a square shape. Such boxes were mainly used by apothecaries, jewelers, and candy manufacturers. But those boxes were delivered only in an assembled form and took up a lot of space in the warehouse. The problem was partially solved in 1850, when the first folding box was designed. But that project was not very successful, as the seller had to make the box himself from a blank, bending cardboard around a wooden form.

In 1879, Robert Gair, the owner of a printing house, who specialized in packet printing, invented the first truly convenient folding box. He developed the mechanics of sharpened dies for cutting the cardboards and blunt ones for its smooth bending. Also, the printing process was combined with the packaging creation process (Figure 2). He invented that technology by accident, when a problem occurred at his printing press and the metal line of the printing press began to make straight slits in the packets. This gave him the idea that sharpened dies could be used to punch out cardboard boxes and blunt dies could be used to ensure straight slits. Later, Gair combined the printing process with the box production process. The first food product packaged in a folding box was a “Quaker Oatmeal”, which appeared 7 years after the Gair’s invention [4].

The first prototypes of modern packets were leather or cotton sacks used for storing and transporting bulk products. At the beginning of the 18th century, paper packets began to be produced. Their main advantages



Figure 2 – One of the first boxes made of corrugated cardboard, developed by Robert Gair, 19th century

were lightness, reduced cost, and the possibility of printing. However, such paper packet was of reduced strength till the time when Luther Crowell patented the packet with the flat bottom in the late 19th century.

There was no alternative to the paper packet until 1957, when the world's first automated machine for the production of packets with side seams from the invented material – polyethylene – was developed and launched in the USA. Since then,

paper packets have gradually been replaced by the polyethylene ones. In the 1970-s, polyethylene packets began to be produced with handles, and in 1982, a polyethylene packet of a “shirt” type was designed.

But the polyethylene packet has caused a lot of environmental problems to date. As a result, many countries have imposed restrictions on the production and use of polyethylene packages, and scientists have begun to search for alternative options. For this reason, in January 2004, Kangaroo Island in Australia was the first area declared free from the use of polyethylene packets, and in the autumn of the same year, the world's first packets made of biodegradable material were put in the production in Great Britain.

19th century became a century of scientific and technical progress, as well as mass discoveries. The consumption market was rapidly expanding, new goods and products appeared, which means that there was a need for more modern packaging. And Nicolas Appert, Thomas Saddington, and Louis Pasteur made the revolution that determined the ways of the industry development. Nicolas Appert, a scientist from France, became one of the pioneers of the principles of food preservation. He understood what needs to be done to keep food longer than it is stored in glass jars. That invention made a huge breakthrough in the development of packaging products.

But the rights to conservation were patented by Thomas Saddington, a scientist from England. He improved the jar and made it metal. And thanks to the discovery of Louis Pasteur, the first aseptic packaging appeared in

the world. The container and the product were sterilized separately, and then the product was placed in a package and hermetically sealed. The last revolutionary step in the field of packaging of the 19th century was the invention of the tube. It combined two functions, which had never happened before – it protected the product and acted as a dispenser.

In the 20th century, the development became even faster. As it is known, environmental pollution became one of the main problems of the last century, which, in turn, is directly related to the discovery of polymers and their use for packaging. The polymers became the main trend in packaging of the last century. For the first time, such a container was used in the US army to store aerosols against insects. Later, it “went” beyond the army and became widely used all over the world. It began to be used in cosmetology, medicine, and the food industry.

At about the same time, the beer can appeared in the form in which we know it now. At first, metal cans were covered with tin, so they were bulky and inconvenient. In the 20th century, the beer can made of lightweight metal with a convenient opener appeared in the USA, which is widely used even now. 20th century was not only a century of discovery of new materials for storing goods, but the very essence of packaging gradually changed. It began to acquire additional functions and move from a utilitarian category to an aesthetic one. The emergence of such phenomena as design, marketing, the appearance of television, advertising gave it completely new functions.

The package started not only to keep the product but also to “sell” it. The development of printing and the entertainment industry required cunning approaches to the consumer. To stay on the market and attract more customers, the manufacturers had to stand out, thereby actively promoting the ideas of consumption, which, in turn, became part of the cultural era of the 20th century. During this period, packaging literally becomes the part of art. As the beginning of the kitsch art, Andy Warhol’s famous soup cans became a symbol of the mid-20th century and the birth of the age of consumption. And then even by itself, since it was the time when the design contests began to appear, which are now considered cult, namely Cannes Lions International, Design and Art Direction, Clío Awards.

By the end of the 20th century, packaging began to acquire various technological details. It not only protected and sold the product but also became useful. And at the end of the 20th century, the packaging that can also

be used as dishes or for other purposes, became widely used. Additionally, special identifiers and security codes appeared on the packages, which protected the product from copying. Such step, designed to protect the product from counterfeiting, became a bridge to the next era. In the 21st century, people are increasingly faced with such a concept as the “era of smart things”. There is no doubt that this era found a response in the packaging industry as well. Smart packaging is already actively used by the most technologically developed countries, mainly in the field of medicine. Smart packaging regulates the temperature, responding to the influence of environmental factors [5].

In branding, packaging products play a major role in influencing consumers. The first thing we pay our attention to is the appearance of the product; only then we study in detail the composition, technical characteristics, operating parameters, and principle of operation of the product. How we see the product will determine whether we buy it or not.

The product is recognizable by its packaging and name. And the more often one or another type of product is bought, the more attention is paid to packaging in branding. The main function of packaging is the protective one since it protects against mechanical and other influences. But in addition to this, it also performs a communicative function, because it contains information that is interesting for the consumer. The second meaning of packaging in branding is the opportunity to convey the producer’s main idea to the buyer. In fact, packaging in branding is nothing but a kind of advertising [6].

In due time, many important discoveries and achievements were made precisely to improve the functions of packaging and to expand the range of possible materials that would be used for packaging products (Figure 3).

Throughout the history of the concept of packaging, it has not lost its primary task – the protection of the product. Nowadays, packaging takes one of the most important positions in a person’s life and is widely used in all industrial areas and beyond. Over time, people began to decorate these ordinary packages and make them not only the mechanical means but also the decorative ones. Also, the packaging has acquired new requirements for its development over time, such as facilitating the handling of goods, ensuring the possibility of long-term storage of the product in the package, economic process of packaging and processing of goods during their distribution,

transportation, storage, and movement. Over time, other materials for packaging products were created, which contributed to the expansion of the packaging industry. Also it should be noted that the packaging is not limited to its outer shell. There are packages that have several levels of product protection, which can also be used as the elements of product decoration.



Figure 3 – Packaging for medicines, 20th century

Packaging is an important component of a successful brand and has a huge impact on the potential consumers. Due to its visual characteristics, it can both attract the attention and cause antipathy to one or another product. To create a successful image of the packaging products of a certain light industry brand, it is necessary to understand the psychology of the consumer when choosing a product. Psychological impact is determined by the shape, size, color of printed information and is a combination of emotional and imperceptible elements related to packaging [7].

The creation of creative packaging designs is not an uncommon thing in our times, as due to the great competition, various brands are trying to attract the consumers' attention to their products with all their might. That is why, on the shelves of such stores, consumers can see many different, not typical visual solutions regarding the design of the graphic part and the form of the packages (Figure 4, a).

The creativity of the design is manifested not only in the image but also in the selection of the material for packaging (Figure 4, b-c). It should be pointed out that nowadays this aspect is given a lot of attention, as packaging should be not only practical but also eco-friendly.

It should be noted that entrepreneurs invest a lot of effort and money in the development of packaging design for their brand to create such an image and form, which, in addition to recognizable, canonical images, will have an attractive graphic design. As a result, buyers will pay attention precisely on their products, as the competition in the modern market is huge. Also,

it is concluded that in recent years, when choosing products, consumers increasingly prefer products in eco-friendly packaging [8].

In addition, there are quite strict requirements for the environmental friendliness of packaging, defined by international regulatory documents. In recent years, serious environmental problems have been noted in the world, the cause of which is the massive use of plastic, including in packaging products. Given this fact, an increasing number of the planet's population is aware of the negative impact of man on nature.

Environmental friendliness is one of the main global trends in the field of packaging. It is considered by the buyer who chooses the product, the business that seeks to declare its environmental awareness, and the manufacturer that is concerned about reducing the negative impact on the environment.

One of the most serious environmental problems faced by industrialized countries is the environmental pollution caused by domestic and man-made waste, which in most cases is toxic, chemically active, contains carcinogenic and mutagenic components. The placement of unprocessed hazardous waste in landfills, its burial in the ground and sea depths cannot be a reliable way to neutralize their impact on the environment.

Eco-friendly packaging should not only be easily decomposed to reduce the negative impact on the environment but also have a low cost. That is, paper packets and cardboard boxes are quickly processed and decomposed, but they necessitate a rapid cutting down of forests, which is also a negative factor; but the latter is explained by the fact that more ecological analogues are currently almost unavailable. For many countries, reusable ecological containers, for example, glass, can also be an analogue of wood [9].

Many single-used cups for coffee drinks are thrown away every day in the world after their use, creating a significant amount of waste. Packaging made of plastic takes tens and sometimes hundreds of years to decompose. Modern designers offer options for packaging that decompose in a few weeks.

Many countries have already abandoned single-use plastic dishware and packaging in favor of environmentally friendly packaging products. It is known [10] that single-use paper cups for coffee drinks are covered with a thin layer of plastic inside, which complicates its recycling. A British study proved [11] that the problem lies in the need for sorting cups and special equipment for processing such type of waste. An alternative solution is the use of natural materials for the packaging products, which are quickly decomposed and easily recycled.



a



b



c



d

Figure 4 – Creative packings: a – graphic design of the Slant brand; b – the form of the Vita Pack brand adapted to the product; c – the design of packaging for eggs made of mowed grass, presented by Maya Szypek; d – Frugal Bottle composite bottle (which consists of an inner polyethylene layer and an outer dense cardboard)

Eco packaging for coffee drinks can be made from such materials as:

– corn starch; a cup made of this material is much stronger than plastic, it has a cream shade and does not emit harmful substances when heated (Figure 5, a);

– coffee grounds, from which lightweight cups are made, but this process is quite complicated; in structure, they resemble wood fibers, and such cups become more and more popular in coffee shops (Figure 5, b);

– orange peel; a cup made of such material is used for coffee drinks, it is an original and ecological solution, such cups are strong enough, smell good, and easy to process (Figure 5, c);

– bamboo, from which various dishware is made, including cups for coffee drinks, a very strong and eco-friendly material, but not recommended for high-temperature drinks (Figure 5, d);

– sugar cane; dishware made of such material is quite durable and pleasant to the touch, and the material's low thermal conductivity allows it to withstand high temperatures (Figure 5, e).

The information by the types of materials for packing of coffee drinks is systematized in Table 1 to compare the time of decomposition, the possibility of branding, the time of use, and the temperature range.



Figure 5 – Types of eco-cups for coffee products: a – corn starch; b – coffee grounds; c – orange peel; d – bamboo; e – sugar cane

Eco-packaging decomposes without releasing harmful substances into the atmosphere, soil, and air. When bamboo or sugar cane is buried in the ground, useful fertilizer is formed. Most eco-packages for coffee drinks can withstand a greater temperature range, unlike plastic. Dishware made of natural materials does not emit harmful substances and allows the user to preserve the natural taste and aroma of the products.

Table 1 – Characteristics of packaging materials

Material	Time of decomposition	Possibility of branding	Multiple use	Temperature range
Corn starch	90-180 days	+	–	From -20 to +120 °C
Coffee grounds	From 180 days	+	+	From -20 to +120 °C
Orange peel	2 years	+	–	From -20 to +120 °C
Bamboo	1 year	+	–	From -20 to +120 °C
Sugar cane	80-180 days	+	–	From -20 to +120 °C

Thus, the importance of development of the packaging design as a component of the promotion of one or another brand is determined. Special attention is paid to the practicality and environmental friendliness of the packaging. And aesthetically perfect packaging products, which have a visual graphic image of the consumer in their characteristics, have a positive effect on such consumer by their appearance. When creating packaging as a creative object of design, it is necessary to consider the possibility of further use or disposal, guarantee the preservation of its content, be functional, convenient to use, that is, convenient for the buyer, have easy-to-read information on the product characteristics and instructions for the use, attract the attention, and match the brand image [12–14].

The packaging has two production options. The first option is the creation of packages at individual enterprises that specialize in this product, that is, they specialize in the production of packaging products and containers. And the second option is the purchase of the necessary components and production of the product by the company that needs packaging products on its own.

It should be noted that now almost everything happens thanks to special machines. When creating a new form, packaging, or a new mechanical

component of a new container, etc., the task of a person is to create a layout, and most often by using the latest graphic programs, then to send such layout to the machine, which in turn prints, blows, or cuts it (methods differ depending on the type of material from which the container is made). Also, the machine can itself, without the involvement of a person, cut, collect packaging products, fill it with the product for which it was created, and prepare it for transportation to store shelves. At this time, a person's task is only to monitor the correct execution.

As mentioned above, creativity is important when creating packaging. Therefore, the sachet method can be attributed to the latest technologies of creation packaging products (Figure 6). It is a type of packaging for bulky goods that require hermetic packaging. Sachet packaging is most often a plastic packet sealed along all edges and sides. Sachets are used, for example, for cereals, beads, and can be used for sauces, cosmetic masks, etc.



Figure 6 – Sachet packaging for cosmetic products of the SPRY company

Corrugated cardboard is a material that was developed many years ago, but still it does not lose its popularity among entrepreneurs as packaging for their goods and among consumers as a regular packaging that has the possibility of reuse. Nowadays, corrugated cardboard is slightly improved compared to previous years, and this process continues. The canonical technology is still relevant, but as an example of improvement, we can cite the addition of new layers for more dense and practical product protection (Figure 7, a), the use of corrugation mechanics as a decorative technique (Figure 7, b), as well as plastic made with the mechanics of creating cardboard (Figure 7, c).

The latest type of packaging, which is gaining more and more popularity, are vacuum packets that do not allow moisture and air to get to the product



**Figure 7 – Corrugated cardboard for packaging products:
a – transport boxes; b – coffee cups; c – storage boxes**

(Figure 8). Although this method was developed back in the 1950s, but it has a wide spread and various methods of execution in our current times. There are two types of vacuum packets: single-used (machine creation of a vacuum) and reusable (the presence of a movable sealing mechanism). This method of packaging is becoming popular not only for food products but also for storing clothes, as it significantly reduces the volume of the product due to the elimination of air [15].

The invention of a film that is covered with silicon oxides over its entire plane, i.e. “flexible glass” or QLF-film, is well-known. It is a soft material, transparent and very flexible, feels like plastic bags to the touch, but has the appearance of a dense embossing. Its feature is that it regulates the movement of oxygen and carbon dioxide between the package and the



Figure 8 – Vacuum packaging of food products

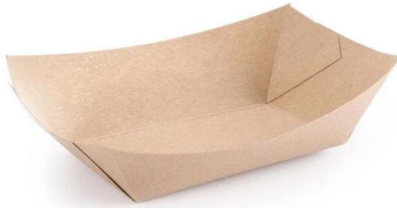


Figure 9 – Packaging made of a composite material (outer layer – thin cardboard, inner layer – a special type of plastic)

outside air. The main advantage of “flexible glass” is that this material is a barrier to moisture and air but transmits microwave radiation (most often it is used by the enterprises that pack fragile objects, furniture, or it can also be used in the supermarkets for packaging sliced products such as sausages, cheeses, etc.).

Also, one of the new types of packaging is a composite material consisting of thin cardboard, which is covered with a special type of plastic (Figure 9). The advantages of such a container are that it can withstand high temperatures and is most often used for food products.

The disadvantage of the innovative types of packaging listed above is their low environmental friendliness. Most often, such packages either do not have the ability to decompose, or they decompose for too long, and comparing this period with the scale of their production, it can be noted that the rate of filling the planet with the waste of these materials is very high. In contrast to such types of packaging for the goods of various purposes, the use of biodegradable materials that are easier to recycle is becoming more common.

It is worth considering the types and forms of packaging for the goods of various purposes. It is known that containers and packaging are classified according to different characteristics (Figure 10). By the purpose, it can be: transport, production, consumer, special one; by the shape: cylindrical, rectangular, square, cone-shaped (Figure 11, a, b); by the material: made of ceramics, cardboard, glass, plastic, paper, metal, wood (Figure 11, c-e); by the content of the design: bottle, box, flask, drawer, jar, barrel; by the production technology: forming, compression molding, welding, gluing, spraying; by the availability and the types of additional means: coating, label, glue, lid, cork, liners, grids (Figure 11, f).

Most often, cardboard and plastic are used for clothing packing; but there are also some exceptions, for example, if the brand makes creative packaging, then any material can be used. The same applies to the form of packaging (Figure 12).

Graphic design in information and visual space

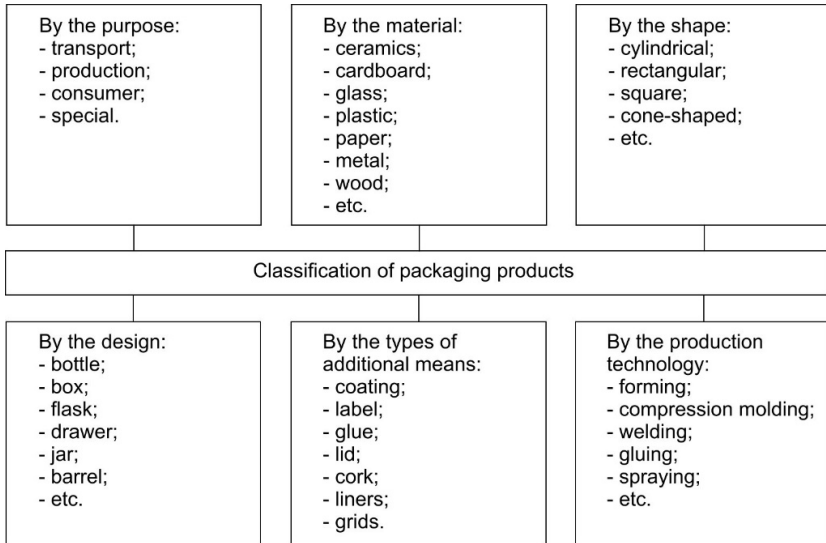


Figure 10 – Classification of packaging for products of various purposes

Also, packaging products have categories of designs that depend on the shape, for example, jars, bottles, boxes, tubes, barrels, cups, packets, bags, sacks, etc.; the designs that depend on the execution: collapsible, non-collapsible, complex, collapsible-complex; the designs that depend on the rigidity of the structure: rigid, non-rigid, soft; and the designs that depend on the hermetic properties: hermetic and non-hermetic [16]. Packaging production technology depends, among other things, on the material, from which it will be produced. The main thing is the selection of high-quality material, which will guarantee a sufficient service life of packaging products and perform all its main functions, especially the preservation of products that will be contained in packaging made of this material.

For the companies that most often order large batches of packaging products for their business, the production of such packaging is carried out as follows:

– first, there is a preparatory stage, during which it is necessary to agree on the technical task and all its complementary factors, such as the number



a



b



c



d



e



f

Figure 11 – Modern types of clothing packing: by shape: a – square, b – rectangular; by the material: c – fabric, d – paper, e – plastic, f – packaging, harmoniously supplemented with a label



Figure 12 – Types of non-standard packaging solutions for clothes of the Udmonk brand: a – made of wood; b – made of glass

of copies, the design of the packaging, the material from which it will be produced, certain features of the development, the design of the future object, etc.;

- the next stage is the preparatory one, during which a 3D model (if necessary and considering the material from which the future packaging products will be made of) or a packaging layout is being developed; all this must be agreed with the customer of the product, and then the first trial version of the packaging is produced to identify any problems related to the layout, the feature of the material from which it is made, the features of the equipment used in production, or their absence;

- the third and the final stage is the production of large batches at the enterprises.

The designs of packaging products for the goods of various purposes are quite diverse. For example, there are simple ones that have only the logo of their company and additional information on the label (Figure 13, a). At the same time, compositionally and graphically complex types of packaging are also common (Figure 13, b).

Some designs of packaging interact with the product for which they are created, adding additional marketing value to the product. Figure 14 shows an example of T-shirts, on which the appearance and shape of packaging matches the print applied to it. Therefore, the evolution of packaging



**Figure 13 – The examples of simple and complex packaging:
a – Arosha brand jeans in a simple packet;
b – Pan Pablo brand socks in a combined box**



**Figure 14 – The design of packaging, presented
by the Eva Color brand, which interacts with the product**

came a difficult way from simple forms and materials to complex design and technological solutions that perform not only the function of simple protection of the product but are also the additional means of identifying products among others.

In general, the process of creating packaging is quite complex and multifaceted. Let's consider it on the example of the process of creating packaging products for a hypothetical brand of the clothing design studio "Your snake", performed by Rusinova V. V., a student of KNUTD, under

the leadership of Omelchenko H. V. The shape and the structure that will be used to create packaging products for the clothing design studio “Your snake”, will have a feature in the form of handles for the consumer on the packaging (Figure 15). This will provide an opportunity for the buyer not to use an additional package. It also should be noted that this option is more eco-friendly and in the future the packaging can be used again or as a gift container. The appearance of the packaging products will be simple but elegant, without a lot of details, and with a medium transparency of a snake pattern, like on the designed logo. The construction of packaging products is easy to production, so that there are no problems with its printing and assembly in the future (Figure 16 – Figure 20).

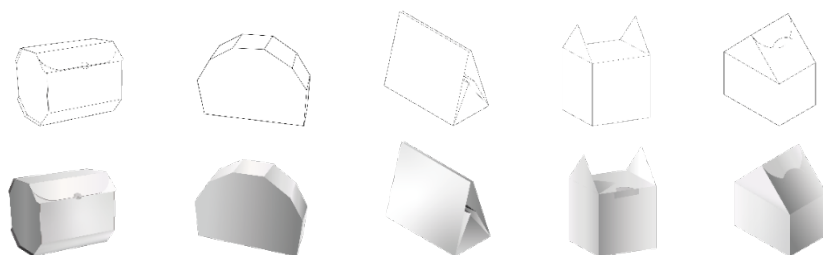
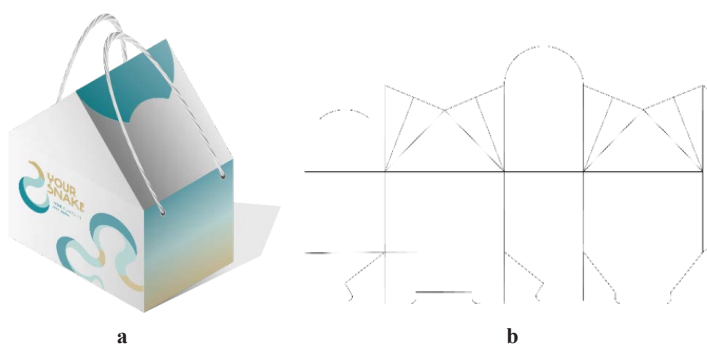


Figure 15 – Linear creation of packaging images



**Figure 16 – Packaging product No. 1:
a – outward appearance, b – design solution**

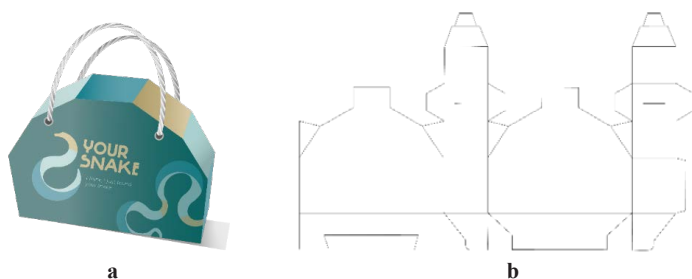


Figure 17 – Packaging product No. 2:
a – outward appearance, b – design solution

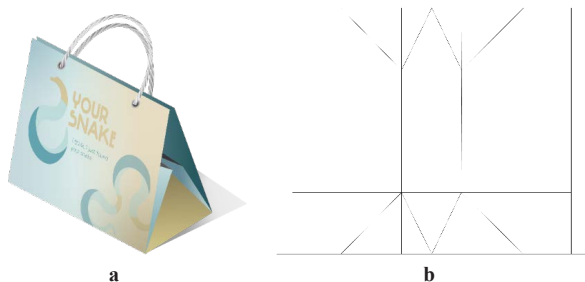


Figure 18 – Packaging product No. 3:
a – outward appearance, b – design solution

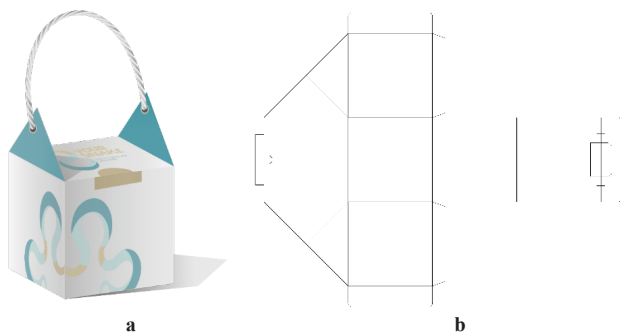
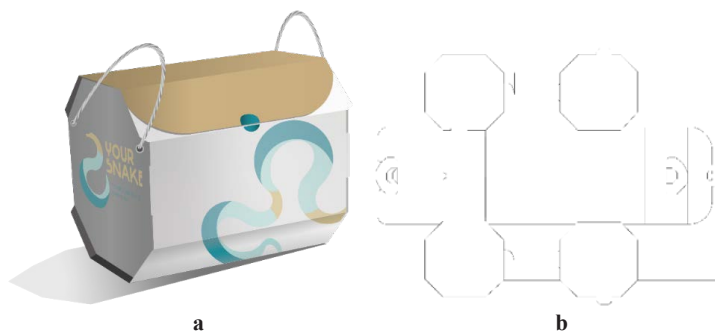


Figure 19 – Packaging product No. 4:
a – outward appearance, b – design solution



**Figure 20 – Packaging product No. 5:
a – outward appearance, b – design solution**

The material from which packaging products will be made is a dense cardboard for packing in the form of boxes and a kraft paper necessary for making packets. For all packages in which handles will be required, a rope made of rough eco-friendly material will be used.

Conclusions.

The packaging products have come through a long and difficult way of development and improvement. Its history began even before our era, when goods of various purposes were packed in the skin of animals, plants, wood, etc. Today, packaging plays a very significant role in products, performing both utilitarian and aesthetic functions. Packaging products can be classified according to various features, such as purpose, material, shape, and others. The importance of development of packaging design as a component of the promotion of a particular brand is determined. Special attention is paid to the practicality and environmental friendliness of the packaging. It is proved that aesthetically perfect packaging products, which have a visual graphic image of the consumer in their characteristics, have a positive effect on such consumer by their appearance. When creating packaging as a creative object of design, it is necessary to consider the possibility of further use or disposal, guarantee the preservation of its content, be functional, convenient to use, that is, convenient for the buyer, have easy-to-read information on the product characteristics and instructions for the use, attract the attention, and match the brand image.

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