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Packaging Processing in Transport and Logistic Activities

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The need to develop new successful products to meet the rapidly changing global market and maintaining competitiveness is a major challenge for modern manufacturers. In view of the fact that much attention is paid to the state of integrity at receipt of goods, an important role is assigned to the choice of packaging, which, by contrast, to a large extent ensures the safety of the goods during transportation. Packaging is a means or a set of means that provides protection for the cargo from damage and loss, harmful effects of the environment, pollution and facilitates the process of handling the cargo. The package includes containers, closures, functional devices, protective equipment, decoration and information tools, explanatory instructions, packing and shock-absorbing means. In addition to protection, packaging also allows for more efficient distribution and storage of products, as well as reduced packaging costs, resulting in lower costs and faster lead times in the supply chain.

Packaging, presenting a product, should be, first of all, attractive due to skillful design and high quality printing. When supplier choose a package, it is worth paying attention to the type of transportation and the market that is being discussed, as well as the material that used for this manufacture. Other requirements for the packaging of consumer goods include: ease of processing and the possibility of stacking, the ability to

withstand changes in external factors and conditions, the ability to use for packaging products of a different type.

Noteworthy is the technical regulation of the Customs Union "On the safety of packaging", which was adopted by the decision of the Commission of the Customs Union on August 16, 2011. [1] Its main goal is to establish on the territory of the Customs Union uniform requirements for packaging that are mandatory for application and implementation and to ensure the free movement of packaging. The technical regulation sets out: safety requirements, labeling requirements, unified labeling on the market of the Customs Union member states.

Packaging materials have undergone significant changes compared to what was originally used. Vacuum packaging is very popular today - sealed consumer packaging, in which, due to air suction, a pressure below atmospheric pressure is created. Lamisters are containers made of multilayer foil laminated with polypropylene. Among the obvious advantages, it is necessary to indicate low weight, low cost of packaging, the ability to heat in the microwave, and compactness. For the packaging of tea and other aromatic products, it is preferable to use aluminum foil in combination with paper. For bulk and fluid food products, the use of Doy-Pak bags is popular, which is a laminated film structure with a special shape of a bag with a bottom.

The development of the packaging industry is one of the youngest areas in the Republic of Belarus. The development of the packaging industry leads to the emergence of new types of packaging materials, the modernization of equipment, and the improvement of design. Paper and wooden packaging are a promising direction in the packaging industry of the Republic of Belarus. Environmental friendliness in packaging is one of the main trends of recent years and continues to gain momentum every year. The farm and village theme is already actively used in food packaging. The natural textures of

wickerwork and aged paper convey the ideas of naturalness, traditionalism and evoke associations with the quality of home-made rural goods. A self-heating food packaging is a packaging capable of heating food contents without external sources of heat or energy. The bags usually use an exothermic chemical reaction. These packs are useful for military operations, during natural disasters, or when there are no convenient food preparation facilities.

In the Belarusian market, unlike the markets of neighboring countries, international agencies do not conduct serious research, there is no professional association of packers, which somewhat slows down the development of this direction in the country. [2] Based on the research, Belarusian manufacturers of the packaging industry need to pay attention to the following areas: improvement of the technology for the production of rigid cans, buckets and cups, development and adaptation to the Belarusian market of Duopack, increasing the level of professional skills of specialists employed in this industry, increasing the number of types of packaging and containers made from recycled materials, replacing plastic in the production of containers and packaging with biopolymers and cardboard. Developing in these directions, the packaging industry of the Republic of Belarus will be able to claim to be included in the list of competitive countries in this industry, which will reduce the gap in development with Western countries.

Today's trends are the ever growing competition with increased globalization and sustainability. Together with ongoing technological developments it has made it easier to demand right quality of products and services, this has also resulted in increased demands for legislation and traceability. This development has also an impact on packaging and packaging logistics. This development has also an impact on packaging and packaging logistics. The main function of

packaging is to protect products, it must ensure the safety of the goods throughout their entire journey. Destruction or damage to the goods may result in loss of value. For the mechanization and automation of processes, packaging should be of a standard size, since this subsequently facilitates the storage and formation of packages. The reliability of information regarding packaging facilitates, and sometimes even contributes to, the correct storage and management of the further promotion of goods. The recycling functions of packaging are also related to logistics processes, since recycling and disposal of used packaging also applies to logistics, so it is important to use high-quality and environmentally friendly packaging material. Thanks to the aforementioned qualities of packaging, the quality of the product for the end consumer is growing, and the manufacturer's service is improving and expanding.

References:

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