

LABELLING

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Packaging is heavily integrated into our daily lives. We see it all around us, on everyday items such as chocolate bars and potato chip packets. Packages and labels inform how to use, transport, recycle, or dispose of the package or product. With pharmaceutical, food, medical, and chemical products, some types of information are required by governments. Generally speaking labels have many uses: product identification, name tags, advertising, warnings, and other communication.


Special types of labels called digital labels (printed through a digital process) can also have special applications such as RFID tags, security printing, and sandwich process labels.

Package labelling (BrE) (labeling (AmE)) or marking is any written, electronic, or graphic communications on the packaging or on a separate but associated label. For consumer packaging, symbols exist for product certifications, trademarks, proof of purchase, etc. Some requirements and symbols exist to communicate aspects of consumer use and safety. Marking must be clear and precise. Recycling directions, resin identification code, and package environmental claims have special codes and symbols. Its color should stand out clearly from that of the package; it is usually black in color. Alternatively, it may also be applied on adhesive labels. Correct and complete marking of packages helps to prevent incorrect handling, accidents, incorrect delivery, losses of weight and volume and Customs fines. Complete marking must comprise the following three parts:


- 1) shipping mark;
- 2) information mark;
- 3) handling instructions.


Labels can be classified due to different criteria: international or local, standard, warning or informational, inhibiting, ecological, etc. Many types of symbols for package labelling are nationally and internationally standardized. What is the CE marking? Abbreviation "CE" corresponds to the French "conformite European" (or English "European Conformity"). For EU countries CE-marking is product data sheet, which indicates that this product meets the essential requirements of EU directives. Features of the CE marking are that it is mandatory for all incoming goods to the

European market covered by the EU Directive, and the certification for compliance with quality standards is voluntary.

There is another labeling, which you can meet in your usual life almost every day and on different products. It helps you to solve particular problems and meet your needs. For example, symbol  "Keep dry". It says, "cargoes bearing this symbol must be protected from excessive humidity and must accordingly be stored under cover. If particularly large or bulky packages cannot be stored in warehouses or sheds, they must be carefully covered with tarpaulins".

Care labels provide helpful information that can save you time and money.

There are a number of symbols that commonly appear on packaging products. Some of these indicate the whether the item is recyclable, while others show the recycled material content. The symbol, called the Mobius loop , is most commonly found on cardboard packaging. Symbol denotes that the item is recyclable. If the centre of the loop contains a number, this means that the item is made from a certain percentage of recycled materials. Similar symbols can be for plastics and glass.

Ecological labeling. Another symbol often appearing on packaging is the German 'Green Dot' . This does not have any environmental significance, meaning only that the manufacturer has paid a fee towards the packaging recovery system in Germany.

The European Eco-label has been developed by the European Union. It encourages the development of products, which keep the impact on the environment to a minimum. It is a voluntary scheme. The 'flower' symbol is awarded to products that meet a set of stringent environmental and performance criteria. These criteria take into account all aspects of a product's life, from its production and use to its eventual disposal (cradle-to-grave approach). About 400 products - from washing machines to footwear - currently carry the label.

Make no doubt, skills in symbol reading will help you to buy better things, keep there with solicitude. And you will do it with concern for the environment.