

## **THE IMPORTANCE OF PACKAGING IN LOGISTICS AND INSURANCE**

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**Анотація:** У статті проаналізовано сутність, функції та вимоги до упаковки, виконано відповідну систематизацію підходів, визначено роль пакування у процесі інноваційної діяльності та управління розподілом товарів. За результатами виконаного дослідження на основі критичного аналізу існуючих підходів щодо розроблення упаковки запропоновано власний методичний інструментарій, який поєднує роботу не лише виробників (конструкторів, дизайнерів), а й маркетингологів з удосконаленням форми технічного завдання.

**Ключові слова:** розроблення упаковки, пакування, інноваційна діяльність, товар, логістика, управління розподілом.

**Abstract:** The article analyses the essence, functions and requirements for packaging, performs appropriate systematization of approaches and defines the role of packaging in the process of innovation and management of the distribution of goods. Based on the results of the research, based on a critical analysis of existing approaches to the development of packaging, we propose our own methodological tools that combine the work of not only manufacturers (designers, designers), but also marketers with improving the form of the technical task.

**Keywords:** packaging development, packaging, innovation, product, logistics, distribution management.

### **Relevance**

The modern commodity market is characterized by a high level of competition, where each manufacturer seeks to attract the attention of consumers to its product as much as possible. One of the important and effective ways at the same time is the appearance of the goods, in particular packaging. The increase in the role of packaging is due to the emergence of a large range of goods. New packaging materials and packaging methods are emerging, products in packaging are becoming increasingly popular, which increases shelf life, and also retains useful properties.[1]

The role of packaging in the modern world is quite large. Packaging protects products from damage, facilitates transportation, sale and storage of goods. Fierce competition forces manufacturers of products to develop high-quality; inexpensive, environmentally friendly packaging that can adequately present the goods on the market. In one of the concepts of marketing, packaging is distinguished as the fifth component of the marketing complex, so it is an important element of both the product and the entire activity of the enterprise, especially innovative. After all, it is very important at the stage of developing a new product to decide on packaging that will distinguish it from other goods, attract the attention of consumers, ensuring more efficient commercialization of innovation and ensuring an optimal distribution system.[2]

Without packaging containers enterprises cannot be engaged in the production and sale of goods. Having made products, you need to take care of its preservation, transportation, if the packaging is created correctly, it can also increase the number of sales.

Packaging products are transport, production, canning and consumer. During the transportation and storage of goods, they are affected by shocks, air temperature, humidity, precipitation, so they distinguish such types of packages as: hard, semi-hard and soft. Hard are made of plastic, wood, glass, metal. They are used for goods that need to be transported in special conditions to preserve their qualities. Semi-solids are made of plastic, thick cardboard, thick paper. Often used for transportation of household appliances and utensils. Soft ones are made of film or paper. Such containers are used to transport a small number of goods that do not require special conditions during transportation.[3]

Choosing the type of packaging, you should remember that it should be convenient to load goods, unload them and move them in stock.

The correct packages meet the following requirements:

- Strength. They should not allow violation of the primary properties of products, leakage.
- Harmlessness. The packaging product should not be toxic, should not harm health.
- Informativeness. The packaging should contain information about the product.
- Attractiveness. Packages that are designed for the end user should have an attractive design that can interest customers and favorably present products.

Cargo insurance is of great importance for the preservation of invested funds. In view of this, it is the transport packages that are responsible for the transportation of the products to be delivered without any damage from one point to another. Transport packaging products, unlike other types of packaging, are more durable, have shock absorbing and protective characteristics.[4,5]

However, when insurance, manufacturers want to compensate for damage to the packaging of the consumer type, since it is considered as part of the product. Therefore, insurance agents must consider how reliable not only packaging is for transportation, but also for consumers.

### Conclusions

Consequently, the packaging of goods increasingly affects consumers, so marketers should influence the process of creating packaging. Packaging is the final process of creating a competitive product in the distribution system and an effective tool for influencing consumers.

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