

# **Development of the packaging industry in Europe and the Republic of Moldova**

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*Packaging is a multifunctional participant in food industry. The packs have multiple functions: they contain, preserve and protect the product. The outer covering has to inform the consumer and the design should promote the product. The packaging also has a secondary function to protect product of loss or damage and facilitate storage, handling, and other commercial operations.*

Packaging is the science, art and technology of enclosing or protecting products for further distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production. Besides, packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and final consumption [1]. It is fully integrated into governmental, business, institutional, industrial activities, and personal use.

Package design and development are often thought as an integral part of the new product development process. Alternatively, development of a package or its components can be a separate process, but must be linked closely with the product to be packaged. Package design starts with the identification of all the requirements: structural design, marketing, shelf life, quality assurance, logistics, legal and regulatory agencies, graphic design, end-use, environmental protection, etc. The design criteria, time targets, resources, and cost constraints need to be established and agreed upon. Transport packaging needs to be matched to its logistic system. Packages designed for controlled shipment of uniform pallet loads may not be suited to mixed shipment with express-carriers. Sometimes the objectives of package development seem contradictory. For example, regulations for an

over-the-counter drug might require the package to be tamper-evident and child resistant. These intentionally make the package difficult to open [2]. The intended consumer, however, might be handicapped or elderly one and be unable to readily open the package. Meeting all goals is a challenge.

Some of the Directives of the European Parliament cover all types of packaging on the market and all packaging wastes, whether they are used or released at industrial, commercial, office, shop, service, household or any other level, regardless of the material used. The Member States of the EU must accompany systems of returning or collecting used packaging to 60% by weight for glass, paper and board; 50% by weight for metals; 23% by weight for plastics by no later than 31 December 2009 [3]. The Commission is to promote the development of European standards relating to these essential requirements. Provisions concerning proof of conformity with national standards must be applied immediately.

At no circumstances will Moldova be taken in the EU till all European regulations are implemented in Industrial Technologies.

In this context packaging become more of a necessity today than yesterday, but not nearly as much as tomorrow.

### **Bibliography:**

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