

MODERN ASPECTS OF VISUAL IDENTIFICATION OF ORGANIC PRODUCTS

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Abstract. *Modern corporate styles and packages of organic products companies have been analyzed by authors of article. Reveals the drawbacks of irrational use of resources. The ways of solving the problems are suggested.*

Keywords: *organic products, ecological packaging, recycling, logo, corporate identity.*

Introduction

Not everyone knows what "organic" is, some are skeptical of such products, and some see them as a panacea.

Organic production must be natural in everything, it means caring for nature, people and the world at all stages.

Organic products involve the abandonment of the use of plastic containers, the judicious use of paper packaging, and therefore opens up a wide space for the work of designers. Namely - the development of quality and practical packaging of a product that requires it. So, should manufacturers care about the packaging of their products, take into account the personal impact on the ecological state of the planet. Some will say no, it is too expensive and time consuming. But, of course, this approach has some important advantages - in addition to reducing the carbon footprint of products, also the contribution of consumers to the "green" future.

We believe that the problem of irrational use of materials for packaging products is relevant, because humanity annually generates billions of tons of waste that overflow landfills. The global community is increasingly concerned about the environment, from more balanced nutrition to reuse of product packaging. Consumer demand for environmentally friendly packaging options is growing, and brand owners prefer materials and methods of packaging production that have a less negative impact on the global environmental situation. As people become more aware of the devastating impact that modern society has on the planet, the number of supporters of the environmental movement is increasing.

And the representatives of this fast-growing group prefer the products of companies that choose environmentally friendly packaging.

Today, organic products are rapidly entering the world market, the demand is growing every day, and therefore there are more and more companies and outlets for these products.

Goal setting

We aim to analyze whether manufacturers should optimize their packaging strategy using environmentally friendly methods.

We to identify the main features of the existing corporate identity brands of organic products, their packaging, which are presented on the shelves of modern stores, to analyze how organic products are presented.

POS-materials are an integral part of the marketing part of the brand, so I think it is necessary to explore the modern corporate identity of the leading representatives of the organic market, to identify the advantages and disadvantages of company brands.

I want to explore this topic based on the corporate identity and marketing program of such brands as "World of Bio", "These Coffee Cuffs", «SanDisk».

The main results

One of the most serious environmental problems facing industrialized countries remains the pollution of the environment with household waste that does not decompose for decades. Disposal of unprocessed hazardous waste in landfills and landfills, burial in land and sea depths cannot be a reliable way to neutralize their impact on the environment.

According to various environmental services, in Europe alone, several million tons of different packaging are produced annually. Of these, only 29% are processed to obtain various types of products, and about 30% - is sent for incineration [2]. Meanwhile, the dynamic growth of demand for natural products and widespread consumer interest in healthy eating is gaining momentum. These trends are inextricably linked to the need to use environmentally friendly packaging for such products. It should be made from natural raw materials (renewable resource) and easily recycled for reuse, such as cardboard. In the modern world, the share of cardboard and paper accounts for about 45-50% of the total volume of packaging. The undisputed leader in this area is corrugated cardboard packaging. Cardboard, of course, is gradually losing its position in the packaging market, but in some areas it still remains the main packaging material. And this is understandable, because with proper organization is achieved multiple processing of primary cellulose used in the production of cardboard, which significantly saves material resources of producers. It should be noted that in our country this is the only packaging material that can be recycled [4].

In Europe and America, successes in solving environmental problems are actively promoted, festivals and competitions are held, ecological packaging is attached, state and public organizations call on designers to clean storefronts from harmful products. In the UK, for example, industrial designer Neil Barron presented his version of the ecological beach "London on Tap" called "Tap Top". The purpose of the project - the consumer's refusal of bottled mineral water in plastic bottles [5]. Analysis of available information indicates the absence of polymer waste processing systems in Ukraine. The reasons for several and the main ones are passive state policy on the use of plastic waste: there are no relevant laws and programs, no financial support for businesses employed in this sector, and absolutely underdeveloped infrastructure of equipment and sorting of constructed waste. One of the main aspects of solving the problems is to create work with the population, consumers of plastic packaging, without an organization that cannot expect serious progress in the fight against plastic "displacement". In this renewal of the legal framework at EU level, developed infrastructure, understanding problems of pollution control have made Europe a leading region of the world industry of recycling and reuse [7]. Thus, the process of development and use of modernized environmental materials abroad is at the stage of development and, unfortunately, only in its infancy in Ukraine. In addition to the introduction of technologies for the production of waste-free packaging materials, it is necessary to find other solutions to the environmental problem. Disposal of solid waste (MSW) should be developed in one of three areas, which can be identified as the most promising: Recycle, Reduce and Reuse.

The main role in processing belongs to chemists, biologists and technologists. The activities of the designer are mainly in demand in two other areas.

In fact, designers are very actively involved in solving environmental problems, because by the nature of their activities are often their cause and are responsible for the produced non-environmental products, as well as for "overly packaged" consumer goods. Guided by the environmental friendliness of the material, some designers create packaging larger in weight than the product itself, for which, of course, the consumer overpays, for example, buying cardboard, as in the case of packaging from "SanDisk".

The designer should strive to reduce the cost of packaging materials, not just take care of their recyclability. The British government has announced its intention to start combating "excessive and irrational" packaging used in the food industry.

In our opinion, it is more expedient to change the form and function of objects of technogenic origin. It is known that used packaging can get a second life. It has been repeatedly proven that packaging in the modern world is beginning to acquire an independent status and can exist for life separately from the product for which it was intended. The activities of many designers are related to this area of "reuse" of packaging. Garbage cannot be compared to gold and silver, but it better reflects social "values." This is the opinion of the designers of the Canadian Studio Contexture Design, who developed a plywood bracelet "These Coffee Cuffs". The bracelet has two purposes: in addition to the fact that it can serve as an ornament, it easily turns into a cuff for a hot glass, if necessary, to prevent burns [6].

Such projects inspire designers in search of original solutions in the development of packaging that meets the requirements of the environment, the economic interests of the manufacturer and the aesthetic preferences of consumers.

Most countries have created their own logo for labeling organic goods. We will consider some of them guaranteeing an organic origin of production. Based on the infographic below, you can analyze that, as a rule, the logo uses green in different shades. As a basis use the form of a leaf, or vegetative motives. You can also see the abbreviations.

Conclusions

The concept of impeccable environmentally friendly packaging combines all three views of the solution. In design development, there should be a desire to give not only a second life to the package, but also to use as little material as possible, and this material must be environmentally friendly. But design solves not only the problem of combining these three rules. One of the main tasks of design is the role of a visual communicator between the product and the consumer, the role of a carrier of advanced information about environmentally friendly products.

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