

**The compatibility between materials and Techniques used in the production of packaging labels to increase their quality and improve packaging performance**

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**Abstract:**

Printing packaging labels is an important technology in the packaging industry, especially those that are glued to packaging and products, and are highly dependent on various industries such as pharmaceuticals, food industries, spare parts, agricultural products and other product Packaging is a very important marketing tool for products. The outward appearance of the product, the design and the colors used are the first to attract the consumer to the product. The external appearance of the product may play an important role in raising overall sales. labels play an important role in informing the consumer about the product, the date of validity, the production company and what information to tell the consumer quickly during initial contact with the product.

There are many methods of producing labels depending on the quality and shape of the product, as there are some qualities that must be available in the production of labels expensive cosmetics products can be dispensed with the production of other products, as the aesthetic properties added to those packages that raise the value. Also, the nature of the card varies according to the type of product packaged, some products such as freezers are packaged in low temperature conditions, and other products are packaged at high temperatures such as ketchup and other products Labels materials are divided into paper and plastic raw materials depending on the type, shape and use of the label. Both paper and plastic materials are suitable for printing, but there are uses for paper labels that differ from the use of plastic raw materials. There are many types of labels. Both paper and plastic materials have characteristics that must be tested for using

The labels are printed in traditional ways. They use a single printing method to produce labels, but because of the advantages of different types of printing, this leads to the use of more than one method to print the labels to add the features and also as a kind of insurance cards for the difficulty of imitating them is considered the identity of the manufacturer of the product

**Key words:** production ,printing ,label ,packaging