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PACKAGING

Учебно-методическое пособие
по английскому языку
для студентов специальности
1-36 20 02 «Упаковочное производство»

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Цель пособия – подготовить студентов к самостоятельной работе над научно-технической литературой по специальности 1-36 20 02 «Упаковочное производство».

Источником текстового материала послужила оригинальная англоязычная литература.

Упражнения способствуют развитию и совершенствованию навыков и умений чтения и перевода аутентичной литературы.

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Introduction

Учебно-методическое пособие состоит из 16 разделов, составленных по одинаковой схеме.

Каждый раздел включает текст, словарь употребительных терминов и переводческий комментарий, объясняющий трудности перевода с английского языка на русский, а также упражнения по развитию навыков перевода и интерпретации текста.

Тексты пособия взяты из оригинальных английских и американских источников. В пособии предусмотрены задания по обучению студентов переводу сложных грамматических структур, включающих инфинитив, герундий, степени сравнения прилагательных и наречий, временные формы английского глагола, формы страдательного залога, словосочетания, состоящие из прилагательных и существительных. Последний раздел пособия содержит тексты для развития у студентов навыков самостоятельной работы по переводу литературы профессиональной направленности.

Unit 1

Introduction

Packaging is the science, art and *technology* of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the *process of design*, evaluation, and production of packages. The purpose of this work is to study the history of the development of the package and to value actuality of using of different types of package during our days. Packaging has several objectives, in the correspondence with which it was developed and finally, it grew into an independent industry. Here are some of them:

Physical protection - The objects enclosed in the package may require protection from, among other things, shock, *vibration*, *compression*, *temperature*, etc.

Barrier protection - A barrier from oxygen, water vapor, dust, etc., is often required. Permeation is a critical factor in design. Some packages contain desiccants or Oxygen absorbers to help extend shelf life. *Modified atmospheres* or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, and safe for the intended shelf life is a primary function.

Containment or agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granules need containment.

Information transmission - Packages and *labels* communicate how to use, *transport*, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments.

Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package design has been an important and constantly evolving phenomenon for dozens of years. Marketing communications and *graphic design* are applied to the surface of the package and (in many cases) the point of sale display.

Vocabulary Notes on the Text

packaging	упаковывание, упаковка
package	упаковка
enclose	вкладывать, огораживать

protect	защищать
storage	хранение
evaluation	оценка, вычисление
objective	цель
shock	удар, ударное воздействие
barrier	средство защиты (внутри тары), защитный материал
oxygen	кислород
vapor	пары, испаряться
dust	пыль
permeation	проникание
desiccant	десикант
absorber	абсорбер, поглотитель
maintain	поддерживать, сохранять
containment	локализация
agglomeration	агломерация; накапливание, скопление
recycle	перерабатывать
dispose of	избавляться
purchase	покупать
apply	применять, применить
reduce	снижать, сокращать
tamper	трогать; портить
resistance	сопротивление
pilfer	воровать
seals	клеймо, печать, знак
authentication	идентификация
counterfeit	подделка; подделывать
devices	приборы
dye-pack	окрашивающая кассета
tag	бирка, ярлык, метка
surveillance	наблюдение, контроль
handling	обращение
buck	сыпучий
commodity	товар
precise	точный

Vocabulary and Text Exercises

1. Choose corresponding Russian words and word combinations for:

1) in the correspondence with

а) по причинам, связанным с эффективностью

- | | |
|--|--|
| 2) to value actuality | b) идентификационные знаки (печати) |
| 3) to require protection from | с) в пунктах вывоза |
| 4) intended shelf life | d) электронные метки (бирки)
для контроля товара |
| 5) modified or controlled atmospheres | e) в соответствии с |
| 6) for reasons of efficiency | f) требовать защиты от |
| 7) to encourage potential buyers | g) модифицированные или
контролируемые атмосферы |
| 8) the surface of the package | h) оценивать необходимость, актуальность |
| 9) authentication seals | i) predetermined cycle
lifetime of the product (service life) |
| 10) a means of loss prevention | j) surface of the packaging |
| 11) portion control | k) encourage (stimulate)
potential buyers |
| 12) at exit points | l) means of loss prevention |
| 13) anti-theft devices | m) weight control |
| 14) electronic article surveillance tags | n) anti-theft devices,
signalization |

2. Translate into English the words given in Russian, using active vocabulary.

- 1) Packaging is the science, art and technology of **ограживания или предохранения** продукции.
- 2) Some objects may require protection from **удара, вибрации и компрессии**.
- 3) A barrier from **кислорода, водных испарений, пыли** is often required.
- 4) Packages and labels give instructions how to use, transport, **перерабатывать или избавляться** of the package or product.
- 5) The packaging can be used by marketers to encourage potential buyers **покупать** продукцию.
- 6) Marketing communications and graphic design **применяются** to the surface of the package.
- 7) Packages can be made with improved **сопротивляемостью** к ударам to deter tampering.
- 8) Packages can be engineered to help **уменьшить** риски кражи and have **pilfer indicating** seals.
- 9) **Сыпучие товары** (such as salt) can be divided into packages that are more suitable size for individual households.

3. Study the translation of the following grammar constructions:

The Gerund

1. We have no intention *of ordering* such machines. - Мы не намерены *заказывать* такие машины.

The Passive Voice

1. The goods *are packed*. – Товары *упакованы*.

2. This book *can be bought* in any bookshop. - Эту книгу *можно купить* в любом магазине.

a) translate the sentences into Russian paying attention to these grammar constructions:

1. There are different ways of solving this problem.
2. There is no harm in doing that.
3. This is an airplane for transporting goods.
4. Have you any objection to signing this document?
5. Our work must be finished as soon as possible.
6. The steamer was unloaded when the agent arrived at the port.
7. Cranes are used for lifting heavy weights.
8. The package will be designed at the time.

b) find in the text the sentences with the same constructions and translate them.

4. Find in the text words and word combinations in italics and translate them.

5. Translate the text using the dictionary.

Unit 2

Brief survey of the history of the package

Unfortunately, sometimes, we do not note things, that became customary. Meanwhile package relates to those objects, which deserve special attention. An important *role* in the development of the human history belongs to it. The study of old packages is an important *aspect of archaeology*.

The first packages use of the natural materials available at the time: Baskets of reeds, wineskins (Bota bags), wooden boxes, pottery *vases*, *ceramic amphorae*, wooden barrels, woven bags, etc. Processed materials were used to form packages as they were developed: for example, early glass and bronze vessels. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century.

Packaging advancements in the early 20th century included Bakelite closures on *bottles*, transparent *cellophane* overwraps and panels on cartons, increased processing efficiency and improved food safety. As additional materials such as *aluminum* and several types of plastic were developed, they were incorporated into packages to improve performance and functionality.

Vocabulary Notes on the Text

brief	краткий
survey	обзор
customary	обычный
relate to	относиться к
deserve	заслуживать
human	человеческий, людской
natural	естественный, природный
available	доступный, имеющийся в наличии
reed	тростник
wineskin (winebag)	бурдюк, мех для вина
wooden	деревянный
pottery	гончарный
ceramic	керамический
barrel	бочка
woven <i>p.p. om weav</i>	плести
process	обрабатывать, обработать
glass	стекло

iron	железо, железный
tin	олово; банка
plate	накладывать серебро, золото, лудить
steel	сталь
vessel	сосуд
can	банка
paperboard	картон
carton	(большая) картонная коробка, картонка
corrugated	гофрированный, рифленый
fiberboard	волокно; фибра; нить; древесное волокно; лыко, мочало
closure	крышка, пробка
transparent	прозрачный
cellophane	целлофан
overwrap	внешняя обертка (потребительской тары или продукта)
panel	сторонка (тарной коробки)
incorporate	включать, объединять
improve	улучшать
functionality	функциональное назначение
advancement	продвижение

Vocabulary and Text Exercises

1. Choose corresponding Russian words and word combinations for:

- | | |
|---|--|
| 1) available at the time | a) история человечества |
| 2) deserve special attention | b) древняя стеклянная посуда |
| 3) to improve performance and functionality | c) покрытая оловом сталь |
| 4) early glass | d) доступные в то время |
| 5) human history | e) заслуживать особого внимания |
| 6) incorporate into packages | f) улучшить коэффициент полезного действия и функциональное назначение |
| 7) to become customary | g) включать в производство упаковки |
| 8) tin plated steel | h) стать обычным |

2. Supply the sentences with the missing words and translate them.

(processing efficiency, relate to, baskets of reeds, processed materials, wineskins, paperboard cartons, corrugated fiberboard boxes, wooden boxes, packaging advancements, several types of plastic, iron, cans)

- 1) In ancient time people used _____, _____ and _____ as the first packages.
- 2) In the 20th century _____ increased _____ and improved food safety.
- 3) Packages _____ those objects, which deserve special attention.
- 4) Since _____ were developed, they were used to form packages.
- 5) _____ and _____ were first introduced in the late 19th century.
- 6) Later _____ were used in the production of packages.
- 7) In the 19th century people began to use _____ for the production of _____.

3. Study the translation of the following grammar construction:

The Passive Voice

1. The goods *were delivered* on time. - Товар *был доставлен* вовремя.

a) translate the sentences paying attention to this grammar construction:

- 1) That package was designed last week.
- 2) The equipment was delivered the other days.
- 3) The contract was signed a month ago.
- 4) What was this package made of?
- 5) The history of the development of the package was studied by me.
- 6) The way of transporting, recycling or disposing of the product was indicated on the surface of the package.
- 7) Packaging was developed and grew into an independent industry.

b) find in the text the sentences with the same grammar construction and translate them.

4. Find in the text the words in italics, read and translate them.

5. Translate the text with the dictionary.

Unit 3

Basket

One of the first packages was a basket. *Archaeological* sites in the Middle East show that weaving *techniques* were used to make mats and possibly also baskets, circa 8 000 BC. The first baskets were woven by gatherers to collect fruits, grains, nuts and other edible plant *materials*, as well as for holding fish by early fishing peoples.

A creel is a basket made especially to hold fish. Baskets made with several interwoven techniques were common at 3 000 BC. Wood, *bamboo*, wheat, other grasses, rushes, twigs, osiers or wicker are often used to make them. The plant life available in a *region* affects the choice of material, which in turn influences the *weaving technique*. Rattan and members of palm tree family, the thin grasses of temperate regions and broad-leaved tropical plants each require a different method of twisting and braiding to be made into an effective basket. Carrying of a basket on the head, particularly by rural women, has long been practiced. Representations of this in Ancient Greek art are called Canephorae.

Although baskets were *traditionally* created to serve a utilitarian rather than an esthetic purpose, the practice of basket making has evolved into an art. Artistic freedom allows basket makers a wide choice of colors, materials, sizes, patterns and details therefore it is possible to say that the baskets have future in the *packing industry*.

Vocabulary Notes on the Text

basket	корзина
site	место, местонахождение
weave	плести
technique	техника
mat	циновка, половик, рогожа
circa	приблизительно, около
B.C. (before Christ)	до нашей эры
gatherer	сборщик
collect	собирать
grain	зерно
nut	орех
edible	съедобный
plant	растение
hold	держат

fishing people	рыбаки
creel	корзина для рыбы
common	общепринятый, распространенный
wheat	пшеница
grass	трава
rush	тростник, камыш
twig	веточка, прут, хворостинка
osier	ива, лоза
wicker	прутья для плетения
affect	влиять
palm tree	пальмовое дерево
temperate	умеренный
broad-leaved	широколистные
twist	сплести, сучить
braid	плести, оплести, обматывать
carry	нести. переносить
rural	сельский, деревенский
create	создавать
serve	служить
purpose	цель
evolve	эволюционировать. развиваться
freedom	свобода
allow	позволять
choice	выбор
pattern	образец. рисунок, узор
in turn	в свою очередь

Vocabulary and Text Exercises

1. Choose corresponding Russian words and word combinations for:

- | | |
|--|---|
| 1) a wide choice of | a) регионы с умеренным климатом |
| 2) edible plant materials | b) упаковочная промышленность |
| 3) affect the choice | c) техника по плетению |
| 4) temperate regions | d) широкий выбор |
| 5) packing industry | e) требовать другого способа (метода) |
| 6) to serve an utilitarian and aesthetic purpose | f) места археологических раскопок |
| 7) archaeological sites | g) повлиять на выбор |
| 8) weaving techniques | h) съедобные продукты растительного происхождения |
| 9) require a different method | i) служить утилитарной и эстетической цели |

2. Supply the sentences with the missing words and translate them.

(the plant life, artistic freedom, evolve, creels, fishing people, to collect, grains, nuts, patterns, in turn, rural)

- 1) Thanks to _____, basket makers can use a wide choice of colors, materials, sizes and _____.
- 2) Gatherers made their first baskets in order to _____ fruits, _____, _____ and other edible materials.
- 3) Early _____ also used baskets, which are called _____, to hold fish.
- 4) The practice of basket making _____ into an art.
- 5) The choice of material for producing baskets was affected by _____ available in a region, which _____ influences the weaving technique.
- 6) In eastern countries _____ carried baskets on the head.

3. Study the translation of the following grammar constructions:

The Infinitive

1. I remained there *to see* what would happen. - Я остался там, *чтобы посмотреть*, что произойдет.

Sentences with the preparatory It.

1. *It is difficult* to find a suitable steamer. - *Трудно* найти подходящий пароход.
2. *It was clear* that he would not come. - *Было ясно*, что он не придет.

a) translate the sentences paying attention to these grammar constructions:

- 1) It's no use telling him about it.
- 2) He came here to speak to me, not to you.
- 3) The steamship "Minsk" was chartered to carry cargo from St.Petersburg to Hull.
- 4) It is too late to talk about it.
- 5) I need money to buy a new machine for producing new package.
- 6) I'm sure that it is better to know the truth.
- 7) The car was waiting at the door to take them to the station.
- 8) It was clear that it would be difficult to fulfill that urgent work.

b) find in the text the sentences with the same grammar constructions and translate them.

4. Find in the text the words in italics, read and translate them.

5. Translate the text using the dictionary.

Unit 4

An amphora

An amphora (plural: amphorae or amphoras) is a type of *ceramic vase* with two handles and a long neck narrower than the body. The word amphora is Latin, derived from the Greek amphoreus (auxpopeuc), *an abbreviation* of amphiphoreus (auxpupopeuc;), a compound word combining amphi- ("on both sides", "twain") plus phoreus ("carrier"), from pherein ("to carry"), referring to two carrying handles on opposite sides of the vessel. Amphorae first appeared on the Lebanese-Syrian coast around the 15th century BC and spread around the ancient world, being used by the ancient Greeks and Romans as the principal means for transporting and storing grapes, *olive oil*, wine, oil, *olives*, grain, fish, and other commodities. They were produced on an industrial scale from Greek times and used around the Mediterranean until about the 7th century. Wooden and skin containers seem to have supplanted amphorae thereafter. They are of great benefit to maritime *archaeologists*, as amphorae in a shipwreck can often indicate the age of the wreck and *geographic origin* of the cargo. They are occasionally so well preserved that the original contents are still present, providing invaluable information on the eating habits and trading systems of the ancient Mediterranean peoples. Two principal types of amphora existed: the neck amphora, in which the neck and body meet at a sharp angle; and the one-piece amphora, in which the neck and body form a continuous curve. Neck amphorae were commonly used in the early history of ancient Greece but were gradually replaced by the one-piece type from around the 7th century BC onwards. Most were produced with a pointed base to allow them to be stored in an *upright position* by being partly embedded in sand or soft ground. This also facilitated transport by ship, where the amphorae were tightly packed together, with ropes passed through their handles to prevent breaking or toppling during *a rough sea voyage*. Amphorae varied greatly in height. The largest could stand as much as 1.5 m high, while some were under 30 cm high - the smallest were called amphoriskoi (literally "little amphorae"). Most were around 45 cm high. There was a significant degree of standardization in some variants; the wine amphora held a *standard measure* of about 39 liters, giving rise to the amphora quadrant as a unit of measure in the Roman Empire. In all, around 66 distinct types of amphora have been identified. High-quality painted amphorae were produced in significant numbers for a variety of *social and ceremonial purposes*. Their design differs significantly from the more *functional versions*; they are typified by wide mouth and a ring base, with a glazed surface and decorated

with *figures or geometric shapes*. Such amphorae were often *used as prizes*. Some examples, bearing the inscription "I am one of the prizes from Athens", have survived from the Anathematic Festivals held between the 6th century BC to the 2nd century BC. Painted amphorae were also used for funerary purposes. The loutrophoros, a type of amphora, was used principally for funeral rites. Outside vases were also used as grave markers, while some amphorae were used as containers for the ashes of the dead. Amphora's price was too low to return to the filling places and when empty they were broken in an area named Testaccio, close to Tiber, in a manner that avoid falling of pieces, later wet with Calcium hydroxide (Calce viva). Unfortunately nowadays amphorae are not used but without any doubts they are the unique archaeological source.

Vocabulary Notes on the Text

handle	ручка
neck	горлышко
narrow	узкий
derive from	происходить от
abbreviation	аббревиатура, сокращение
compound	составной
combine	объединять, сочетать
twain	два
refer to	иметь отношение, относиться
coast	побережье
spread	распространяться
ancient	древний, античный
principle	главный, основной
store	запасать, хранить
commodity	товар
scale	масштаб, размер
supplant	выжить, вытеснить, занять место
benefit	польза, выгода
maritime	морской, приморский
shipwreck	кораблекрушение, обломки кораблекрушения
origin	происхождение
cargo	груз
preserve	сохранять, хранить
contents	содержимое
provide	обеспечивать, предоставлять
invaluable	неоценимый, бесценный

habit	привычка, обычай
trade	торговля
exist	существовать, находиться
sharp	тонкий, крутой, резкий
angle	угол
form	создавать, образовывать
continuous	непрерывный
curve	изгиб, закругление
gradually	постепенно, мало-помалу, понемногу
replace	заменять, замещать
point	остроконечный, острый, заостренный
upright	вертикальный. прямой
embed	вставлять
facilitate	содействовать, способствовать
tightly	плотно, компактно
topple	опрокидываться
rough	бурный (о море)
in height	по высоте
stand	быть высотой в
significant	значительный, существенный
degree	степень
measure	размер
quadrant	квадрант
in all	всего, полностью
distinct	определенный, отчетливый
social	общественный, социальный
differ	отличаться
version	версия, вариант
typify	быть типичным представителем, служить типичным примером или образцом
glazed	глазированный, покрытый глянцем
decorate with	украшать, декорировать
figure	фигура
shape	форма, вид
bear	носить, иметь
survive	уцелеть, пережить, перенести
paint	красить, расписывать
funeral	похоронный
rite	обряд, церемония, ритуал
grave	могила
ash	пепел, прах

avoid	избегать
wet	смачивать, увлажнять, промочить, промывать
doubt	сомнение
source	источник

Vocabulary and Text Exercises

1. Choose corresponding words and word combinations for:

- | | |
|-----------------------------------|--|
| 1) to be of great benefit | a) составное существительное |
| 2) without any doubts | b) хранить товары |
| 3) principle means | c) производить в промышленном масштабе |
| 4) provide invaluable situation | d) приносить пользу |
| 5) in significant numbers | e) значительно отличаться от |
| 6) a compound word | f) произойти от |
| 7) to store commodities | g) в значительных количествах |
| 8) produce on an industrial scale | h) без сомнения |
| 9) derive from | i) основные средства |
| 10) differ significantly from | k) предоставлять бесценную информацию |

2. Supply the sentences with the missing words and translate them:

(spread around, decorated, contents, habits, prizes, embedded, toppling, tightly, origin of the cargo, trading, differed, coast, commodities, upright)

- 1) First amphorae appeared in the 15th century BC on the Lebanese-Syrian _____.
- 2) They were used for keeping and transporting different _____, such as grapes, wine, oil and so on.
- 3) As maritime archaeologists say, amphorae _____ the ancient world.
- 4) Amphorae in a shipwreck can often indicate the age of the wreck and geographic _____.
- 5) The original _____ of some amphorae was preserved very well.
- 6) The contents of ancient amphorae provide invaluable information about eating _____ and _____ system, that people had at that time.
- 7) Sometimes amphorae were stored _____ position and _____ in sand or _____ ground.
- 8) While transporting by ship, amphorae were _____ packed together.

- 9) To prevent breaking or _____ during a voyage, ropes were passed through their handles and fixed.
- 10) The design of amphorae _____ significantly depending on their functional versions.
- 11) Some of them were _____ with figures and geometric shapes and were often used as _____.

3. Study the translation of the following grammar construction:

The Participial Constructions.

1. The professor told us about the experiments *being carried on* in his laboratory. - Профессор рассказал нам об опытах, *производимых* в настоящее время в его лаборатории.
2. I picked up the letter *lying* on the floor. - Я поднял письмо, *лежавшее* на полу.

a) translate the sentences paying attention to this grammar construction:

- 1) The large building being built in our street is a new school-house.
- 2) The goods arrived in good condition being packed in strong cases.
- 3) Being asked whether he intended to return soon, he answered that he would be away for about three months.
- 4) I went to see him being told of his arrival.
- 5) Being very tired, we refused to go for a walk.
- 6) They looked at the plane flying high in the sky.
- 7) A person bringing good news is always welcome.
- 8) At a conference of the Academy of Sciences, being held in Minsk, a number of important scientific problems are being discussed.
- 9) The leaves lying on the ground reminded us of autumn.

b) find in the text the sentences with the same construction and translate them.

4. Find in the text the words in italics, read and translate them.

5. Translate the text using the dictionary.

Unit 5

Bota bag

A bota bag is a traditional Spanish wine skin. *Archeological excavations* show that the exemplary age of this thing is approximately a thousand years. Typically, it was made of leather, and was used to carry wine, or another liquid. Traditionally, bota bags were lined with tree sap or other resins to prevent liquids from seeping through.

A goatskin is one of the varieties of bota bag. It is a container for wine, so called for being traditionally made of goatskin. In the Basque Country, the goatskin is known as a zahato. That means «big goatskin bottle» on *the local dialect*. The zahato is the traditional wineskin bottle of the Basque shepherds. With its narrow nozzle, it is possible to drink "zurrust", i.e. intercepting the jet without touching the bottle. Its manufacturer is a zahatogile. The zahato was made of two pieces of tanned and close-cropped goatskin. Softened, they were cut out on a last and were sewn on their sides. Then the bottle was turned up, seam and hair inside. After drying, it was inflated, then coated with pitch to make it impermeable. The nozzle, traditionally in horn, was fixed by a red collar. The zahato was carried across the shoulder with the red cord which surrounds it along the seam. *Modern bota bags* have a latex liner, and they found wide application in the modern world, as this very *old product* is really suitable for taking some wine with one outside.

Vocabulary Notes on the Text

excavations	раскопки
exemplary	типичный, примерный
age	возраст, век, период
approximately	приблизительно
leather	кожа
line	футеровать, облицовывать
sap	сок (растения)
resins	смолы
prevent from	предотвращать, не допустить
seep	просачиваться, протекать
mean	значить, означать
goatskin	бурдюк, сафьян
local	местный
shepherds	пастух

nozzle	насадок, наконечник
possible	возможный
i.e. (that is)	то есть
intercept	перехватывать
jet	струя
touch	прикасаться, дотрагиваться
tan	дубить (кожу)
close-cropped	коротко остриженный
soften	смягчать
cut out	вырезать, кроить
last	колодка
sew	шить, сшивать
turn up	переворачивать
seam	шов, рубец
dry	сушить, высушить
inflate	надувать газом, воздухом; накачивать
coat	покрывать (краской и т.д.)
pitch	смола; деготь
impermeable	непроницаемый, герметический
horn	выступ, шкворень
collar	хомут, втулка, кольцо
cord	веревка, шнур
surround	окружать
liner	подкладка, облицовка
application	применение
suitable	удобный
outside	снаружи, на открытом воздухе

Vocabulary and Text Exercises

1. Choose corresponding words and word combinations for:

- | | |
|---------------------------------|--------------------------------|
| 1) exemplary age | a) сшивать по краям |
| 2) made of leather | b) находить широкое применение |
| 3) prevent from seeping through | c) примерный возраст |
| 4) sew on the sides | d) покрывать смолой |
| 5) find a wide application | e) изготовленный из кожи |
| 6) coat with pitch | f) не допустить протекания |

2. Supply the sentences with the missing words and translate them.

(shepherds, nozzle, impermeable, seam, goatskin, outside, touching, approximately, suitable, red cord)

- 1) A bota bag is traditionally made of _____ .
- 2) This thing is _____ thousand years.
- 3) Zahato is a big goatskin bottle with a narrow _____ , that makes it possible to drink without _____ the bottle.
Bota bags are very _____ for taking wine _____ .
- 4) To make it _____ bota bags were coated with pitch.
- 5) The Basque _____ carry the bota bag across the shoulder with the _____ which surrounds the bag along the _____ .

3. Study the translation of the following grammar construction:

Participles

to order – <i>ordered</i>	заказать, заказывать – <i>заказанный, заказываемый</i>
to buy – <i>bought</i>	купить, покупать – <i>купленный, покупаемый</i>
to know – <i>knowing</i>	знать – <i>зная, знающий</i>

a) translate the sentences with Participles:

- 1) I picked up the letter lying on the floor.
- 2) We visited one of the largest plants producing tractors in our country.
- 3) She showed the travelers into the room reserved for them/
- 4) Books read in childhood seem like old friends.
- 5) The bridge seized by the enemy the day before was re-taken by our troops.
- 6) The customs officer stood on deck counting the cases.

b) find in the text the sentences with the Participle and translate them.

4. Find in the text the sentences with the words in italics, read and translate them.

5. Translate the text using the dictionary.

Unit 6

Despatch of Goods: Packing and Marking

Nothing is more *infuriating* to a buyer than to find his goods damaged or partly lost on arrival. The buyer has a right to expect his goods to reach him in a perfect condition and the seller has to organize the despatch of goods in such a way that the problems which might occur during the transit should be as less serious as possible. The important assets of export distribution are packing and marking.

Packing is intended to protect goods from all types of different *hazards*. Cargo in transit may be threatened by natural phenomena or by man-made problems which include pilferage. The damage to a consignment of goods may also be caused by its proximity to *another shipment*. So the general aim in all packing is not only to make the goods secure during the journey, but at the same time to make the package as small and light as possible. *Transport costs* on land usually depend on the weight but on the sea the size of the package is also significant.

To handle the problems that face export despatches, in many large *export firms* special departments for export packing have been established and the whole problem is under regular control. They also may employ a forwarding agent to do packing for them.

For correspondence, the following specialized terms of *packing containers* are useful to know:

bag	пакет
bale	тюк, кипа
barrel	бочонок, деревянная бочка
box	ящик из дерева или металла
bundle	связка, пачка
carboy	бутыль, баллон
carton	картонная коробка
case	прочный ящик, скрепленный рейками
crate	решетчатая тара
container	контейнер
drum	цилиндрический контейнер
sack	мешок
tin/амер. can	маленький металлический контейнер, консервная банка.

The marking of goods is very important because an unmarked consignment may be mislaid at some stage. Even worse, the unmarked goods become practically untraceable. At the same time, marking should not reveal any *excess information* about the contents of the goods in order to avoid the risk of theft.

There are three principle types of marking, which are usually done by paint or ink through a metal stencil on export packages:

(a) The consignee's own distinctive marks, which are registered and play *the role of identification*. These marks, including the name of place of destination, serve as *the address on an envelope*.

(b) Any official mark required by authorities of the country of export or import. Some countries require the name of the country of origin, of the goods to be marked on each package, others – weights and dimensions or both.

(c) Special directions or warnings. Here you will find some special instructions regarding manner of handling, loading, lifting and various warnings both for the owner's and the carrier's benefit.

Below are the most widespread examples:

Handle with care	Осторожно!
Glass - with care	Осторожно, стекло!
Acid - with care	Осторожно, кислота!
Fragile	Осторожно, хрупкий груз!
To be kept cool	Хранить в прохладном месте
Use no hooks	Не пользоваться крюками
Stow away from heat	Держать вдали от нагревательных приборов
Keep dry	Беречь от влаги
Do not drop	Не бросать
Do not stow on deck	Не складывать на палубе
This side up	Верхняя часть
Open this end	Открывать здесь
Lift here	Поднимать с этого конца
Perishable	Скорпортящийся продукт
Inflammable	Огнеопасно

Warnings and directions may be also represented by stenciling symbols that are understood by speakers of any language.

Vocabulary Notes on the Text

damage	повреждение; повреждать
despatch = dispatch	отправлять; отправка
transit	транзит
asset	ценное качество
carrier	перевозчик
cargo	груз
hazards	опасности
phenomena (pl от phenomenon)	явление, феномен
pilferage	мелкая кража
theft	воровство, кража
consignment	груз
consignee	грузополучатель
proximity	близость
secure	безопасный
weight	вес
infuriate	разъярить, приводить в ярость
handle	справиться; обращаться
employ	нанимать
forwarding agent	экспедитор
terms	термины
container	контейнер
mislay	затерять
untraceable	бесследный
excess	избыток
stencil	трафарет
destination	место назначения
identification	опознание
authorities	власти
origin	происхождение
dimensions	размеры
warning	предупреждение
loading	погрузка
benefit	польза, выгода
widespread	распространенный
symbol	символ

Vocabulary and Text Exercises

1. Translate the following English collocations, find them in the text, read and translate sentences with them:

(to make something secure; to handle a problem; to be under regular control; to play the role of identification; to be mislaid; to become untraceable; to reveal excess information about something; to avoid the risk of theft; stenciling symbols; for somebody's benefit.)

2. Choose corresponding Russian words and word combinations for:

- | | |
|---------------------------------------|---|
| 1) through a metal stencil | a) экспортные поставки |
| 2) to employ a forwarding agent | b) важная особенность |
| 3) an unmarked consignment | c) в пути |
| 4) the manner of handling and loading | d) нанять экспедитора |
| 5) in transit | e) немаркированный груз |
| 6) an important asset | f) по металлическому трафарету |
| 7) required by authorities | g) место назначения |
| 8) export despatches | h) отличительные знаки
грузополучателя |
| 9) consignee's distinctive mark | i) требуемый властями |
| 10) a place of destination | j) способ обращения и погрузки |
| 11) natural phenomena | к) в отличном состоянии |
| 12) proximity to another shipment | l) созданные человеком проблемы |
| 13) in a perfect condition | m) природные явления |
| 14) man-made problems | n) близость к другой партии товара |

3. Study the translation of the following grammar constructions:

The Complex Object

1. The manager ordered *the cargo to be insured*. - Управляющий приказал, чтобы груз был застрахован.

Modal Verbs

1. He *has to go* there now. - Он должен (ему необходимо, надо) пойти туда сейчас.

2. We pack our goods carefully, otherwise they *may (might) be damaged*. - Мы упаковываем наши товары тщательно, в противном случае они могут быть повреждены.

3. We *should help* them. - Мы должны (нам следует) помочь им.

a) translate the sentences paying attention to these grammar constructions:

1. The customs officer allowed the goods to be discharged.
2. The captain ordered the cases to be loaded.
3. We expect the contract to be signed tomorrow.
4. He wishes the work to be done at once.
5. I expect the goods to be packed and to be loaded at once.
6. He said that she might know their address.
7. He may come to Minsk in summer.
8. You should pay attention to packing.
9. They have to do everything to avoid the damage of goods.
10. Some countries may require the name of the country to be marked on each package.

b) find in the text the sentences with the same construction and translate them.

4. Find in the text the sentences with the words in italics, read and translate them.

5. Translate the text using the dictionary.

Unit 7

Wooden barrels

In ancient times, in Europe, *liquids like oil* and wine were carried in vessels, for instance *amforas, sealed with pine resin*. The Romans began *to use barrels* in the 3rd century AD, as a result of their commercial and *military contacts* with the Galls who had been making barrels for several centuries. For nearly 2, 000 years barrels were the most convenient form of shipping or storage container, for those *who could afford* the superior price. All kinds of bulk goods *from nails to gold coins* were stored in them. Bags and most crates were cheaper but they were *not so sturdy* and they were more difficult to manhandle for the same weight. Barrels slowly *lost their importance* in the 20th century with the introduction of pallet-based logistics and *containerization of many fluids* such as water, oil and hazardous waste. Nowadays barrels are used for the transport of oil, wine, other liquids and dry goods.

Vocabulary Notes on the Text

vessel	сосуд
to seal	запечатывать, герметически закрывать
pine	сосна, сосновый
barrel	бочка, баррель
to ship	перевозить, транспортировать
to afford	позволять себе
bulk goods	товары в большом количестве
crate	ящик (деревянный), корзина
sturdy	крепкий, прочный
pallet-based logistics	поддоны
drum	цистерна
fluid	жидкость
hazardous waste	опасные отходы
manhandle	тащить, передвигать вручную
weight	вес
dry goods	сухогрузы

Vocabulary and Text Exercises

1. Chose corresponding Russian word combinations for:

- | | |
|---|---------------------------------|
| 1) the most convenient form of shipping | a) одинаковый вес |
| 2) commercial contacts | b) транспортировка жидкостей |
| 3) storage container | c) самый удобный вид перевозки |
| 4) superior price | d) коммерческие (деловые) связи |
| 5) all kinds of bulk goods | e) контейнер для хранения |
| 6) the same weight | f) все виды насыпных товаров |
| 7) transportation of liquids | g) высокая цена |

2. Complete the sentences using active vocabulary.

Translate them into Russian.

(tanks, crates, hazardous waste, vessels, storage, manhandle, barrel)

1. You should pay as much attention as possible to the _____ of this fish.
2. These _____ with tangerines will be delivered to the children's summer centre.
3. Some ancient _____ full of coins were found during the reconstruction of the old castle.
4. I wonder how many litres a _____ of oil is.
5. _____ from atomic power stations were shipped to the special area.
6. Liquids in great amounts are usually transported in _____.
7. Drums are too heavy to _____ them.

3. Study the translation of the following grammar constructions.

To-infinitive constructions.

1. I *plan to set up* my own restaurant business. – Я *планирую основать* свой собственный ресторанный бизнес.
2. For me it was very *easy to translate* that article into English. – Мне было очень *легко перевести* ту статью на английский язык.
3. We were *happy to hear* that Mary is coming to visit us. – Мы были *рады узнать*, что Мэри собирается навестить нас.
4. They *promised to help* us. – Они *пообещали помочь* нам.

a) Translate the sentences into Russian paying attention to these grammar constructions.

1. The top manager decided to send me to Germany on business trip.
2. We were very glad to see each other again.
3. His family was too poor to buy more than the basic necessities.
4. It was a pleasure to listen to him.
5. Tomas encouraged us to travel by train.
6. I think that a small house near the lake is the best place to relax and have a good time.

b) find in the text the sentences with the same grammar constructions and translate them.

4. Find in the text the sentences with the words in italics, read and translate them.

5. Translate the text using the dictionary.

Unit 8

Bottle

Since prehistory bottle containers were created from clay or asphaltum sealed woven containers. Early glass bottle manufacture was conducted by the Phoenicians. Specimens of Phoenician translucent and transparent glass bottles have been found in Cyprus and Rhodes generally varying in length from three to six inches. These Phoenician examples from the first millennium BC were thought to have been used for perfume. The Romans learned glass-making from the Phoenicians and produced many extant examples of fine glass bottles, mostly relatively small. The glass bottle was an important development in the history of wine, because, when combined with a high – quality stopper such as a cork, it allows long-term aging of wine. Glass has all qualities required for long-term storage. It eventually gave rise to “chateau bottling”, the practice where an estate’s wine is put in bottle at the source, rather than by a merchant. Prior to this, wine would be sold by the barrel (and before that the amphora) and put into bottles only at the merchant’s shop, if at all. This left a large and often abused opportunity for fraud and adulteration, as the consumer had trust the merchant as to the contents. It is thought that most wine consumed outside of wine-producing regions had been tampered with in some way. Also not all merchants were careful to avoid oxidation or contamination while bottling, leading to large bottle variation. Particularly in the case of port, certain conscientious merchants’ bottling of old ports fetch higher prices even today. To avoid these problems most fine wines are bottled at the place of production (including all ports, since 1974). Now bottles together with many other forms of packing are used in packing industry.

Vocabulary Notes on the Text

clay	глина
asphaltum	битум
specimen	образец, экземпляр
translucent	полупрозрачный
extant	сохранившийся
stopper	пробка, затычка
cork	пробка, кора пробкового дуба
storage	хранение, складирование
prior to this	прежде, до этого

to abuse	злоупотреблять
fraud	подделка, обман, мошенничество
adulteration	подделка, фальсификация
tamper	портить
oxidation	окисление
contamination	загрязнение, порча
conscientious	добросовестный
port	портвейн
source	источник

Vocabulary and Text Exercises

1. Chose corresponding Russian word combinations for:

- | | |
|--|--|
| 1) asphaltum sealed containers | a) пробка высокого качества |
| 2) translucent glass bottles | b) избегать окисления |
| 3) to be used for perfume | c) сохранившиеся экземпляры |
| 4) extant examples | d) ёмкость, обработанная битумом |
| 5) high-quality stopper | e) испортившиеся товары |
| 6) long-term aging wine | f) использоваться для парфюмерии |
| 7) qualities required for long storage | g) выдержанное вино |
| 8) to have an opportunity for fraudh | полупрозрачные бутылки |
| 9) tampered goods | i) качества, необходимые для
длительного хранения |
| 10) to avoid oxidation | j) иметь возможность подделать
что-либо |

2. Complete the sentences using active vocabulary.

Translate them into Russian.

(clay, cork, contamination, abuse, well-extant, translucent, specimen, conscientious, fraud, tampered)

- I couldn't even expect such _____ from him.
- He was sentenced to ten years of imprisonment for money _____.
- A great number of _____ of our packing are introduced at the exhibition in Berlin.
- _____ workers are always motivated by bonuses.
- _____ is sometimes used for producing special floor covering.
- Lamps for bedrooms are usually made from _____ glass.
- _____ is widely used for manufacturing of different souvenirs.

8. Package of goods can be _____ during the transportation.
9. _____ of water can lead to infectious diseases.
10. You can see many _____ Egyptian amphoras.

3. Study the translation of the following grammar constructions.

The Gerund

1. *Collecting* badges is my hobby. – Коллекционирование значков моё хобби.
2. *Watching* a good film gives me a lot of emotions. – Просмотр хорошего фильма дает мне заряд эмоций.
3. He suggested *visiting* the Hermitage. – Он предложил *посетить* (сходить в) Эрмитаж.

a) Translate the sentences into Russian paying attention to these grammar constructions.

- 1) Swimming makes you fit.
- 2) Not getting a refund on faulty goods is what really annoys me.
- 3) We spent ages waiting for them to arrive.
- 4) We'd better hurry up. I hate arriving late.
- 5) I prefer buying clothes and shoes during the seasonal sale.
- 6) I stayed at work rather late, missing my last train home.

b) find in the text the sentences with the same grammar constructions and translate them.

4. Translate the text using the dictionary.

Unit 9

Codd-neck bottles

In 1872, British soft drink maker Hiram Codd of Camberwell, south east London, designed and patented a bottle designed specifically for carbonated drinks. The Codd-neck bottle, as it was called, was designed and manufactured to enclose a marble and rubber washer/gasket in the neck. The bottles were filled upside down, and pressure of the gas in the bottle forced the marble against the washer, sealing in the carbonation. The bottle was pinched into a special shape to provide a chamber into which the marble was pushed to open the bottle. This prevented the marble from blocking the neck as the drink was poured. Soon after its introduction, the bottle became extremely popular with the soft drink and brewing industries in mainly Europe, Asia and Australia, though some alcohol drinkers disdained the use of the bottle. One etymology of the term codswallop originates from beer sold in Codd bottles. The bottles were regularly produced for many decades, but gradually declined in usage, since children smashed the bottles to retrieve the marbles; they are relatively rare and have become collector items, particularly in the whole UK. A cobalt coloured Codd bottle today fetches thousands of British pounds at auction. The Codd-neck design is still used for the Japanese soft drink Ramune and in the Indian drink called Banta.

Vocabulary Notes on the Text

soft drinks	безалкогольные напитки
carbonated drinks	газированные напитки
enclose	окружать, огораживать, прилагать
marble	шарик (мраморный)
rubber	резина, каучук
washer	шайба (<i>тех.</i>)
gasket	набивка, прокладка, сальник
neck	горловина, горлышко
upside down	вверх ногами, вверх дном
pressure	давление
to force	усиливать, нажимать
to pinch	сдавливать, сжимать
chamber	камера
to pour	лить, наливать
brewing industries	пивоваренная промышленность

to disdain	презирать, смотреть свысока, презирать
codswallop	чепуха
to decline	снижать
to retrieve	достать, возвращать, взять себе обратно
cobalt	кобальт (хим.)
to fetch	приносить
auction	аукцион

Vocabulary and Text Exercises

1. Chose corresponding Russian word combinations for:

- | | |
|--|---|
| <p>1) to prevent from blocking</p> <p>2) to decline the usage</p> <p>3) to become extremely popular</p> <p>4) to patent a bottle</p> <p>5) the pressure of gas</p> <p>6) to enclose a marble in the neck</p> <p>7) to be filled upside down</p> <p>8) to block the neck</p> <p>9) to pour the liquid</p> <p>10) to disdain the advice</p> <p>11) to smash the bottle</p> | <p>a) блокировать горлышко</p> <p>b) запатентовать бутылку</p> <p>c) пренебрегать советом</p> <p>d) быть заполненным в перевернутом положении</p> <p>e) предотвращать блокирование</p> <p>f) разбивать бутылку</p> <p>g) наливать жидкость</p> <p>h) стать весьма популярным</p> <p>i) снизить/сократить использование</p> <p>j) поместить, вмонтировать шарик в горлышко</p> <p>k) давление газа</p> |
|--|---|

2. Complete the sentences using active vocabulary. Translate them into Russian.

(carbonated drinks, retrieve, pour, forced, auction, upside down, disdained, neck)

- 1) Can you _____ me a glass of juice?
- 2) After washing the cups I put them on a towel _____.
- 3) We bought this ancient Chinese vase at the _____.
- 4) You can see the logo of our company at the _____ of this bottle.
- 5) _____ are not healthy for kids.
- 6) I _____ the old door and it opened.
- 7) He _____ the advice of his friends and lost his business.
- 8) Could you _____ the documents from the safe.

3. Study the translation of the following grammar constructions.

Adverbs

1. She looked *angrily* at the man in the car. – Она *злобно* посмотрела на мужчину в машине.
2. I *rarely* go to the Opera and Ballet theatre. – Я *редко* хожу в театр Оперы и Балета.
3. She *probably* thinks everything is all right. – Она, *возможно*, думает, что всё в порядке.

a) Translate the sentences into Russian paying attention to these grammar constructions.

- 1) Hold the baby carefully, please.
- 2) If the phone doesn't work, you get your money automatically.
- 3) The exam was surprisingly easy and everyone passed.
- 4) The fireman fought heroically to put the fire out.
- 5) They behaved foolishly.
- 6) Undoubtedly there will be problems.
- 7) We fully agree with you.
- 8) You should definitely accept the offer.

b) find in the text the sentences with the same grammar constructions and translate them.

4. Translate the text using the dictionary.

Unit 10

Beverage can

The early metal beverage can was made out of steel and had no pull-tab. Instead, it was opened by a can piercer, a device resembling a bottle opener, but with a sharp point. The can was opened by punching two triangular holes in the lid – a large one for drinking, and small one to admit air. This type of opener is sometimes referred to as a churchkey. Further advancements saw the ends of the can made out of aluminum instead of steel. “Shasta” claims to be the first soda company to can beverages. The first all-aluminum cans were the same as their forebears, which still used the can opener to open them. Mikolaj Kondakow of Thunder Bay, Ontario invented the pull tab version for bottles in 1956. The first soft drinks to be sold in all-aluminum cans were R.C. Cola and Diet-Rite Cola, both made by the Royal Crown Cola Company, in 1964. Pull-tabs were a common form of litter. Some users dropped the aluminum tab into the can and occasionally swallowed the sharp-edged tab by accident. Stay tabs (also called colon tabs) were invented by Daniel F. Cudzik of Reynolds Metals in Richmond, Virginia in 1975, partly to prevent the injuries caused by removable tabs. Stay tabs almost completely replaced pull-tabs in many parts of the world by the early 1980s. Most beverage cans have a slightly tapered top and bottom. The metal on the lid of the can is significantly thicker than the metal on the sides. This means that a great deal of raw materials can be saved by decreasing the diameter of the lid, without significantly decreasing the structural integrity or capacity of the can. This result in savings of about 15% versus a non-tapered can. The most recent advance in can design has been the “wide mouth” can- the opening was enlarged in the late 1990s by Mountain Dew originally. In 2000 Crown Holdings, Inc. has introduced an improvement in beverage end technology, named SuperEnd. The geometry reduces the aluminum content by 10% and creates a “billboard” area, usable for brand logos and special messages.

Vocabulary Notes on the Text

beverage	напиток
steel	сталь
pull-tab	кольцо, за которое тянут для открытия банки
can-piercer	пробойник, шило
device	приспособление

to resemble	походить, иметь сходство
sharp point	острый наконечник
to punch	пробивать отверстие
triangular	треугольный
further	дополнительный, добавочный
advancement	продвижение, успех, прогресс
aluminum	алюминий
to claim	предъявлять права на что-либо, закрепить своё право
forebears	предки
litter	мусор
to drop	ронять
occasionally	иногда, порой, подчас
to swallow	проглатывать
sharp-edged	с острыми краями
by accident	случайно
stay tabs/colon tabs	приподнятые петельки/крышечки
to invent	изобретать
injury	травма
to remove	удалять, снимать, убирать
removable	снимающийся, удаляемый
slightly tapered	слегка суженный
significantly	значительно
raw materials	сырьё, металл
to decrease	уменьшать
integrity	целостность
capacity	вместимость, объем, мощность
versus	против
recent	недавний, последний
to enlarge	увеличивать
to reduce	уменьшать
billboard area	пространство для рекламы
usable	используемый
logo	логотип
message	сообщение, информация

Vocabulary and Text Exercises

1. Chose corresponding Russian word combinations for:

- | | |
|------------------------------------|--|
| 1) to punch with a sharp point | a) иметь треугольную форму |
| 2) don't litter | b) быть травмированным в автомобильной аварии |
| 3) modern devices | c) уменьшать расходы |
| 4) to swallow a tablet | d) изобрести новое лекарство от рака |
| 5) to get further information | e) проделать отверстие с помощью острого наконечника |
| 6) to have a triangular form | f) снять крышку |
| 7) to resemble a ball | g) увеличить размер банки |
| 8) forebears of modern car | h) напоминать мяч |
| 9) to invent a new drug for cancer | i) современные приспособления |
| 10) to be injured in a car crash | j) поместить логотип на упаковку |
| 11) to remove a lid | k) предки современного автомобиля |
| 12) to decrease the expenses | l) проглотить таблетку |
| 13) to enlarge the size of a can | m) не мусорить! |
| 14) to put a logo on a package | n) получить дополнительную информацию |

2. Complete the sentences using active vocabulary.

Translate them into Russian.

(billboards, steel, capacity, pull-tab, ram materials, claimed, slightly-tapered, swallowed, sharp-edged, advancement)

- 1) The _____ was damaged so he couldn't open a can of Coca-Cola.
- 2) Our advertising agency _____ to promote the novelties of "LG" company.
- 3) These containers are made of _____.
- 4) They took their little son to the hospital because he had _____ a button.
- 5) He injured his foot by a _____ can.
- 6) Our new production gained a great _____.
- 7) You can see a lot of _____ advertising our new line of products in the city centre.
- 8) This bottle has _____ neck.
- 9) The _____ of this engine is rather large.
- 10) We export _____ from Russia.

3. Study the translation of the following grammar constructions.

Adjectives

1. Mexico City is probably my least favorite city. – Мехико, пожалуй, мне нравится меньше всего.
2. The swan is *the most graceful* bird in the world. – Лебедь – *самая грациозная* птица на земле.
3. Your eyes are *bigger than* your stomach. – Глазами ты можешь съесть *больше, чем* вмещает твой желудок (посл.).

a) Translate the sentences into Russian paying attention to these grammar constructions.

- 1) The taller the building the greater the fire risk.
- 2) Platinum is about twice as expensive as gold.
- 3) No further comments followed.
- 4) This is the worst food I have ever eaten.
- 5) Tom scored much higher than anyone else in the class.
- 6) Hotels are becoming much more expensive these days.
- 7) Mary is as beautiful as her elder sister.
- 8) My left arm is not so strong as the right one.

b) find in the text the sentences with the same grammar constructions and translate them.

4. Translate the text using the dictionary.

Unit 11

Developments in the field of packaging - possibilities and limits

There is a specific demand for information about developments in the field of packaging for very special reasons. It includes not only the economic importance of packaging, but also the absence of scientific studies on the possibilities and limits of developments in the field of packaging, numerous failures in the development of products and packaging as well as the lack of well-informed specialists – especially in companies that need packaging in their production processes. Other reasons are the poorly developed exchange of scientific information and publications based on inadequate research which consequently confuse readers more than pointing them in the right direction.

Many of the publications available at present are based on conceptions supported by more or less well-founded reference points. This means that ideas that have not been thought through to the end are frequently acclaimed as trends. As a result, the majority of the publications cannot answer readers' concrete questions. And some publications even give the critical reader the impression that the purpose of the statements made in them is to confirm the expectations of the management of individual companies or associations. A comparison of prognoses made several years ago with the actual developments is, therefore frequently disappointing.

As a result, an evaluation of the prognoses has only led to statements that are not particularly binding in recent years. This applies especially to the PACK-VISION study entitled "Packaging: a global marketplace – Myth or Reality" which was presented at the World Packaging Exhibition EMBALLAGE 2004 in Paris.

At the symposiums of the International Society of Commodity Science, questions relating to packaging development were discussed for the first time in Maribor in the year 2001. A paper was presented on the subject "The packaging of the future and the role of the commodity science" as a direct result of reports in special literature that pointed to the replacement of conventional films for food packaging with "active films", e.g. with oxygen absorbers. Another reason for this discussion was the demand for packaging with indicators to identify risks% per the packed product or changes in quality.

A special journal even published a headline "Intelligent packaging holds the future in its hands". Statements like this had to be clarified. And so it was necessary to point out that although the picture of packaging has changed in the last three decades, primarily because of a wider range of products and packaging

materials, the protective function of packaging is just as important as ever - like the rationalization and information functions.

However, developments in the last few decades have been governed by increasingly better fulfillment of the fundamental requirements imposed on that packaging that was in use two to three decades ago, even though the concepts for active packaging were presented for the first time 40 to 60 years ago in the special press. In fact, the term "functionally programmable packaging" was coined 40 years ago at the Institute for Commodity Science of the University of Leipzig.

The fact that existing studies on developments in the field of packaging only give individual indications for strategic decisions is due to several different reasons. The main reason is inadequate observation of the framework conditions for possible envelopments. In this respect, the following points are particularly important

- the development and further development of goods to be packed
- the development and further development of materials that are suitable for use as packaging materials
 - changes in the economy and society
 - faults in the packaging used as well as
 - benefits that can be achieved with new or developed packaging and
 - trends in packaging development that can be used as an orientation aid for packaging producers and packaging users.

In Germany, 25,000 to 30,000 new products are added to the range of everyday commodities each year. This statement is based on the EAN numbers registered for these products. According to the Gesellschaft für Konsumforschung in Nürnberg, however, only 4 percent of the registered products are actually new ones.

This increase in the number of products available causes problems. The main one is that the average consumer in Germany buys only 438 different products each year, including 180 products for the first time. Bearing this in mind, it can be assumed that only a fraction of the newly registered products will be given a place on the supermarket shelves. More than 70 percent of the new products are no longer on the market one year later.

The percentage of senior citizens in the population is growing very quickly. While the average life expectancy in 1960 was 67 years for a man and 74 for a woman, men and women born between 1998 and 2000 will reach an age of 75 and 81 respectively. Senior citizens have become important consumers. In the year

2002, 55 percent of the medication turnover, which was passed on to the statutory health insurance, was for people over 60 years of age.

Unfortunately 30 to 40 percent of the medicines prescribed in Germany are not taken according to the Gutegemeinschaft Pharma-Verpackung e. V. (Association for quality label in the field of pharmaceuticals). An important reason here – especially for senior citizens – is unsuitable packaging. It is extremely difficult for older people to open medicine packs. Furthermore, a study conducted shows that 30 percent of the questioned senior citizens want easier-to-read lettering, 27 percent want packaging material that is not as shiny and 24 percent packs that are easier to open. Very shiny packaging makes it more difficult to read the writing on the pack.

With reference to the senior citizens' demands in respect of packaging, more criteria must be considered than indicated by existing publications. It is important to remember that old people's fingers are not as nimble as they used to be, that they cannot see as well and that they tend to confuse colours, especially blue and green shades.

Higher expenses for improved packaging can already be justified because in all cases examined to date the contribution made by the packaging to the product quality is far in excess of the expenditure for the quality improvement. This favourable ratio between expenditure and result is another reason for a careful evaluation of the developments in the field of packaging.

It is possible to check whether the studies on developments in the field of packaging are state-of-the-art with 12 control criteria (see overview 1).

Overview 1: Control criteria for studies on developments in the field of packaging

- | | |
|------------------------|------------------|
| 1. Range of goods | 7. Sales |
| 2. Packaging materials | 8. Marketing |
| 3. Technology | 9. Globalization |
| 4. Consumption | 10. Competition |
| 5. Economy | 11. Regulations |
| 6. Ecology | 12. Innovations |

The demand for scientifically validated information on the possibilities and limits of developments in the field of packaging is being raised for various reasons at present. For instance, packaging manufacturers need arguments for plans and strategic decisions. And packaging users need an orientation aid for decisions relating to the use of packaging in their production processes. In the retail trade, this information is primarily helpful for listing decisions.

For this reason, a critical evaluation and supplementation of the studies on developments in the field of packaging is a job that needs to be done now. To this end, the developments that have been observed in recent years must be assessed in terms of their importance for the further development of packaging. This leads to the question as how the trends that have been observed for years such as

- the reduction of packaging expenditure while simultaneously assuring the functions of packaging

- the overcoming of quality faults and ongoing improvement of the quality of packaging and the introduction of new packaging function can be utilized in future.

With reference to the most important requirements, there is no question that new packaging will clearly set itself apart from its predecessors in future as a result of more economical material use and higher quality. In this respect, new packaging should be better adapted to the packed product, to the consumers' need for information, to their demands in terms of handling and to the impacts. It must withstand during transport and storage. What is particularly important is to systematically avoid typical faults that have been criticized for years and to rule out typical damage to merchandise by utilizing the findings of corresponding research studies in the field of commodity science.

Vocabulary Notes on the Text

acclaim	приветствовать, провозглашать
assume	предполагать, допускать
apply to	касаться, относиться
absorber	поглотитель, абсорбер, амортизатор
bear in mind	становиться ясным, носить, выносить
bind	ограничивать, задерживать; обязывать
coin	создавать новые слова
conduct	проводить, осуществлять
consequently	следовательно, поэтому, в результате
confuse	приводить в замешательство
commodity science	наука о товарах
date(to date)	до сих пор
due to	согласно, обусловленный
expenditure	трата, расход, потребление
framework	каркас, корпус; обрамление; коробка; структура
fault	недостаток, дефект
fraction	частица, доля, крупица

favourable	благоприятный
govern	определять, обуславливать; управлять, править
in excess of	сверх, больше чем, в избытке
indication	указание, показание, отсчет
list	составлять, вносить в список
medication	лечение
nimble	проворный, ловкий
overview	общее описание; основные принципы
prognoses	прогнозы
particularly	особенно, в особенности; очень
pass on	передавать, переходить (к другому вопросу)
reference points	выносить (решение)
specific	стандарты, пункты, рекомендации
special	особый, особенный, конкретный, определенный
scientific studies	научные предметы
statutory	установленный (законом)
state of the art	использующий самую современную технику и методы
supplementation	добавление, дополнение
terms of	границы, пределы чего-либо
trend	направление, тенденция
to this end	с этой целью
validated information	обоснованная информация
well-founded	обоснованный, хорошо подготовленный

Vocabulary and Text Exercises

1. Choose corresponding Russian word combinations for:

- | | |
|---|---|
| 1) the poorly developed exchange of scientific information and publications | a) роль науки о товарах |
| 2) better fulfillment of the fundamental requirements | b) это увеличение количества имеющихся продуктов |
| 3) the role of the commodity science | c) слаборазвитый обмен научной информацией и публикациями |
| 4) this increase in the number of products available | d) процентное соотношение граждан старшего возраста к населению |
| 5) inadequate observation of the framework conditions | e) лучшее выполнение основных требований |
| 6) the percentage of senior citizens in the population | f) неадекватное соблюдение структурных условий |

2. Complete the sentences using active vocabulary. Translate them into Russian.

(confuse, avoid, apply, assess, assume, confirm)

- 1) And some publications even give the critical reader the impression that the purposes of the statements made in them is to ... the expectations of the management of individual companies or associations.
- 2) This ... especially to the PACK-Vision study entitled «packaging: a global market place-Myth or Reality» which was presented at the World Packaging Exhibition EMBALLAGE-2004 in Paris.
- 3) Bearing this in mind, it can be ... that only a fraction of the newly registered products will be given a place on the supermarket shelves.
- 4) It is important to remember that old people's fingers are not as nimble as they used to be, that old people cannot see as well and that they tend to ... colours, especially blue and green shades.
- 5) To this end, the developments that have been observed in recent years must be ... in terms of their importance for the further development of packaging.
- 6) What is particularly important is to systematically ... typical faults that have been criticized for years.

3. Study the translation of the following grammar constructions.

The Passive Voice

1. The letter *has just been typed*. – Письмо только что *напечатали*.
2. Our luggage *was examined* by the customs officers yesterday. – Наш багаж *был осмотрен* таможенниками вчера.
3. This question *is being discussed* at the meeting. – Это вопрос *обсуждается* на собрании (сейчас).
4. I said that the article *would have been translated* by six o'clock. – Я сказал, что *статья (уже) будет переведена* к 6 часам.

Passive Constructions (Modals + Passive Infinitive)

1. Our work *must be finished* as soon as possible. – Наша работа *должна быть закончена* как можно скорее.
2. The book *can be bought* in any bookshop. – Эту книгу *можно купить* в любом магазине.
3. This article *ought to be translated* at once. – Эту статью *следует перевести* немедленно.

a) Translate the sentences into Russian paying attention to these constructions.

- 1) This means that ideas that have not been thought through to the end are frequently acclaimed as trends.
- 2) Statements like this had to be clarified.
- 3) In the year **2002**, **55** per cent of the medication turnover, which was passed on to the statutory health insurance, was for people over 60 years of age.
- 4) The demand for scientifically validated information on the possibilities and limits of development in the field of packaging is being raised for various reasons at present.
- 5) This leads to the question as how the trend that has been observed for years such as the introduction of new packaging functions can be utilized in future.
- 6) In this respect, new packaging should be better adapted to the packed product, to the consumers' need for information.

b) Find in the text the sentences with the same constructions and translate them.

4. Translate the text using the dictionary.

Unit 12

FlexCan gives a square deal

It's been a long time coming, but the stand-up plastics bag that offers many of the advantages of a can with the flexibility of a pouch pack has finally made it onto shop shelves. The patented FlexCan from Amcor Flexibles Europe is now making its world debut in Spain for Borges S.A, selling a range of 10 nut products in peelable and re-closeable packs.

Developed in collaboration with Rovema Verpackungs-maschinen, the FlexCan is billed as a cost-effective alternative to traditional cans, jars and bag-in-box. It's 'square' shape stands out from the now ubiquitous three-sided pouch market, while offering an extra print surface without the graphic interruption of fin seals, base seals and closing gussets.

Its stocky shape gives the pack stability, allowing products to stand up on shelf and be stacked on top of each other, a distinct advantage over its three-sided cousins. FlexCan provides a good filling volume - 80% fill for the re-closable version; 90% for the peelable.

AFE's range of lap sealable customised laminates provides the basic materials for the FlexCan. Transparent or metallised materials are available with oxygen and moisture barrier properties that can be tailored to the particular needs of a range of food products. Consumers should benefit from the pack's lightness and ease-of-use features. With no need for double packaging, the FlexCan should mean a reduction in storage space required by the food manufacturer and an improvement in distribution efficiency.

"At present the concept is suitable for powders, granules and semi-moist products but future developments are expected to bring liquid products within its range," says AFE business development director Jonathan Fowle.

Vocabulary Notes on the Text

bill	объявлять в афишах
can	жестяная банка
collaboration	сотрудничество
customized	подходящий покупателю
deal	обращение
debut	дебют
distinct	отчетливый, ясный
ease-of-use	простота в обращении

flex	гибкий
fin	ребро, заусенец
gusset	наугольник
jar	кружка
lap sealable	герметически закрывающийся
laminates	ламинированные материалы
pouch	мешочек, сумка
peelable	снимающийся, легко открывающийся
square	справедливый, честный
stand out	выделяться
stocky shape	приземистая форма
seal	перемычка
stack	складывать
tailored	приспосабливающийся
ubiquitous	повсеместный

Vocabulary and Text Exercises

1. Choose corresponding Russian word combinations for:

- | | |
|--|---|
| 1. stand-up plastics bag | a) трехсторонний мешок, повсеместно распространенный на рынке |
| 2. peel able packs | b) устойчивая сумка из пластика |
| 3. cost-effective alternative | c) вариант упаковки, которую можно снова закрыть |
| 4. ubiquitous three-sided pouch market | d) честная сделка |
| 5. re-closable version | e) снимающиеся упаковки |
| 6. square deal | f) выгодная альтернатива |

2. Complete the sentences using active vocabulary. Translate them into Russian.

(world début, stands out, transparent or metalized materials, filling volume, ease-for-use, reduction)

1. Its square shape ... from the now ubiquitous three-sided pouch market.
2. The patented Flex Can from Amcor Flexibles is now making its ... in Spain for Borges S.A.
3. Flex Can provides a good
4. Consumers should benefit from the pack's lightness and ... features.
5. ... are available with oxygen and moisture barrier properties.
6. The Flexi Can should mean a ... in storage space.

3. Study the translation of the following grammar constructions.

The Past Participle

1. They sent us a list of goods *imported* by that firm. – Они прислали нам список товаров, *импортируемых* этой фирмой.
2. *Asked* whether he intended to return soon, he replied that he would be away for about a month. – Когда *его спросили* намеревается ли он скоро вернуться, он ответил, что будет отсутствовать около месяца.

The Present Participle

1. I picked up the letter *lying* on the floor. – Я поднял письмо, *лежащее* на полу.

a) Translate the sentences into Russian paying attention to these constructions.

1. The man *smoking* a cigarette is my brother.
2. When *drawing* up a contract for the sale of goods it is necessary to give a detailed description of the goods.
3. A large branch *broken* by the wind lay across the road.
4. *Passed* through a customs examination the goods were placed into a warehouse.
5. The contract ought to *be typed* at once.
6. The plan will *be discussed* at 5 o'clock.

b) Find in the text the sentences with the same constructions and translate them.

4. Translate the text using the dictionary.

Unit 13

Huhtamaki

Flexibles

Baby food – only the best is good enough

Quality, a long shelf life and safety have top priority in the sensitive baby food market. Responsible baby food manufacturing starts with careful choice of the raw materials, continues with closely monitored production involving comprehensive control systems and includes absolutely safe packaging.

Huhtamaki supplies reliable, high-quality packaging solutions in this sector. Single-serve packs for ready meals and instant tea beverages, for example, in side-sealed pouches or sterilisable stand-up pouches. Rapid microwave heating is a key issue too. Huhtamaki develops customized solutions that are tailor-made for the product and production processes concerned in the special area of barrier lid films. Organoleptic properties play an important role in the selection of raw materials.

Confectionery, coffee, tea – a real treat

Confectionery and bakery products are delicious to eat, while being an emotional treat into the bargain. In order to make sure that the products are noticed and bought in a market where consumers find it increasingly difficult to keep track, packaging needs to be eye-catching, look appetizing and maintain the characteristics and taste of the contents.

We help our customers to make their products distinctive by developing such new concepts as multipacks, mini-sizes, stand-up pouches or shaped pouches. Our proven monofilms facilitate waste reduction and the new range of multilayer film flow wrap products has additional design potential, opening up even more application areas.

Aroma and freshness are what make good coffee excellent. Our laminates provide optimum puncture resistance and aroma barrier properties for ground coffee and whole beans. Superb printing attracts the consumer's attention and encourages him to buy.

Tremendous promises are made on the packaging for tea products in particular. Imaginative names, colors and designs encourage the consumer to expect a unique taste experience. So this taste must not be lost. Huhtamaki supplies an extensive range of tea bag packaging with a high aroma barrier as well as individual packs.

Dairy products – fresh and healthy

Huhtamaki has a long tradition of producing the packaging for cheese and dairy products. It almost goes without saying that Huhtamaki specialized in this kind of packaging many years ago now, has an impressive track record and can supply a wide range of different products. Reclosable cheese packs, film packaging for Camembert and cheese snacks, wrappers for edible fats, lid materials and labels for dairy products are just a few examples of our successful packaging concepts.

Ice cream – nothing could be cooler

Food of the gods, as ice cream was known in ancient Greece, is a lifestyle product nowadays that is enjoyed all over the world. Optimum packaging is essential so that the creamy consistency is maintained and eating the ice cream is the anticipated delight.

Our product program ranges from cone sleeves made from paper or laminate material to large family packs with easily opened lid material. We develop mono- or multilayer films in metalized, opaque or transparent forms with high visual appeal for impulse products marketed at the point of sale.

Pet food – for healthy pets

People develop close relationships to their pets. They can choose from a large selection of different products to ensure that their four-legged friends have a varied diet. Pet food manufacturers choose safe and practical concepts.

Huhtamaki is the market leader for sterilisable stand-up pouches, which are developed on an ongoing basis. The single-serve pack guarantees freshness, is practical to handle and is both compact and easy to dispose of or recycle. Huhtamaki supplies the film laminate for the stand-up pouches - transparent and opaque - and satisfies high barrier requirements with and without aluminum. The laminate can be printed extremely attractively too, so that strong visual impact and impressive effects are possible. Snack packs and multipacks round off the range.

Pharmaceuticals – hygienic and safe

The pharmaceutical industry faces tough assignments in a society in which people are living longer and longer and new illnesses are developing all the time. New courses of treatment, shorter hospital stays and thus more care at home are changing the demands made on medicine and the packaging for it. The challenge for Huhtamaki is to develop new packaging concepts, which guarantee absolute hygiene, sterility and a long shelf life. Huhtamaki produces sterilisable primary and secondary packaging for enteral and parenteral food, gamma- and/or ETO-sterilisable packs for clinical products as well as monofilm primary packs for

sticking plaster. As a specialist in this segment, Huhtamaki naturally supplies flexible packaging materials for liquids as an alternative to glass or metal.

Ready meals – practical, easy and fast

Practical, easy, fast - three words that characterize the properties of ready meals and convenience products and reflect the new eating habits of our fast-moving times. Consumers want maximum convenience and get it in the form of portioned dried and ready meals, which are chilled, unchilled or frozen.

Huhtamaki produces innovative, high-quality packaging made from many different materials. Thermoformable film laminates are an optimum solution for the growing market for snacks and on-the-go products.

Huhtamaki's packaging concepts have the following advantages: attractive presentation thanks to gravure printing and appealing design, long product shelf life, sterilisability, high puncture resistance when the product contains particulates, easy opening and simple handling, low weight and thus little waste.

Soups and sauces – hot and nutritious

Huhtamaki develops suitable packaging for instant or ready-to-eat dry and wet soups.

The product shown on the pack has to look attractive and appetizing on the supermarket shelf. The appeal of the pack therefore plays a crucial role, which is determined to a very large extent by an impressive print motif, high gloss and a smooth surface. Huhtamaki works constantly on optimizing the pack for dried soups that has been firmly established for a long time now, e.g. launching the twin-chamber pack. Huhtamaki supplies a thoroughly proven packaging concept for the wet soups and sauces market with sterilisable stand-up pouches. Our bouillon cube pack is particularly innovative.

Tube laminate, detergents, non-food products - simple and clean

Tube laminate, non-food products

Tradition meets innovation here too, like in all other areas. Huhtamaki produces not only conventional wrappers for soap but also completely new packs for sophisticated products with barrier requirements. As one of the world's leading manufacturers of tube laminates, Huhtamaki supplies tailor-made solutions for any and every application area, such as dental or personal care, technical applications or food products.

Detergents and cleaning products

Our optimized thermoforming technology enables us to supply ideal packaging concepts, e.g. for disposable wipes, which we can produce very efficiently at our associated plants thanks to high-speed manufacturing processes.

Functional packs for detergent tabs as well as solid and liquid detergents make life somewhat easier.

Vocabulary notes on the text

appeal	привлекать
associated plants	заводы-партнеры
beverage	напиток
bargain	выгодная покупка
bouillon	бульон
comprehensive	обширный
customized	подходящий для владельца
concerned	связанный, касающийся
confectionery	кондитерские изделия
camembert	мягкий французский сыр
cone	конус
challenge	проблема
crucial	решающий
conventional	общепринятый, обычный
dispose	размещать
detergents	моющие средства
dental	зубной, зубоврачебный
disposable	одноразовый
extensive	обширный
edible	съедобный
essential	необходимый
flow	плавный
fats	жиры
flexible	эластичный, эластичная упаковка
film laminate	ламинированная пленка
ground	молотый
gloss	внешний блеск
impulse	импульсный, способствующий развитию торговли
impact	влияние
impressive	выразительный
innovative	инновационный, новаторский
lid	крышка
lifestyle	жизненно-необходимый
monofilm	однопленочный
motif	лейтмотив
nutritious	питательный
opaque	непрозрачный

puncture	прокол
pouches	сумки, мешочки
particulate	особенность
range	колебаться
sensitive	нежный, чувствительный
sleeve	рукав
single-serve	однорпорционный
segment	сектор
solution	раствор
sophisticated	утонченный, лишенный простоты
treat	удовольствие, угощение
twin chamber	двухкамерный
tab	этикетка, ярлык
tailor-made	специально-приготовленный
waste	потеря, трата

Vocabulary and Text Exercises

1. Choose corresponding Russian word combinations for:

- | | |
|--------------------------------------|--|
| 1) successful packaging concepts | a) кондитерские и хлебобулочные продукты |
| 2) comprehensive control systems | b) высокое сопротивление проколу |
| 3) high barrier requirements | c) обширные системы контроля |
| 4) confectionery and bakery products | d) требования к наличию высоких барьеров |
| 5) monofilm primary packs | e) концепции успешной упаковки |
| 6) high puncture resistance | f) однопленочные первоначальные упаковки |

2. Complete the sentences using active vocabulary. Translate them into Russian.

(single - serve packs, proven monofilms, a long shelf life, a lifestyle product, tough assignments, dry and wet soups).

- 1) Ice-cream is ... nowadays.
- 2) The pharmaceutical industry faces ... in a society in which new illnesses are developing all the time.
- 3) Huhtamaki supplies ... for ready meals and instant tea beverages.
- 4) New packaging concepts guarantee
- 5) Huhtamaki develops suitable packaging for instant or ready-to eat
- 6) Our ... facilitate waste reduction.

3. Study the translation of the following grammar constructions:

The Noun

1. Quality, a long shelf life and safety have top priority in the sensitive baby food market. - Качество, долгий *срок службы* и безопасность имеет *очень большое значение* на *рынке продуктов нежного детского питания*.

The Past Participle

1. Nuhtamaki develops customized solutions that are taylor-made for the product and production processes concerned in the special area of barrier lid films. - Хатамаки принимает *подходящие для себя* решения, которые *касаются непосредственно* продукта и производственных процессов, *связанных со* специальной областью производства пленок для крышек-барьеров.

The Present Participle

1. Thermoformable film laminates are an optimum solution for the growing market for snacks and on-the-go products. - Термоустойчивые ламинированные пленки являются оптимальным решением для *растущего* рынка продуктов быстрого питания.

The Infinitive

1. So this taste must not be lost. - Поэтому этот вкус не должен *быть утерян*.

a) Translate the sentences into Russian paying attention to these constructions.

- 1) Responsible baby-food manufacturing starts with careful choice of the raw materials.
- 2) They have received power station equipment.
- 3) The questions discussed at a number of meetings last month have now been decided.
- 4) They showed us a list of the goods sold at the auction.
- 5) Receiving the telegram, he rang up the director.
- 6) I intended to have finished my work last night.

b) Find in the text the sentences with the same constructions and translate them.

4. Translate the text using the dictionary.

Unit 14

E.centre is on the case with inkjet printing

Outer case inkjet printing of bar codes has become the latest link in the supply chain to benefit from 'e.centre' guidelines.

The best practice guide from the UK bar code standards authority is designed to help supply chain companies and retailers achieve consistently 'right first time' EAN-128 and ITF-14 inkjet bar codes printed onto fibreboard cases.

"The document has been necessary because bar codes produced by inkjet printing have not consistently met the quality required by General EAN.UCC Specifications," explains e. centre director Andrew Osborne.

"Although this technology may not be a viable solution for every business, for those where inkjet printing is suitable, following these guidelines will help produce consistently high quality symbols that can be read anywhere in the supply chain."

As part of the e.centre's two year trial process, Markem along with Domino became the first of the coding and marking companies to develop systems to meet the standards. Others are expected to follow.

"One of the key benefits means manufacturers can operate better just-in-time operations because they can now truly print on-demand for the first time," comments Markem's Tony Walsh.

"Manufacturers can now strip out all the costs associated with the design administration, storage and wastage management of preprinted generic outer cases. Over a trading year this can often be a substantial sum of money."

Vocabulary notes on the text

bar	болванка
chain	сеть, система
code	код
consistently	последовательно, согласованно
fibreboard	крышка переплета
generic	характерный для определенного класса, общий, родовой
guideline	генеральная линия
inkjet	брызги, струя
outer	внешний
retailer	розничный торговец
strip out	снимать

viable
wastage

жизнеспособный
изнашивание, убыль

Vocabulary and Text Exercises

1. Choose corresponding Russian word combinations for:

- | | |
|---|---|
| 1) outer space inkjet printing | a) лучшие своевременные операции |
| 2) the UK bar code standards | b) большая сумма денег |
| 3) high quality symbols | c) наружное струйное печатание |
| 4) a viable solution for every business | d) британские стандарты кодов болванок |
| 5) Better just-in-time operations | e) жизнеспособное решение для каждого предприятия |
| 6) a substantial sum of money | f) символы высокого качества |

2. Complete the sentences using active vocabulary. Translate them into Russian.

(bar codes, benefits, chain, wastage, inkjet, solution)

- 1) Bar codes produced by printing have not met the quality required by general EAN. UCC Specifications.
- 2) Outer case inkjet printing of has become the latest link in the supply chain.
- 3) The best practice guide from the UK bar code standards authority is designed to help supply ... companies.
- 4) One of the key ... means manufacturers can operate better just-in-time operations.
- 5) Manufacturers can now strip out all the costs associated with the design administration, storage and ... management of preprinted generic outer cases.
- 6) This technology may not be a viable ... for every business.

3. Study the translation of the following grammar constructions.

The Present Perfect

1. He *has not received* any letters this week. - Он *не получал* письма на этой неделе.
2. They *have informed* me of the time of shipment of the goods. - Они *известили* меня о времени отгрузки товара.

Past Simple

1. He *came* at 5 o'clock. - Он *пришел* в 5 часов.
2. The goods *arrived* yesterday. - Товары *прибыли* вчера.

The Infinitive

1. I have no desire *to go* there. - У меня нет желания *пойти* туда.
2. I remained there *to see* what would happen. - Я остался там, *чтобы посмотреть*, что произойдет.

a) Translate the sentences into Russian paying attention to these constructions.

- 1) I have finished my work and I am going home now.
- 2) The manager has signed the letter. Can you past it at once?
- 3) I recognized him with difficulty.
- 4) He left the hotel, took a taxi and drove to the station.
- 5) He asked me to wait a little.
- 6) You should know all the facts to understand the importance of this event.

b) Find in the text the sentences with the same constructions and translate them.

4. Translate the text using the dictionary.

Unit 15

Leaflet Label News

Safe and Flexible On-Pack Information For Healthcare and Pharma Labelling

By Barry Denny, Managing Director of Fix-a-Form® leaflet-label and compact media specialists Denny Bros Ltd.

THE CHALLENGE to our company as the pioneers of leaflet-labels is recognizing and adapting to the developments in our core Pharmaceutical business sector in the way those changes affect labelling.

From the middle 1970's when we gave the leaflet-label the Fix-a-Form® branding we have endeavoured to tailor our production philosophy and practices to satisfy the high standards set by the Pharmaceutical industry - and change as they change.

So what is the change? Our experience identifies the remarkable evolution of packaging and the self-adhesive label. No longer is it simply a case of product identity and decoration. Packaging and labeling are a fundamental part of the product, and especially to the extent that it delivers a message to the end-user, the patient.

What is driving the change? Take legislation. The much-talked about EU Patient Pack Initiative heralded the need for better patient-information. The 'spirit' of the law however saw a shift towards presenting the reader with easy-to-understand, unambiguous details rather than loading products with volumes of 'techno-speak'.

Packaging waste legislation, designed to protect the environment, requires manufacturers in the EU to reduce excess packaging and therefore packaging waste. This may even result in smaller pack sizes.

And so the challenge - reduced packaging but increased on-pack information. Leaflet-labels have become the flexible solution. Available in all manner of formats they are developed to deliver the vital text directly onto the pack - where it is needed most - and by the same token reducing excess packaging.

How? Where the carton is used primarily to carry the leaflet, the leaflet-label combination eliminates this element. Production efficiencies are also reported by manufacturers as expensive cartooning procedures are no longer necessary (leaflet-labels are supplied on a roll for application using standard labeling equipment).

Laminated versions provide not only durability and enhanced image but allow application to the tightest of circular containers and are resealable. The information can therefore be referred to time and time again but remains neatly attached to the container.

If the challenge of legislation is therefore partly met by the leaflet-label what about security - is it safe?

In an article for PMPS Mr. Peter Seidl of Schreiner Label quite rightly identified this serious concern - a concern of both the Pharmaceutical manufacturer and the label supplier. Indeed a recent FDA table of the top ten problems encountered in pharmaceutical labeling reported at number two, label-to-product mismatching.

So does adding a leaflet to the label compound the problem? Quite the opposite in our experience. Fix-a-Forms® leaflet-labels undergo rigorous security checks - a process which begins long before the first word is typed or design conceptualized. Good working practices, job flow management and a clean-room environment are constituents of how we manage the change in pharmaceutical labeling at Denny Bros Ltd.

Leaflet-labels can contain several security elements. Customer approved barcodes verify leaflet-to-label match. Sequential numbering and back-printing add further safety control elements. When the product arrives at our customer's facility not only is it already very 'safe' but these features contribute towards easier and safer handling and inventory - managing change in partnership with the Pharmaceutical manufacturer.

Add holograms, tamper evident devices and security printing techniques to the leaflet-label and an already efficient product has evolved into a safe-for-all medium for transmission of information. Leaflet-labels manage change without compromising safety.

If then, delivering a message to the patient is part of this developing role for packaging and labeling, how has the leaflet-label helped?

Whether the label design is required to add aesthetic enhancement to OTC products or provide clear, vital information on prescribed medicines or even to exactly simulate the product during clinical trials, leaflet-labels adapt to each required use.

Clearly the issue is partly that the label makes a statement about the manufacturer and their own confidence in the product. It does identify and decorate. But leaflet-labels help to bridge the communication gap between

manufacturer and patient, which we believe to be a growing interest for many manufacturers.

And it seems a quite simple principle. If the product works because the information is clear then it is reasonable to conclude that the remedy will be effective. If the remedy is effective then this product becomes the preferred choice. Attention therefore to the way information is communicated to the patient is no longer a necessary evil but a positive strategy towards building confidence in the product.

If the information is therefore not simply to discharge a statutory responsibility to supply data but a means of communicating with the patient, the leaflet-label assists the manufacturer to achieve that aim by providing sufficient space not only for text but diagrams and illustrations.

It is a technique of information presentation, which is beginning to be adopted in many places where leaflet-labels are being produced.

Have leaflet-labels managed to offer a flexible solution without compromising quality and security? In common with other leaflet-label manufacturers, at Denny Bros and throughout our international network the Pharmaceutical industry is the largest and fastest growing market for this multi-page label system. It can only be because it has helped solve the problem of communicating vital information on-pack, safely.

We are convinced however that we must remain flexible, as inevitable change will yet be visited upon the leaflet-label.

Vocabulary notes on the text

adapt	приспосабливать, пригонять, прилаживать
application	применение
barcodes	штрих-код
bridge	строить мост; преодолевать препятствие
core	сердцевина, ядро
compromise	пойти на компромисс; подвергать риску
concern	беспокойство, забота
constituents	составные части
conceptualize	сформировать идею
durability	долговечность, прочность
device	устройство, прибор, механизм, приспособление
discharge	выполнять (обязанность)
endeavour	пытаться, стараться, стремиться
excess	избыток, излишек
eliminate	устранять, исключать, уничтожать, игнорировать

efficiency	производственная эффективность, рентабельность
enhance	улучшать положение, увеличивать, усиливать
encounter	сталкиваться
evolve	развивать, развертывать
facility	легкость; гибкость; податливость; pl. оборудование
herald	объявлять, предвещать, заявлять
identify	отождествлять, опознавать
inventory	опись, переучет, инвентаризация
issue	результат; проблема
medium	средство, способ
mismatch	неправильное соответствие
roll	цилиндр, катушка
rigorous	суровый; строгий; точный
resealable	имеющий способность снова закрываться
shift	сдвиг, перемена
supply	подавать
sequential	последовательный
simulate	моделировать; иметь вид
statutory	установленный, законный
sufficient	достаточный
tailor	придать
token	знак, примета, признак
tight	опрятный; аккуратный, компактный
tamper	вмешиваться; трогать; портить
transmission	передача, пересылка
unambiguous	недвусмысленный
vital	долгосрочный; жизнеспособный

Vocabulary and Text Exercises

1. Choose the corresponding Russian word combinations for:

- | | |
|--|--|
| 1) the developments in our core Pharmaceutical business sector | a) строгая проверка безопасности |
| 2) the remarkable evolution of packaging and the self-adhesive label | b) система многостраничной этикетки |
| 3) application to the tightest of circular containers | c) развитие центра фармацевтического бизнес сектора |
| 4) rigorous security checks | d) удивительная эволюция упаковки и самоклеящейся этикетки |
| 5) aesthetic enhancement to OTC products | e) применение для самых компактных круглых контейнеров |
| 6) multi-page label system | f) эстетическое улучшение продукции |

2. Complete the sentences using active vocabulary. Translate them into Russian.

(excess, tailor, constituents, durability, sufficient, bridge)

- 1) From the middle 1970's we have endeavoured to ... our production philosophy and practices to satisfy the high standards.
- 2) Packaging waste legislation requires manufactures in the EU to reduce ... packaging and therefore packaging waste.
- 3) Laminated versions provide not only ... and enhanced image but allow application to the tightest of circular containers.
- 4) Good working practices, job flow management and a clean-room environment are ... of now we manage the change in pharmaceutical labeling at Denny Bros Ltd.
- 5) But leaflet-labels help to ... the communication gap between manufacturer and patient.
- 6) The leaflet-label assists the manufacturer to achieve that aim by providing ... space not only for text but diagrams and illustrations.

3. Study the translation of the following grammar constructions.

The Present Simple (Indefinite)

1. The postman brings us the newspaper in the morning. - Почтальон *приносит* нам газету утром.
2. He speaks English well. - Он хорошо *говорит* по-английски.

The Present Continuous

1. The firm is carrying on negotiations for the purchase of steel. - Эта фирма *ведет* переговоры о покупке стали.
2. He is writing a new play. - Он *пишет* новую пьесу.

The Gerund

1. Reading is her favourite occupation. - *Чтение* – ее любимое занятие.
2. We objected to the buyer's paying only part of the invoice amount. - Мы возражали против того, чтобы покупатель *заплатил* только часть суммы фактуры.

a) Translate the sentences into Russian paying attention to these constructions.

- 1) Milk contains a lot of vitamins.
- 2) Money doesn't buy happiness.
- 3) My exams are next week, so I am studying hard at the moment.
- 4) Informational technology is developing faster than several years ago.
- 5) I remember reading this book.
- 6) Loading heavy weights requires great skills.

b) Find in the text the sentences with the same constructions and translate them.

4. Translate the text using the dictionary.

Unit 16

Texts for self study

Metabolix

"Business... has a fundamental role in delivering sustainable development to meet the needs of the world without depriving future generations of their means to do so."

– Sir John Browne, BP Amoco Sustainability: "...development that meets the needs of the present world without impacting the ability of future generations to meet their own needs."

– World Commission of Environment & Development.

Leaders in industrial Biotechnology

Metabolix was founded in 1992 to commercialize breakthrough research done at the Massachusetts Institute of Technology by Dr. Oliver Peoples and Professor Anthony Sinskey, who first demonstrated PHA production in recombinant organisms. Since its founding, the company has used sophisticated biotechnology to introduce new enzyme activities into microbes and plants, resulting in the concerted expression of the multiple genes required to make PHAs. Indeed, we now can design polymers to desired compositions.

MILESTONES

- Successfully demonstrated microbial production at tonnage scale
- Advanced in qualifying PHAs in industrial and consumer applications; their benign nature recognized in medical implants
- Developed a library of high productivity integrated microbial strains producing, through fermentation, a range of PHAs
- Initiated work on \$15 million DOE supported program harnessing photosynthesis to produce plastics directly in plants.

A Sustainable Basis for Plastics and Chemicals

Imagine plastics and chemicals from renewable, sustainable resources — with cost-effective performance. This is the promise of PHA bio-polyesters.

Metabolix has created a robust and cost-effective method for producing a large, versatile family of biologically derived polyesters (PHAs). Our patented discoveries, based on pioneering research in biotechnology, forge a new link

between large-scale, low-cost, sustainable agricultural production and the present-day polymer processing and chemical industries. The company's platform technology and production processes will enable an environmentally sustainable chemical industry and new growth opportunities. We have already demonstrated economic production of PHAs using fermentation of plant-derived sugars and oils, and are in the process of making PHAs directly in crop plants.

PHAs are enormously versatile. They range in properties from strong, moldable thermoplastics to highly elastic materials to soft, sticky compositions. They can be made as resins or as latex with excellent film-forming characteristics. In some cases, PHAs can extend the performance envelopes of today's conventional plastics. Made from renewable resources, PHAs are stable to water yet biodegradable in fresh water, marine, soil and composting environments, offering an earth-friendly alternative to petroleum derived synthetic materials. They can be handled conventionally and recycled, incinerated or landfilled, or ultimately returned to nature through biodegradation.

Metabolix holds an extensive patent position covering the fundamental biotechnology needed to produce PHAs as well as compositions, processes and derived products.

The company's highly integrated team of molecular biologists, chemical engineers, chemists and polymer scientists are dedicated to the commercialization of PHAs and to applying this new technology to products that will provide worldwide economic and environmental benefits.

BIO-POLYESTERS (PHAs)

- Highly versatile
- Plastics and chemicals from sustainable, renewable resources
- Superior or equivalent properties
- Cost-effective solutions

Specialty Polymers and Chemicals through Fermentation

Metabolix has successfully engineered unique microbial strains, "bio-factories", and demonstrated economic production of a broad range of PHAs (including copolymers) via fermentation. We have overcome the problems of prior efforts—high costs and a limited range of product compositions and properties. Metabolix has successfully demonstrated its fermentation technology at tonnage scale. Commercial scale trials have validated production costs at well under \$1.00 per pound.

PROPERTIES

- Molecular weight ranges from around 1,000 to 1,000,000
- Elasticity of 5% to > 1,000% elongation at break, some with high recovery
- Wettability/printability ranges from PET to polypropylene
- Excellent UV stability
- Stable to water, yet biodegradable in
- marine, soil, compost and waste treatment environments
- Excellent film-forming properties from aqueous latex
- Environmentally benign

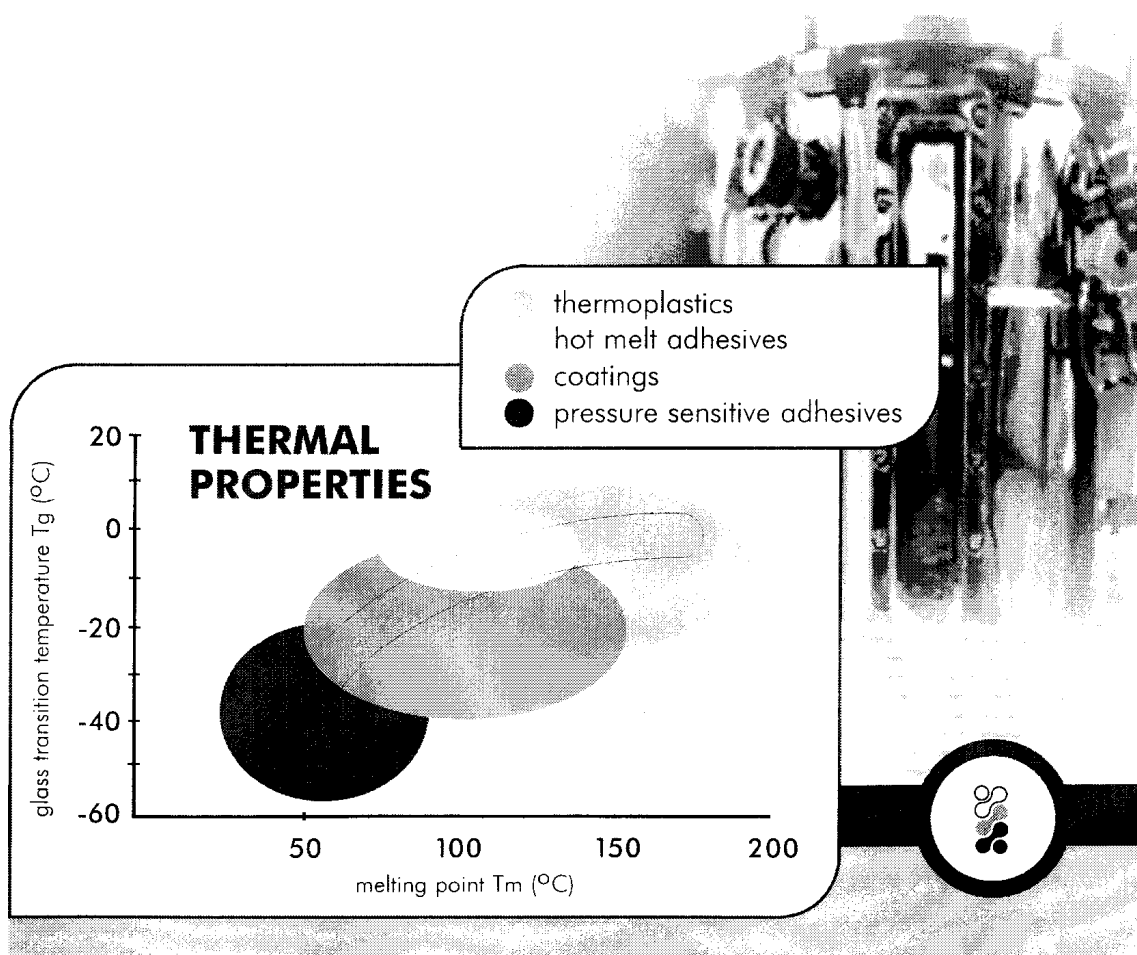
APPLICATIONS

Metabolix's PHAs, produced through fermentation, are value-added specialty polymers. PHAs can be processed similarly to traditional thermoplastics. Their uses include:

- Polymer performance enhancers
- Non-woven fabrics, e.g., for flushable wipes and personal care items
- Film and fiber
- Adhesives and coatings, from both resin and aqueous latex
- Binders for metal and ceramic powders
- Biodegradable packaging and molded goods
- Water-resistant coatings for paper and board without "stickies"

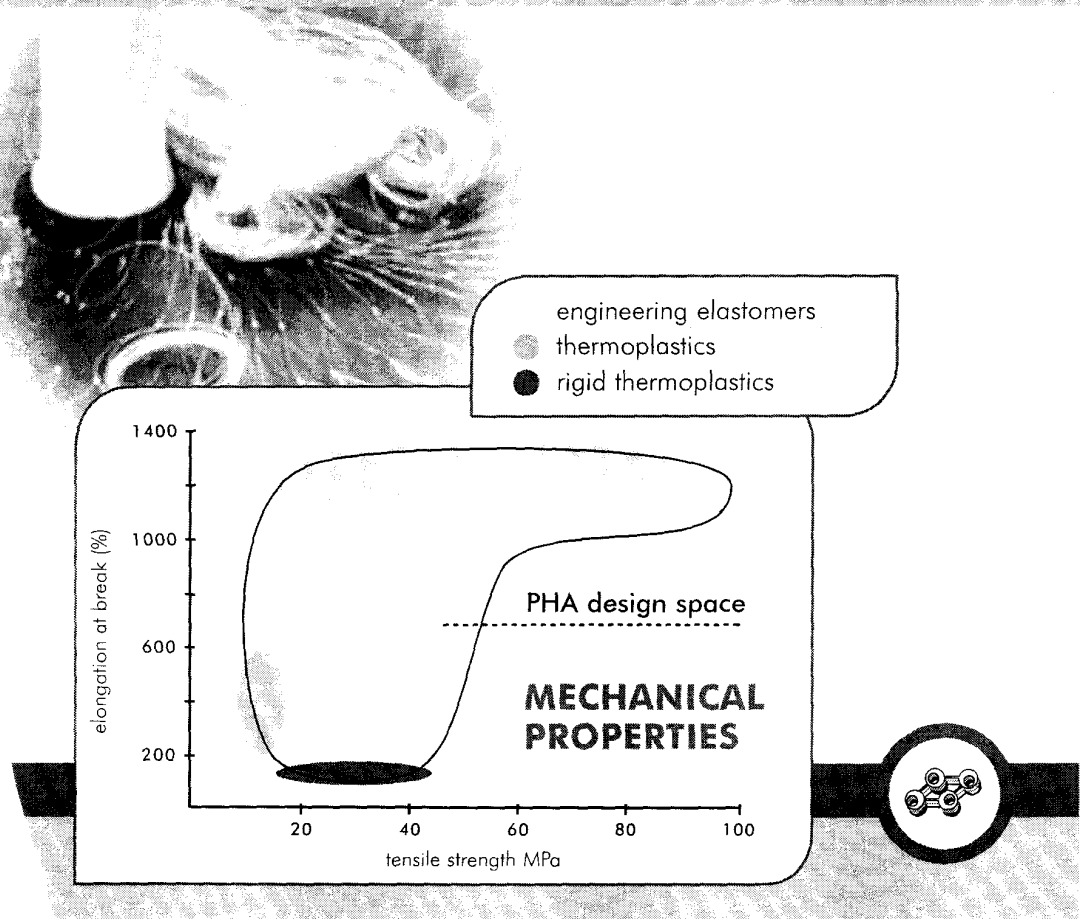
PHAs also serve as convenient starting materials for specialty chemicals such as:

- Solvents and coalescing solvents
- Polyurethane intermediates
- Surfactant and dispersant precursors



General Purpose Plastics — Directly from Plants

Metabolix is taking the science of biotechnology beyond production of PHAs in microbial biofactories. We are working to produce PHAs directly in non-food crop plants. In October 2001, the company began work on a \$15 million program, supported by the U.S. Department of Energy, to produce PHAs in high yield in native American prairie grass, a leading candidate for sustainable biomass energy production. An exciting program with global implications for a value-added agricultural crop, this project also promotes the use of the residual biomass for producing energy. Achieving this goal will enable the production of PHAs and derived chemicals at costs competitive with those of existing large volume petrochemical plastics (including general purpose plastics such as PE, PP, PS, and PET) and chemicals. Metabolix's PHAs will thus provide sustainable, environmentally benign plastics and chemicals, reducing U.S. dependence on imported oils.



A Sustainable Alternative

Metabolix's high yielding and efficient production process has resulted in impressive energy savings, making PHAs more sustainable than many of the important synthetic materials in widespread use today. With additional improvements, energy requirements for PHAs will be even further reduced. Comparative energy consumption figures are indicated in the accompanying chart. Plant-based PHA production, when coupled with the energy generated from residual plant biomass, will contribute, rather than consume, energy.

Our PHA production process also achieves a very significant reduction in net CO₂ generation based on atmospheric CO₂ as the ultimate carbon source. Metabolix's innovative technology offers unparalleled opportunities for this new family of rugged, versatile plastics and chemicals, whose outstanding performance and enormous potential create an environmentally friendly alternative to petroleum based products.

Vocabulary and Text Exercises

1. Study the meaning of the following words:

aqueous	водный, содержащий воду
adhesive	пластырь
benign	мягкий, добрый
conventional	обычный
copolymers	сополимеры
cost-effective	цено-эффективный
coating	покрытие
derive	получать
dispersant	рассыпчатый
enhancer	улучшатель
elongation	продолжение, удлинение
forge	изобретать
flushable	промываемый
precursor	предшественник
recovery	регенерация, упругое восстановление формы после деформации
robust	сильный
surfactant	твердый
sustainable	прочный
solvent	растворитель
tonnage	грузовместимость

2. Give Russian equivalents to the following English word combinations:

- desired compositions
- sustainable resources
- chemical industries
- production processing
- economic and environmental benefits
- unique microbial strains
- fermentation technology
- tonnage scale
- validated production costs
- polymer performance enhancers
- biodegradable packaging
- molded goods
- coalescing solvents
- innovative technology
- unparalleled opportunities
- rugged, versatile plastics

- enormous potential create
- environmentally friendly alternative

3. Read the text and make a list of new words and word combinations.

4. Translate the text.

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