UDC 004.422.8:621.01

**KINEMATIC SYNTHESIS OF DIE-CUTTING PRESS MECHANISM WITH EQUALITY OF FORWARD AND REVERSE MOVES**

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***Research methodology.*** *In the research work the mechanism of die cutting press such as its kinematic characteristics has been researched. During the study we have used the methods of kinematic analysis and synthesis of mechanisms.*

***Results.*** *The study presented tabular values and graphs of moving of the pressure plate of main mechanism of die cutting machine. We have discovered analytical dependences that allow obtaining the following geometric dimensions of the mechanism in which the movement of the pressure plate will be strictly vertical, but not oscillating.*

***Novelty.*** *After calculating the geometry of the studied mechanism based on analytical dependences except strictly vertical movement of the left and right sides of the pressure plate, the working and not working mechanism moves are the same, and the angle of crank arm will always be less than 180 degrees*

***The practical significance.****The work of the mechanism with the received geometric parameters affects well the quality of cardboard packaging as well as improves the performance and stability, which, in turn, positive impact on economic performance.*