UDC 655:686.126

**GLITTER PASTE ON POLYMER BASIS FOR PRINTING PRODUCTS DESIGN**

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***Research methodology.*** *In a study different types of adhesives have been tested as a viscous film-maker. Layers of these adhesives have been obtained by the method of free irrigation on fat-free surface of the mirror glass. Non-transparency, fragility, peculiarities of the curing process showed unacceptability of their use. The materials of photo-polymer composition have been used to achieve our goal.*

***Results.*** *The dependence of the viscosity of the polymer composition from the concentration of co-polymer has been set. The dependence of the coefficient of light reflectance from glitter particle size and its concentration has been determined. The dependence of glitter coating resistance to dry friction on the type of coating material has been experimentally determined (depending on the stability of glitter coating to dry friction, coating materials can be placed in the following order: lederyn on fabric base> lederyn on paper> calico> bumvinil> artificial leather).*

***Novelty.*** *The composition of glitter paste has been developed (concentration of polymer composition on co-polymer 10–12%; concentration of glitter 50–100 g/l; glitter size ≈ 60 microns).*

***The practical significance.*** *The feasibility of glitter pasta application to design printing products has been determined. The reason for its development was the interest of publishers in this technology.*