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**ANALYSIS OF SENTENCE FORMATION OF VARIOUS DESIGNS   
IN FOLDING DEVICES OF WEB OFFSET PRESSES**

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***Research methodology.*** *Considering the technological capabilities of folding-cutting machines of web presses and the synthesis of models forecasting the quality of forming the book publication imposition, the production of different in design and scheme of sentences of multipage products has been analyzed.*

***Results.*** *The paper describes that folding devices in newspaper and book and magazine web offset presses use three main schemes of folding: newspaper, magazine, book. The essential role in folding is played by the location of pages in sentences regarding the paper fibers that is determined by the pages imposition.*

***Novelty.*** *It is noted that the amount of sentences and the type of folding determine the scheme of the multipage sentence imposition. The options of projection of sentences types of multipage products have been studied according to the scheme of folding and the abilities of designing the configuration of a folding device of a web press.*

***Practical significance.*** *We obtain the quality formation of the imposition in sentences, in which a root fold coincides with direction of the paper fibers. The paper considers the process of forming different in purpose and design sentences of printed products in folding devices of web offset machines. It has been found out that when determining the folding scheme we should take into account the amount of block sentences, geometric dimensions of a sheet part and the format of the edition, the options of cutting a paper sheet and its parts. For obtaining quality sentences of various types, the process engineer of the printing plant must take into account the technological possibilities of available folding equipment, which the web press is equipped with.*