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**Keywords:** sheet folding, knife folding machines, elastic-plastic properties of the sheet material, the reliability of the folding process, the equation of motion of the sheet.

*I.S. Gertsenshteyn, A.V. Uglev, E.Yu. Orlova*

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**Keywords:** dampening system, dampening solution, thickness of the layer of fountain solution, inductive sensor, capacitive sensor, measurement system, feeding the group.

*N.F. Efremov, A.N. Utekhin, V.A. Kanaiceva*

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**Keywords:** drawing, crystallization, HDPE film, durability, blown sleeves.

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**Keywords:** typesetting stamp of thermal press, marking, thermal protection, thermal insulation, polymer, relief, heat shrink of film, Braille.

*E.P. Cherkasov, M.V. Konovalova, A.N. Utekhin, A.P. Kondratov*

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**Keywords:** laser emitter, marking, typesetting stamp of thermal press, polymer, relief, shrink films, Braille.

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**Keywords:** personnel management, media organization, recruitment and placement of personnel, staff turnover, human character, structure of employee character, psychological support of activity.

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**Keywords:** content, audience, innovative way, profitability, mass media, "attention economy", time.

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**Keywords:** small and medium-sized business, small business, sanctions, good, export, subject.

*O.N. Revyakova, O.A. Shumeiko*

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**Keywords:** scientific and methodical apparatus, printing production, publication of increased complexity, material resources, intangible resources, production function, comparative analysis.

*K.M. Safolov, N.A. Katanaeva*

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**Keywords:** marketing information system, marketing communications, advertising, sales promotion, public relations, media organization.