

Review of: "Development of Traditional Packaging Design Innovations in the Present Context Using Technology for Packaging (Case Study: CV. XYZ)"

David Neri¹

¹ Universidade Federal do Vale do São Francisco

Potential competing interests: No potential competing interests to declare.

Dear,

It is with great pleasure that I am here today to present my thoughts on the article titled "Development of Traditional Packaging Design Innovations in the Present Context Using Technology for Packaging (Case Study: CV. XYZ)". I would like to congratulate the authors on their work and express my gratitude for the opportunity to contribute to this important discussion.

The development of innovative packaging and the application of technology in this context have garnered significant interest and curiosity in recent times. Brands are constantly seeking ways to stand out in an increasingly competitive market, and packaging design plays a crucial role in this differentiation.

By addressing the theme of traditional packaging design innovations, this article offers a valuable perspective on how technology can be leveraged to drive the development of more efficient, attractive, and sustainable packaging. The case study of Company CV. XYZ provides a practical and concrete approach, illustrating how innovations can be successfully applied in a real-world context.

During the review of the article, I had the opportunity to closely examine the considerations presented by the authors. Their reflections and detailed analyses further enrich the work, providing valuable insights into the challenges and benefits of using technology in traditional packaging design.

In sharing my thoughts with the authors, I sought to offer an additional perspective on possible approaches, opportunities, and limitations that can be explored in the context of the CV. XYZ case study. I believe that this constructive dialogue will contribute to further enhancing the work and bringing new perspectives to the field of packaging design.

The introduction of the article was developed without the proper theoretical foundation to support the mentioned information. It is recommended to include citations to consolidate the presented data.

Improvements can be made to enrich the text, such as incorporating measurable data and avoiding generalizations. For example, when mentioning the diversity of traditional systems, it would be advantageous to provide a more precise description of this diversity by mentioning specific numbers or examples.

Similarly, when mentioning tribes in Indonesia, it is important to provide more detailed information, such as the number of existing tribes and citing some of them as examples.

The work lacks numerical and statistical data to support the presented information. An evidence-based approach, using measurable data, would add value and reliability to the conveyed message.

Furthermore, it would be beneficial to structure the work in a more organized manner, presenting graphs, figures, and flowcharts that make the information clearer and visually understandable for the reader.

The reference list presented at the end of the paper is not cited throughout the text. Additionally, over 50% of the references have publication dates of more than 5 years, and almost 45% have publication dates of more than 10 years. Considering that the topic being discussed is current, there are many more recent works on this subject that could be cited to enhance and keep the topic up to date.