

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

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Potential competing interests: No potential competing interests to declare.

The article is quite informative and evoking in terms of changing packaging styles, patterns and preferences of contemporary consumers. However, in text citations for facts and figures are missing and must be included to give readers a sufficient idea of the listed factual. Abstract should be modified as second line significantly depicts all kinds of packaging materials as cheap, dirty, unhygienic, and impractical. Analysis of uncertainties is quite vague with least technical inputs provided. A detailed description of methodology, sampling, statistical methods need to be mentioned to draw meaningful results rather than presenting an overview. No precise information has been provided in reference to case study. The script sounds more like a general popular article rather than a case study. And is therefore, unfit for publication under the mentioned theme. I suggest authors to transform the script into a popular article for wider acceptance.