

# 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 topic is interesting, but the manuscript needs major revisions. In the current version, it seems to be written as a popular science paper. I leave some suggestions for the authors to consider:

1. Some of the statements should be made clearer (e.g. "The packaging is perceived as cheap unhygienic, and impractical", by whom? Is this positive or negative? and why?).
2. The authors should include more scientific references throughout the paper.
3. The table and the figure are not mentioned in the text - this would give more context and purpose to the figure and table, which would help the reader to understand it better.
4. Reflect on the impact of the points made in the paper (sections 2, 3 4 and 5) and discuss how they could have an impact on the future (by answering the "so what").
5. Once the paper is revised, re-write the abstract to make it more interesting and appealing to the reader.