

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

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Authors perception of using traditional packaging is highly appreciable. But they have to critically evaluate the pros and cons of the traditional v/s advanced technology with specific case studies. Sometimes generalization of the innovations are not supportive in all the context. Design factors/pretreatments have to be worked out so that they can score over the advanced packaging.