

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

Xu Wei

Potential competing interests: No potential competing interests to declare.

The authors made traditional packaging could be transformed into exclusive packaging by infusing a distinctive design approach, and developed traditional packaging business model canvas. However, the manuscript requires a revision prior to publishing due to the number of scientific and preparation concerns present.

1. It is necessary to clearly emphasize the purpose and results of the research in the abstract.
2. The Conclusion does not really reflect a judgement or decision reached from this study. It seems to have too much content unnecessary.
3. There is no indication of reference citations throughout the text, and the references included are too old.
4. Some of the references are incompletely formatted.
5. The sections delivering the main contribution of this work, Sections 4 and 5, are less elaborate than the previous ones. Since these sections contain the primary contributions I think that they would deserve more comprehensive writing to better document the ideas put forward.
6. None of the Figures/Tables are referenced.
7. The type of article presented is not determined, since in a case study the analyzed results must be included, and in a review article the assumptions must be firmly supported.