

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.

General comment:

It seems to me that it is a good proposal, however, the manuscript as it is lacks scientific value, on the one hand the title refers to the fact that it is an (experimental) case study, but no results are shown, so I suppose which is kind of a review article. No information is adequately cited, and the references included are too old (more than 50% are more than 5 years old).

Specific comments:

- The information in the introduction is sufficient, however, there are many sentences that are not entirely true. For example: in the sentence "Plastic bags, for instance, serve the sole purpose of transporting products from the market to the home.", it is not their only function, they also protect and preserve the organoleptic properties. In the sentence "The use of plastic packaging not only lacks environmental friendliness but also has the potential to contaminate the packaged products." Although it is true that plastics can release residues, their use is regulated by food standards that prevent them from becoming harmful. Scientific research must be supported by truthful sources, and no paragraph is referenced in the introduction,
- Table 1. The font size within the Table can be improved. The Table seems to be taken in the form of a Figure from somewhere and is not referenced.
- None of the Figures/Tables are referenced.
- 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.