

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.

Perhaps this is an idiom in terms of spelling that I am unaware of (like UK or US spelling), but I think that the spelling of the word "traditional" should be as in the title and not "tradisional" as found in multiple places in the manuscript, including figures and citations.

The paper lacks a "relevant work" section, making it very difficult to understand the novelty of the proposed contribution.

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.

I am not an expert in marketing but the proposals for use of social media, company websites, hiring of celebrities/influencers, using attractive promotions etc. seem not novel as they are being used in almost every commercial enterprise. I therefore cannot understand the novelty of the proposed work.