

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 thought behind study is very relevant to the modern times and gives an innovative take on the ever-growing problem of plastic pollution from food packaging industry. Although the manuscript is well-written, a lot of work is still required to make it into an acceptable one. The references should be incorporated in the text itself, to avoid irrelevance and ambiguity of the text.

The details of the study, methodology needs to be clearer while drawing conclusions on the uncertainties regarding the company CV. XYZ. What survey method was used? Extent and coverage of Survey? Was questionnaire method followed or interviews were conducted? Sample size? Was a new method developed to do the same? or if pre-existing methods were used, give reference.

How was the analysis of the uncertainties done? Explain.

How was the analysis of the impact of the uncertainties done? Methodology required.

In the manuscript certain changes of the design have been suggested. What is the basis of these? Again citing the references in this section would have been helpful in making the discussion sound and scientific. I do not want to be harsh but this case study lacks the details and simply presents general discussion regarding the innovative methods of boosting traditional packaging. Appropriate literature citing at appropriate places will make this manuscript acceptable, otherwise it is worthy of a magazine article for the lack of scientific proof. It needs major revisions before it is accepted.