

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 authors are analysing very interesting topic. With the aim of improvement of their work, I have following comments:

1. In the abstract is not clearly defined the purpose of Your research.
2. Introduction section is too long. I have to read for 3 times beacuse it is too hard to follow it. As well authors are providing a lot of facts in the introduction section without remarking the sources for it. Introduction section should be shorter and definitely without Table 1 and Figure 1.
3. All paragraphs after the fifth in the introduction section should be removed from it. Maybe from those paragraphs it could be formed chapter 'Trends in packaging'.
4. In the third chapter 3 of 4 paragraphs are begining with the 'Analyzing the potential impact...'. It should be changed.
5. All references that are listed at the end of the research need to be mention in the text.