

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 work deals with the relevant topic of the development and implementation of innovations in the modern package design. The authors address the important issue of packaging design – preserving the features of local culture and originality along with environmental friendliness. It appears to me that the work is relevant and in the future, it can contribute to the development of the modern ecological friendly package design.

A positive point is the attempt to present the Business Canvas for Innovative Modern Traditional Packaging, but the table needs restructuring for a better understanding of innovation directions.

It is necessary to note some more positive points of the research, which, unfortunately, are outlined with only several sentences. I honestly believe that the authors need to focus on the following issues:

- The package as the means of communication;
- The principles of the dynamic traditional package design;
- The principles of the environmental friendliness of package preserving;
- The directions of the embodiment of local cultural traditions and preservation of local identity.

Yet the work requires significant refinement in the following aspects:

- it is necessary to clearly emphasize the purpose and results of the research in the abstract, indicate the essence of the innovations that the authors propose to introduce into the design of traditional packaging;
- to clearly determine in which field innovations are proposed - in marketing or design, since each field has its own objects, means and methods of research;
- the goal stated in the introduction does not correspond to the presented article material and conclusions;
- the research methodology and analysis of literary sources are not covered by the authors, there are no references to the declared list of sources. In addition, the list of sources requires careful bibliographic design;
- the research material needs structuring, individual sentences and thoughts are repeated, in particular, individual sentences that prove relevance, marketing strategies duplicate marketing techniques for traditional food packaging

products;

- the conclusion of the research does not allow to understand exactly what innovations the authors propose, what methods and materials are used for this.

The evaluation of the content: The work needs significant refinement; important corrections need to be made and it needs to be reviewed once more.