

# 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 idea of replacing plastic packaging materials with traditional, natural-originated packaging is an excellent idea and can be a tremendous contribution to sustainable development. It is also one of the ways to push implementation of circular economy and lower the amounts of plastic waste which has been considered as one of the global crises, as big and threatening as climate crisis.

However, this paper is not giving analysis of technical and technological possibilities of replacing plastic packaging which would be a true added value and excellent case study. The important topics that are not considered in this paper are availability of natural-originated materials and the food quality and durability of naturally packed food. Instead, we have received ideas about promotional options of such replacement while it is unclear whether natural packaging can actually be used to replace plastic and still keep the quality and sanitary standards of the food sold as well as technical possibilities of producing such replacement packaging. To conclude, very interesting topic and potentially great case study but it lacks actual technical details to better understand the proposed business model.