

# WHAT'S YOUR BEEF CO

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## Properties list:

biodegradability and compostability  
information about use  
information about content  
packaging as a new medium  
information accessibility  
end-user packaging  
range of products  
concept  
fish and meat  
labels and sleeves  
wrapper  
instruction through pictograms  
opaque  
rough  
contemporary  
cardboard and paper  
identity by typography

Designed by Mat Stanbury (a graduate student of Comerset College): a wrapper for beef. The eco friendly packaging communicates to eat local beef. The packaging is a 100% biodegradable. Each label explain a reason why you shouldn't buy meat from the supermarket.

(In the image: label messages.)

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Reference: <http://www.flickr.com/photos/somersetcollege/2477788853/>

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## Credits:

**Country:** UK

**School:** Somerset College of Arts and Technology (Somerset , UK)

**Student:** Mat Stanbury

Other images: