WHAT'S YOUR BEEF CO



Designed by Mat Stanbury (a graduate student of Comerset College): a wrapper for beef. The eco friendly packaging comunicates 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.)

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 wrapper instruction through pictograms opaque rough contemporary cardboard and paper identity by typography

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

Credits:

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