



ECOEGG CELLENCE

ECOEGGCELLENCE is the most future-forward brand of eggs.

We provide fresh eggs while saving the environment, reducing animal cruelty, and helping small businesses. Our packages are made from bio-degradable material and we value reuse over recycle.

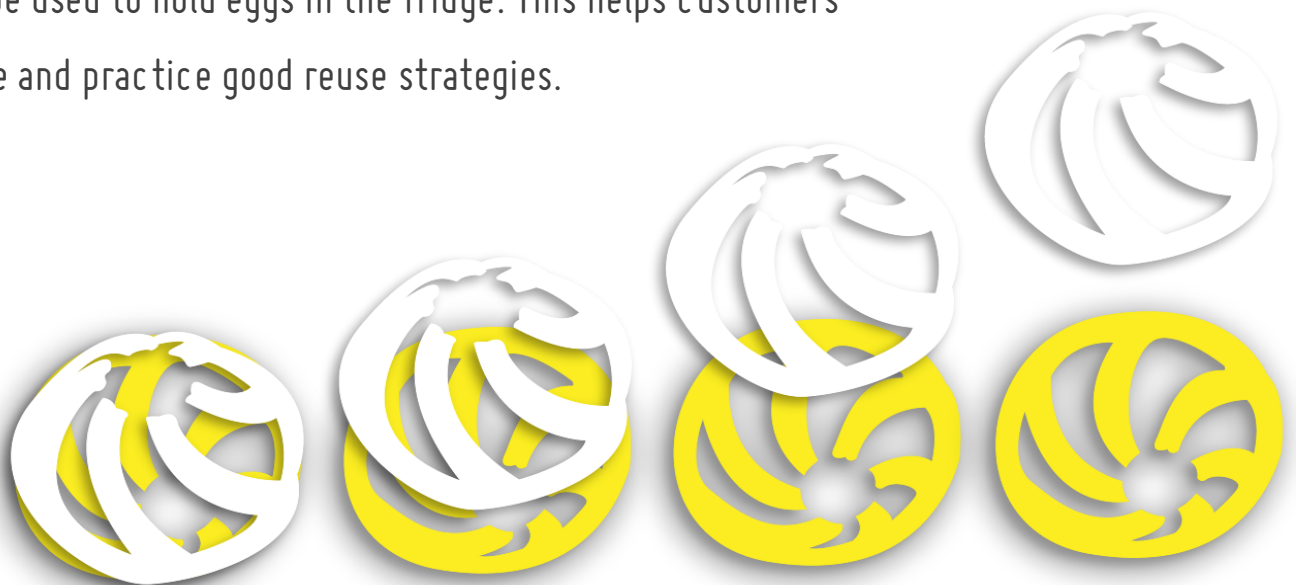
RESEARECH

We started by researching about existing packaging, technology, and egg related trends.

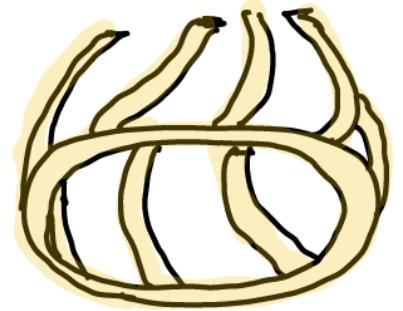
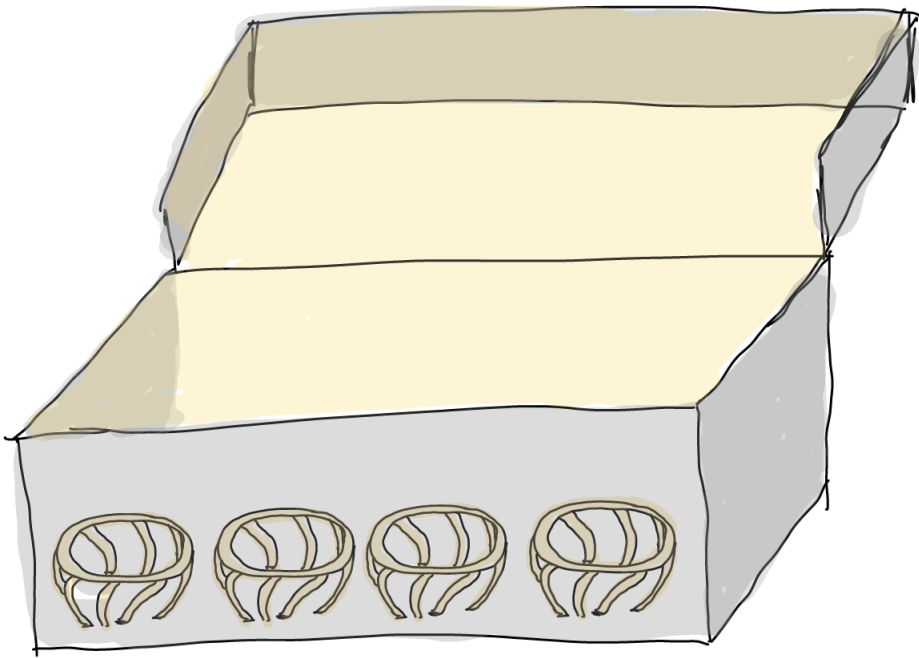


BRANDING

Our logo, not only states our mission clearly, but also celebrates the art and practicality. Our egg cages protect the eggs in transportation and once they are home, they can be used to hold eggs in the fridge. This helps customers save space and practice good reuse strategies.

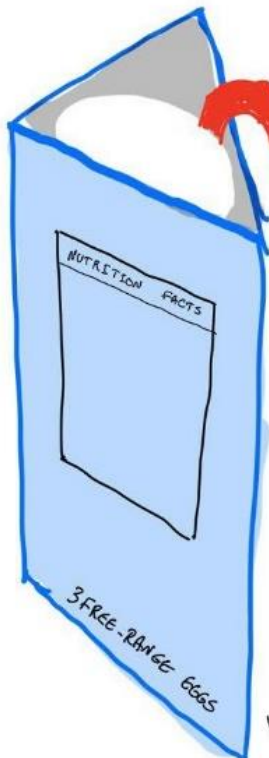


IDEA BRAINSTORMING



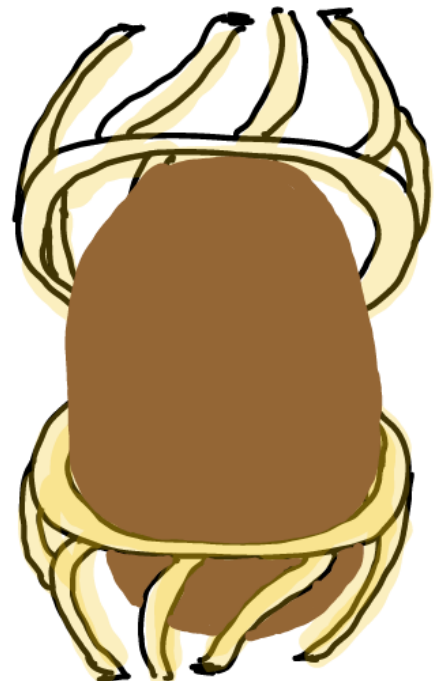
Packaged: }
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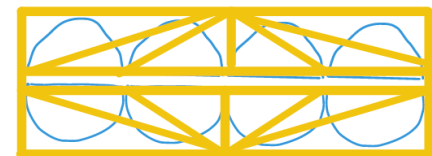
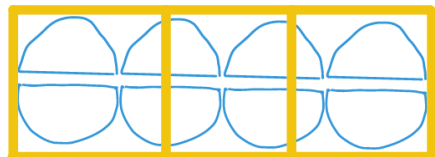
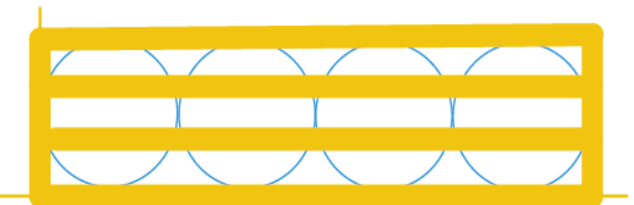
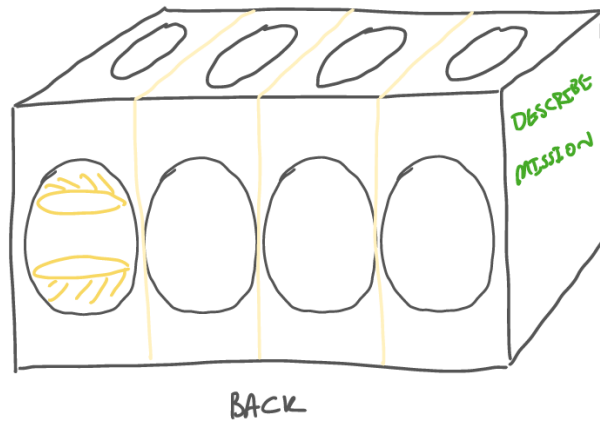
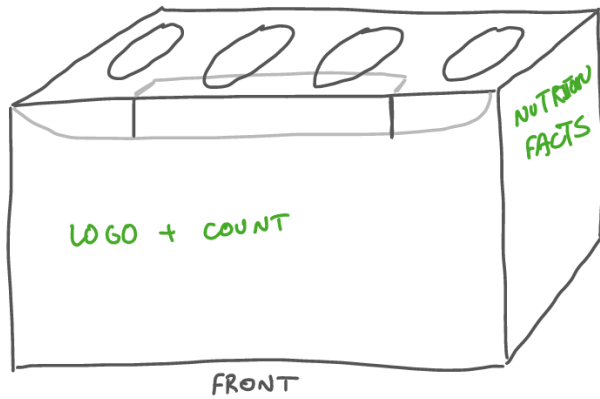
Printed on the lid



Use to access
next egg

Box tightly holds eggs





PROTOTYPES





FINAL DESIGN



