

Parsirang by Mohsen Koofiani Wins Bronze in A' Packaging Design Awards

Mohsen Koofiani's innovative and sustainable egg packaging design, Parsirang, recognized with prestigious Bronze A' Design Award in Packaging Design category

COMO, CO, ITALY, August 5, 2025 /EINPresswire.com/ -- The A' Design Award and Competition, a highly respected and well-recognized award in the field of [packaging](#) design, has announced [Mohsen Koofiani's](#) Parsirang egg packaging as a Bronze winner in the Packaging Design category. This prestigious recognition highlights the significance of Koofiani's innovative and sustainable design within the packaging industry.

Parsirang's award-winning packaging design showcases the importance of sustainability, functionality, and emotional connection in the packaging industry. By addressing current trends and needs, such as the demand for eco-friendly materials and engaging brand experiences, Koofiani's design demonstrates the practical benefits of innovative packaging solutions for consumers, the industry, and the environment.

The Parsirang egg packaging stands out in the market with its unique combination of sustainable cellulose material, hand-drawn illustrations, and warm color palette. The design evokes a sense of nostalgia and naturalness, creating an emotional bond with customers while effectively communicating the product's freshness and quality. Koofiani's attention to detail and focus on storytelling through packaging sets a new standard for the industry.

This recognition from the A' Packaging [Design Awards](#) serves as a motivation for Mohsen Koofiani and his team to continue pushing the boundaries of packaging design. The award



inspires future projects and directions, fostering further innovation and exploration in the field. Koofiani's success highlights the potential for packaging design to make a positive impact on the industry and society as a whole.

Interested parties may learn more about Mohsen Koofiani's award-winning Parsirang egg packaging design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=171319>

About Mohsen Koofiani

Mohsen Koofiani is a designer, illustrator, and character designer from Iran, with a strong background in painting. Known for his vivid imagination and attention to detail, Koofiani incorporates these qualities into his designs and ideas. As a packaging design specialist in the food industry, he brings a unique perspective, drawing inspiration from cartoons, childish fantasy worlds, and daydreams to create engaging and memorable designs.

About Parsirang Eggs

Parsirang brand, established in 1989, boasts the largest chain of laying hen breeding and egg production in southern Iran. With a commitment to quality and sustainability, Parsirang has become a trusted name in the egg industry, delivering fresh, locally produced eggs to consumers.

About Koofiani art

Koofiani Art is a creative studio specializing in packaging design, illustration, and art direction. By seamlessly blending fine art with strategic branding, Koofiani Art creates visually striking and emotionally engaging designs that effectively communicate brand values and connect with target audiences.

About Bronze A' Design Award

The Bronze A' Design Award recognizes packaging designs that demonstrate a high level of creativity, practicality, and professional execution. Winners are selected based on their ability to innovate, incorporate sustainable practices, and enhance user experience. The award acknowledges designs that have the potential to positively influence industry standards and contribute to the advancement of the packaging field.

About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes exceptional packaging designs from innovative designers, forward-thinking agencies, leading manufacturers, and influential brands. Through a rigorous blind peer-review process, entries are evaluated by an expert jury panel based on pre-established criteria. The award aims to celebrate and promote superior packaging designs that advance the industry and benefit society as a whole. Since its inception in 2008, the A' Design Award has been dedicated to fostering a global appreciation for the principles of good design and driving positive change through creative innovation. Interested parties may learn more about the A' Design Awards, explore jury

members, view past laureates, and participate with their projects at:

<https://packagingdesignstudio.com>

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