

Pyrex

Development: Design

A market gap in food preparation was selected by Pyrex as a high-value opportunity in which Pyrex could bring innovation to its core line of measuring cups and mixing bowls.

The Essential goal was to “mix” the core values of Pyrex and “spice up” the category by adding some much-needed innovations in form and functionality.

Essential developed and applied a simple combination of visible form-factor enhancements and meaningful functionality improvements. New product designs integrated silicone for more effective grip and an elegant, distinctive teardrop form that efficiently directs liquids to an integrated pour spout.

The Teardrop™ bowl is the first of several new products and series (GripRite®) that have helped Pyrex reinvigorate their product line and grow their position in key retail accounts

