



by **Roll'eat**™  
Reuse and Reenjoy



## Brand Story

Back in 2006, a dreadful drought was threatening Spain. Meritxell Hernandez, Roll'eat founder and CEO, received a leaflet from the Regional Government with some tips to save water and front the drought. The tips were useful, but what if an actual device could be created to help people save water while using it?

*"We wanted to create a device that helped actively save water and we came up with a volumetric reducer for the WC which saved 0.4 gal of water every time that the tank was flushed."*

That was the beginning of everything. Some years later, Meritxell's sister, Anna, joined the team. After living in California for a while she wanted to help and expand the company internationally and today Roll'eat is present in more than 25 countries in Europe, Asia and America focused on the creation of reusable food wrappers.



## A sustainable brand

Boc'n'Roll has been behind Roll'eat's essence. It was born as an alternative solution to help schools reduce the amounts of waste produced. It was essentially a reinvention of traditional cloth wrappers used by grandparents but, completely adapted to the 21st century. The Boc'n'Roll was the first product of a broad line of products designed and launched uniquely with the aim to reduce waste and diminish consumers' carbon footprint.

*"We faced some challenges 15 years ago. People did not know how harmful were single-use wrappers for the environment and so, a lot of pedagogic and educational work had to be done."*

Meritxell, Roll'eat CEO



## Roll'eat's Philosophy

Roll'eat creates reusable products for life on the go. Say goodbye to single-use wraps and bags!

### Our mission is to...

Contribute to make a healthier planet by promoting a wiser consumption, delivering reusable and sustainable products to wrap food for daily-use.

### Our vision is to...

Lead the change to reusable and daily-use food-wraps.

### How we make it real

Encourage sustainable lifestyle.

Promote environmental education.



1 Boc'n'Roll



4 Snack'n'Go Bio



2 Snack'n'Go



5 Boc'n'Roll Bio



3 Snack'n'Go Duo

# Boc'n'Roll

## Reusable Sandwich Wrap



Ditch those wasteful disposable wrappers and enjoy sandwiches on the go with our environmentally friendly sandwich wrap. Roll'eat has a simple closure that's customizable to different food shapes and sizes. Convenient, compact, and machine washable.

5,5x5,9 inch (folded) / 13,5x19 inch (unfolded)  
 100%Polyester (outer) / 100%TPU (inner)



Helps keep food fresh



Durable closure



Turns into a placemat



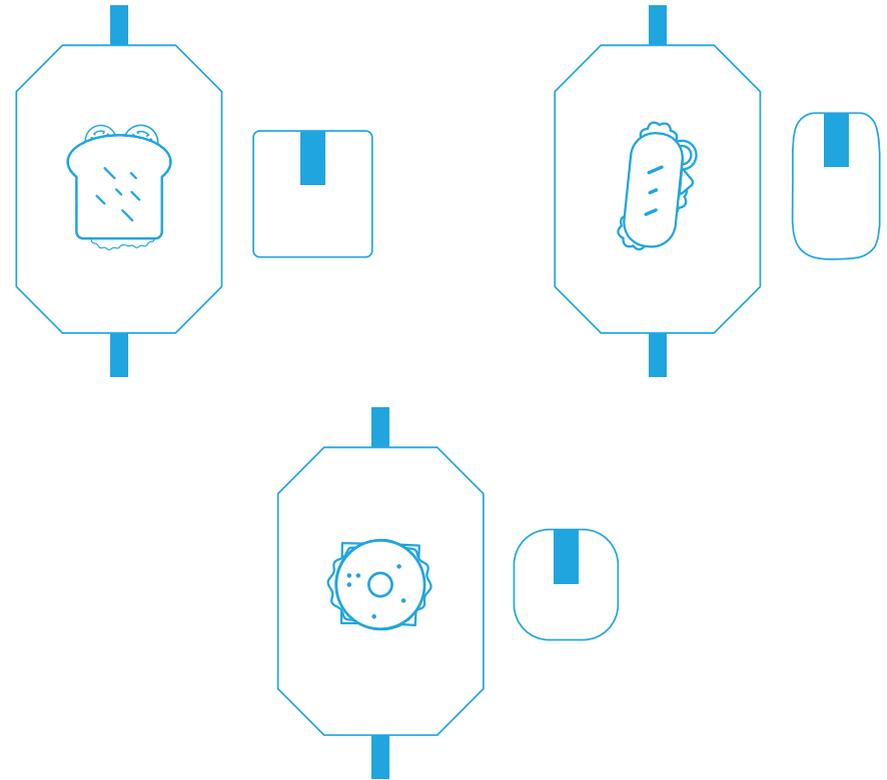
Stain-resistant inner layer



Easy to wipe clean



**Make your favorite sandwich style, all will fit in the Boc'n'Roll**



# Snack'n'Go

## Reusable Snack Bag



Who said snack time was boring? Take your snacks anytime, anywhere with your Snack'n'Go. It is perfectly sized for a snack. It is reusable, very easy to clean, and light enough to take with you anywhere.

7x7 inch / 100%Polyester (outer) / 100%TPU (inner)



Helps keep food fresh



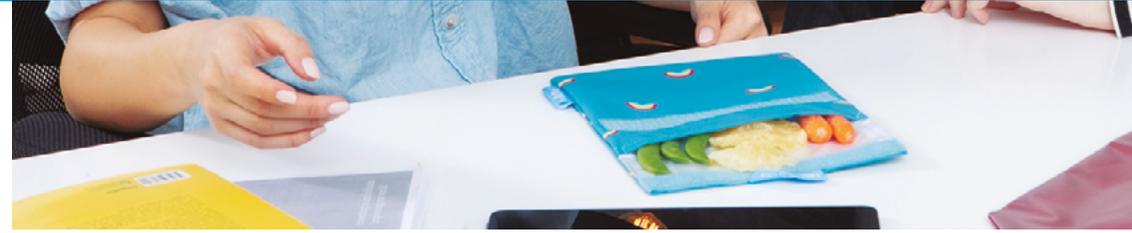
Durable closure



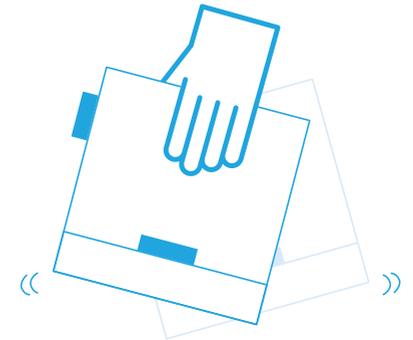
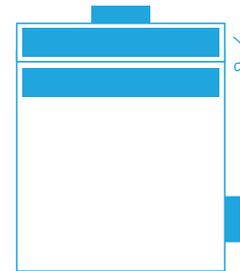
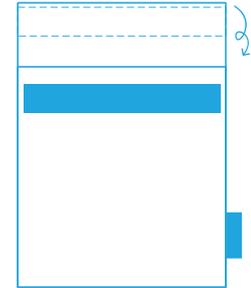
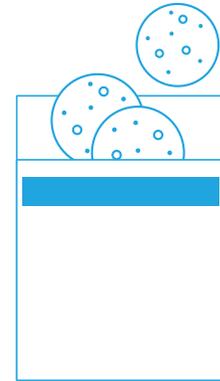
Stain-resistant inner layer



Easy to wipe clean

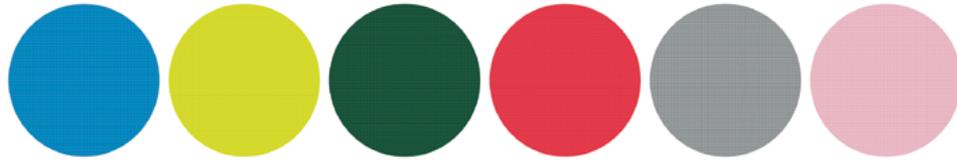


## Double closure system to protect your snacks from spilling inside your bag



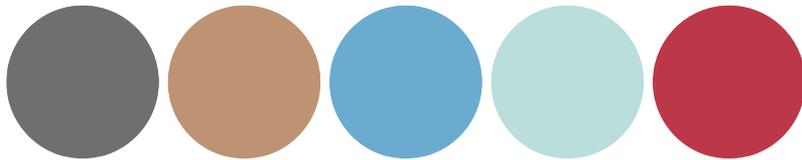
# Available patterns

## Active collection



Blue Lime Green Red Gray Pink

## Nature collection



Black Brown Blue Mint Red

## Animals collection



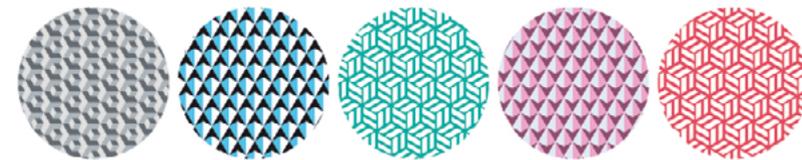
Panda Penguin Unicorn Raccoon Whales

## Fruits collection



Apple Banana Coconut Pineapple Watermelon

## Tiles collection



Black Blue Green Pink Red

## Patchwork collection



Green Pink Red Blue

# Snack'n'Go Duo

## Reusable Double Snack Bag



Enjoy your complete meal on the go with our environmentally friendly double snack bag. Convenient, compact, and machine washable.

7x8 inch / 100%Polyester (outer) / 100%TPU (inner)100%



Helps keep food fresh



Durable closure



Stain-resistant inner layer



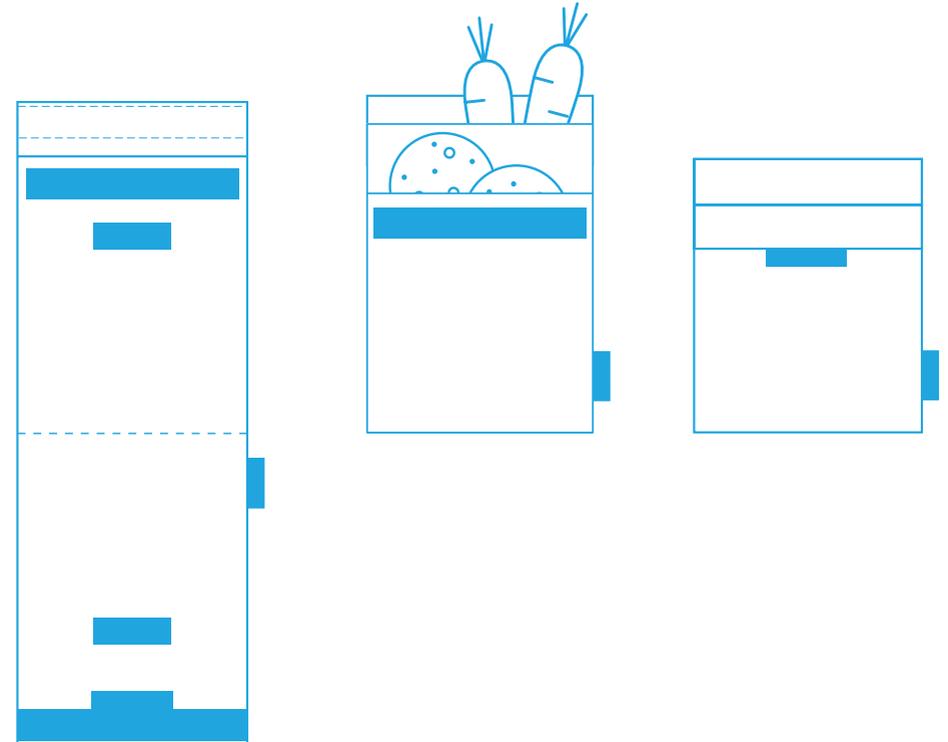
Easy to wipe clean



2 pockets



## Two pockets in one single bag





## Boc'n'Roll Bio

Determined in the pursuit of more sustainable products, Roll'eat has developed a product line that takes absolute care of the environment. Not only reusable but also made of **100% biodegradable materials; organic cotton and biobased, compostable Inner film.** Boc'n'Roll Bio has a special **coconut button** as closure, making it adaptable to different sandwich shapes and sizes.



### Organic Cotton



## Snack'n'Go Bio

The snack bag is perfectly sized for a sandwich or snack. Made of 100% biodegradable materials, organic cotton and biobased, compostable film. Reusable, easy to clean, and light enough to take with you anywhere.



### Organic Cotton



# Counter Displays

Prepacked displays for Retail with 30 units.  
Assortment will vary.



**Boc'n'Roll**



**Boc'n'Roll  
Bio**

**Snack'n'Go**



**Snack'n'Go Duo**



**Snack'n'Go  
Bio**



# Press from around the world

## ROLL'EAT : PRATIQUE, MALIN ET BIO !

par la rédaction

Véritable solution « zéro déchet » pour les repas sur le pouce au quotidien, Roll'eat est la nouvelle petite marque espagnole à suivre. Ses produits seront exposés à Maisons&Objet, en septembre.



On aime ses produits pratiques et réutilisables, pour emporter ses sandwiches et gâteaux faits maison. Conçus et fabriqués en Espagne, à partir de matériaux 100 % biodégradables (film biosourcé et compostable à l'intérieur ; coton bio et bouton en noix de coco à l'extérieur), les différents modèles de la gamme premium sont faciles à vivre : très résistants aux taches, ils se lavent en machine à 30 °C. On découvre la gamme bio sous deux formats – le « Boc'nRoll », pour les sandwiches baguette : 11 x 15 cm pliés, 54 x 32 cm dépliés ; le « Snack'n'Go », 18 x 18 cm. Proposés dans des couleurs douces (Vert d'Eau, Bleu Clair, Mandarine et Gris Clair), ces excellents produits ont remporté des prix de design et sont présentés au prix public conseillé de 14,95 € TTC. Roll'eat propose également une large collection de sacs à sandwich/gôûter « Snack'n'Go », parés de tissus originaux et variés, agrémentés d'un scratch de fermeture. Un peu moins chers, ces produits ne bénéficient pas du label bio. De bel allure et lavables, ils sont, cependant, une toute aussi bonne alternative aux emballages jetables. ■

France

15/2021

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Eco-Wrap萬用包食物布 油炸鬼點心都包到?!



好生活

撰文：何桂輝 2016-03-17 07:30 最後更新日期：2016-04-27 11:31

讚好 0

雖然香港已實行膠袋收費，不少人也養成隨身攜帶環保袋的習慣，但仍有很多情況是為勢所迫，不得不用膠袋膠盒，如大班人聚餐後想打包剩菜、外賣腸粉、飯盒等等，即使有環保袋都無補於事，除非你還有飯盒隨時候命。從事海洋保育工作的李美華（Samantha）深明方便和環保之間的矛盾，與其做「環保塔利班」迫人環保，又或只以沉悶的方式推廣環保教育，不如引進實際能方便人使用的環保產品，自然能改變人的行為，繼而減少垃圾，如此更為有效。

Hong Kong



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### ADIÓS AL USAR Y TIRAR

El Boc'n Roll es una alternativa al papel de aluminio para envolver y llevar la comida a la escuela o al trabajo. Un portabocadillos lavable y reutilizable. Por fuera es acolchado (doble capa textil de algodón y poliéster). Por dentro, de plástico técnico, especial para alimentación. Admite lavadora y es indeformable. La idea y la producción son de Marcadiferencia, una empresa dirigida por Jordi Mas y Meritxell Hernández, quienes recibieron el premio Solutions 2014 en la feria Ambiente de Fráncfort por esta idea. [www.roll'eat.com](http://www.roll'eat.com)

Spain

VOGUE

FASHION BEAUTY ENTERTAINMENT LIFESTYLE LUXURY HOME VOICEMAIL



【西班牙環保食物袋 Roll'eat】融合趣味、環境友善的生活美學！

BY VOGUE MAG. MARKETING

Facebook Instagram

Taiwan

## Roll'eat Awards

Our products have achieved the following awards by being focus on our mission, as well as giving practical and sustainable solutions.



### Solutions 2014 prize

It recognizes those products that offer daily smart solutions and which, in addition, stand out for its originality and design.



reddot award 2014

### Red Dot prize

It is one of the most well-known world prizes and it recognizes the quality and innovation of domestic and professional products.

ethical  
style

### Red Ethical Style

It prizes those companies that offer environmentally conscious solutions and that have a social positive impact.



### Disseny per al reciclatge

This government award prizes companies that offer waste prevention products with the aim of promoting the production and consumption of conscious products.

## And our products are...

- BPA free
- Lead Free
- Heavy metals free
- FDA approved
- Machine washable



*by Roll'eat*<sup>®</sup>

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