



by **Roll'eat**<sup>TM</sup>  
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.



# Why we use the material we use

## TPU

The right choice and why.. Durable, Stretches, Easy to Clean, Protective, Stain and odor resistant, and biodegradable (Not like other materials, Silicone, etc)

## Exterior Fabric

Are durable but soft to the touch... Easy to clean by hand or just throw in the dishwasher.



## Velcro

Allows for a tight secure closure and keeps your food where you want it - IN YOUR ROLLEAT AND NOT AT THE BOTTOM OF YOUR BACKPACK.

# Silicone VS TPU

## Why is TPU the better choice!



Less amount of energy to produce TPU vs Silicone.



Less waste during the TPU manufacturing.



TPU is biodegradable whereas silicone is not.



More durable.



Secure closure.



Easy to Clean compared to Silicone.



Fashionable.



We offer color and vibrant prints.



Designated lunch name tag.



## How Much \$'s does Rolleat save you



**Disposable  
Zipper Bag**

**Save \$250**

This is the Money you can Save buying **Snack'n'Go** instead of a Zipper Bag

**Save \$1,250**

This is the Money a Family of 5 can Save buying **Snack'n'Go** instead of a Zipper Bag

**Your Snack'n'Go purchase pays off in 3 months!\***



**Disposable  
Aluminum Foil**

**Save \$150**

This is the Money you can Save buying **Boc'n'Roll** instead of Aluminum Foil

**Save \$750**

This is the Money a Family of 5 can Save buying **Boc'n'Roll** instead of Aluminum Foil

**Your Boc'n'Roll purchase pays off in less than 5 months!\***

\*That is considering you use disposable food wrappers every day during 6 years, which is the estimated life cycle of Roll'eat products.

### 1 Boc'n'Roll



### 2 Snack'n'Go



### 3 Snack'n'Go Duo





#### 4 Snack'n'Go Bio



Plastic Free

#### 5 Boc'n'Roll Bio





# Boc'n'Roll

## Reusable Sandwich Wrap

Ditch those wasteful disposable wrappers and enjoy sandwiches on the go with our environmentally friendly sandwich wrap. Our all in one Boc'n'Roll has a simple closure that's customizable to different food shapes and sizes. Convenient, compact, and dishwasher safe.

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



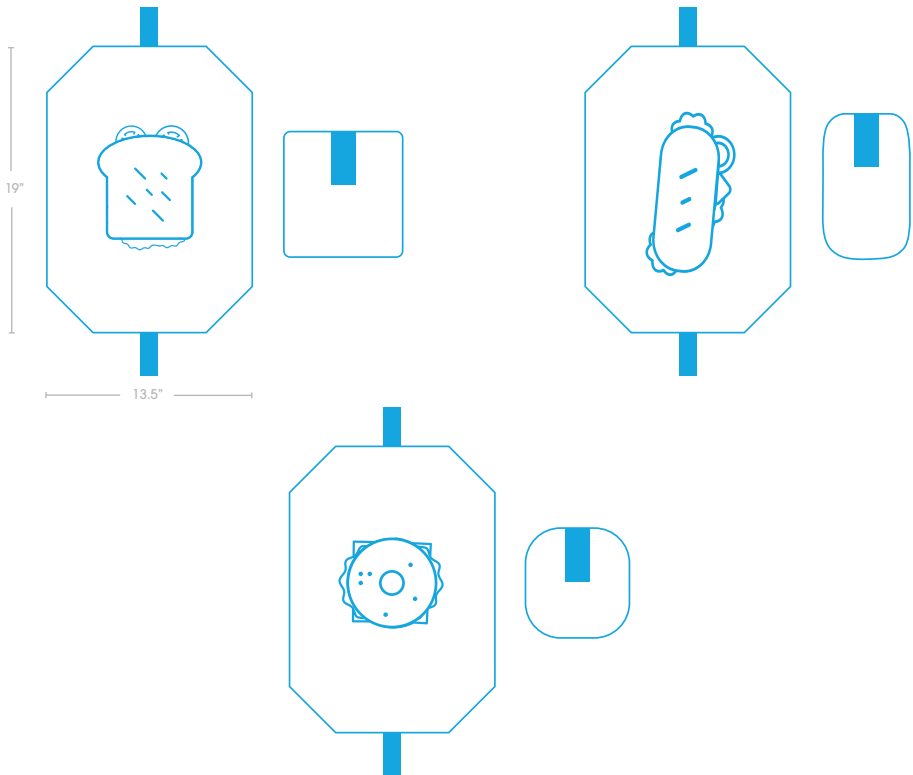
Easy to wipe clean



Product is available in an assorted CDU or open Stock



**Design with the US customer in mind. From standard sandwiches to hero we have you covered.**



Think eco, be smart.

10000  
uses  
Durable Closure good for up to 10,000 uses!

# 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, dishwasher safe, 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



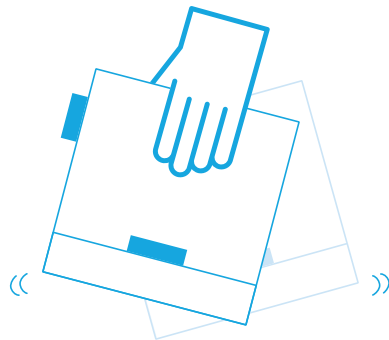
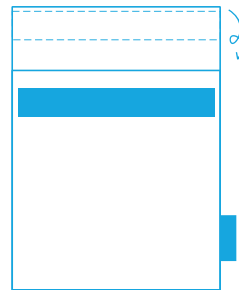
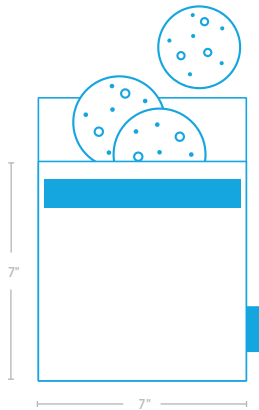
Easy to wipe clean



Product is available in an assorted CDU or open Stock



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



Think eco, be smart.

10000  
uses  
Durable closure good for up to 10,000 uses!

# Snack'n'Go Duo

## Reusable Double Snack Bag

Now you can bring DOUBLE the snacks or a sandwich and snacks. Large pocket is perfect for bringing more snacks or a standard sandwich. Patent design allows your 2 snack bags to stay together for easy cleaning and use. Convenient, compact, and dishwasher safe

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



Helps keep food fresh



Durable closure



Stain-resistant inner layer



Easy to wipe clean



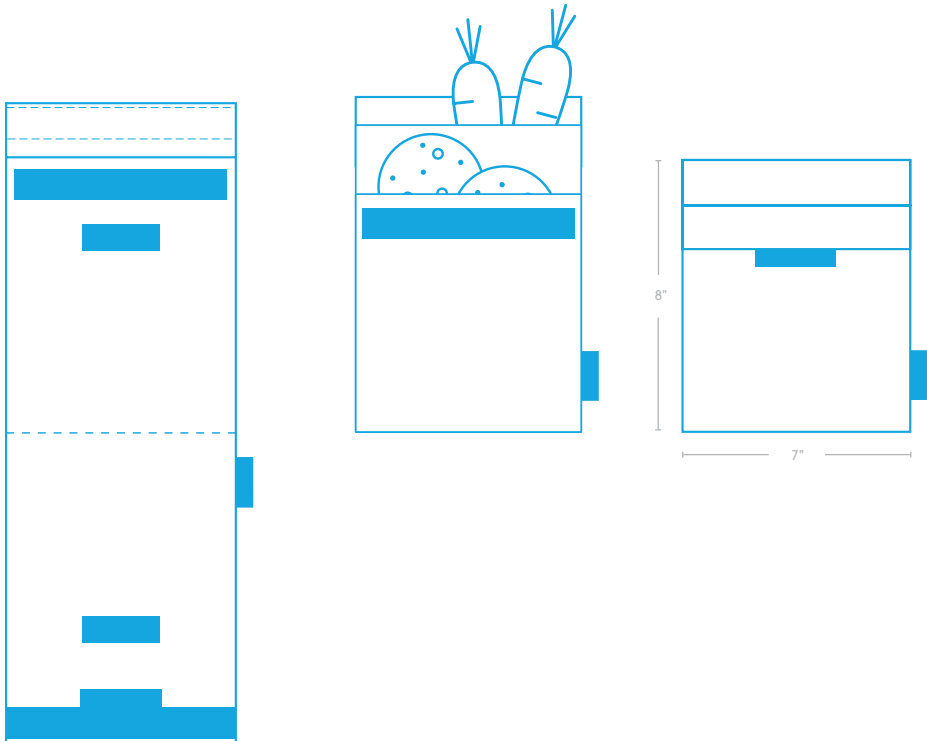
2 pockets



Product is available in an assorted CDU or open Stock

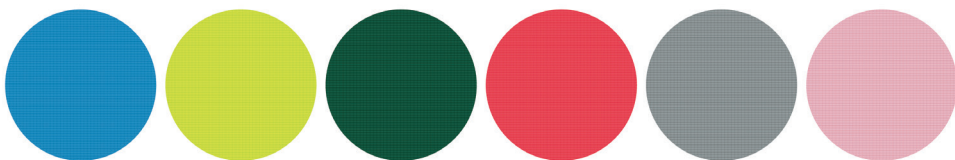


**Two pockets in one single bag.  
Now you can bring more and save \$**



# Available patterns and colors for Boc'n'Roll and Snack'n'Go

## Active collection



Blue

Lime

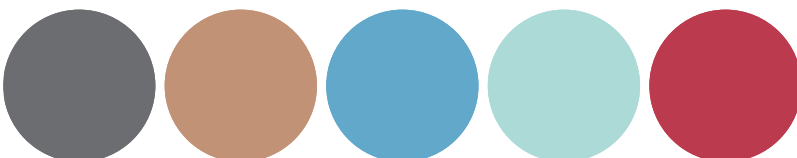
Green

Red

Gray

Pink

## Nature collection



Black

Brown

Blue

Mint

Red

## Animals collection



Panda

Penguin

Unicorn

Raccoon

Whales

## Fruits collection



Apple

Banana

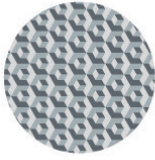
Coconut

Pineapple

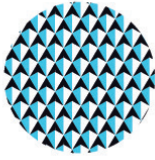
Watermelon



### Tiles collection



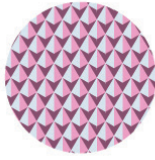
Black



Blue



Green



Pink



Red

### Patchwork collection



Green



Pink



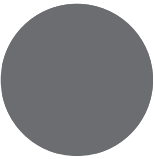
Red



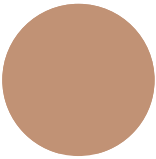
Blue

## Available patterns and colors for Snack'n'Go Duo

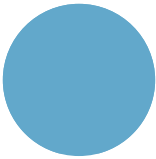
### Nature collection



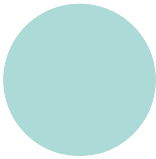
Black



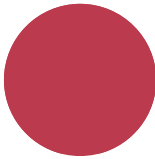
Brown



Blue



Mint



Red

### Animals collection



Panda



Penguin



Unicorn



Raccoon



Whales

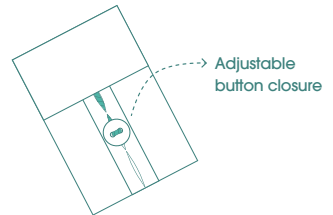


# Boc'n'Roll Bio

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.

Size: 5.5x5.9 inch (folded) / 13.5x19 inch (unfolded)

-  Biodegradable materials
-  Helps keep food fresh
-  Turns into a placemat
-  Stain-resistant inner layer
-  Easy to wipe clean



 Organic Cotton



*Plastic Free*





# 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.

Size: 7x7 inch



Biodegradable materials



Helps keep food fresh



Stain-resistant inner layer



Easy to wipe clean

## Organic Cotton



Plastic Free



Think eco, be smart.

# Counter Displays

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



**Boc'n'Roll**

**Snack'n'Go**



**Snack'n'Go Duo**



## Boc'n'Roll Bio



## Snack'n'Go Bio

# Hot off the press - North America!

## Eco-Friendly Zip Brands You'll Feel Good Investing In

Roll'eat



You're going to love these sustainable, eco-friendly, reusable food wrappers - lunchboxes. Gone are the single-use zip bags and in are the sandwich wraps. We love that these provide a clean eating space for lunchtime. Their snack bins pineapples and panda bears so your kids know which ones belong to them. planet is an easy way for you to show your kids how to be environmental st.

Available: [rolleatusa.com](http://rolleatusa.com)

Sections

## NORTHWEST ARKANSAS Democrat & Gazette


### Tools & Toys: Boc 'n' Roll and WORX Ni Backpack Leaf Blower



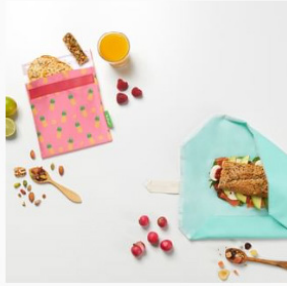

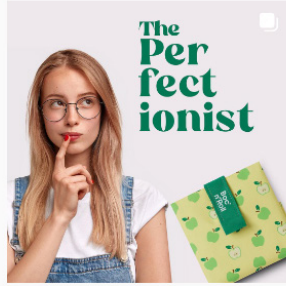
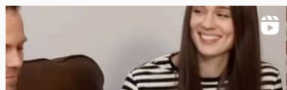


Boc 'n' Roll and WORX Ni Ni Backpack Leaf Blower

**Boc 'n' Roll Sandwich Wraps**  
**What's to love:** Save money and the environment by using the washable and reusable wraps.  
**What does it do:** The wraps are 13.9 by 19 inches with a polyester fabric on the outside and thermoplastic on the inside. When folded it measures 5.5 by 5.9 inches, but when unfolded it measures 13.9 by 19 inches. Two long hook and loop straps secure the wrap shut. When folded it measures 5.5 by 5.9 inches, but when unfolded it measures 13.9 by 19 inches. The wraps, which come in at least 16 different fun patterns or designs, are made of a durable, washable fabric. The wraps, which come in at least 16 different fun patterns or designs, also makes reusable snack bags. The wraps sell for \$10.99. Visit [rolleatusa.com](http://rolleatusa.com) for more information.

# Social Media presence



**Roll'eat - Reuse & Renjoy**  
 Marca  
 🍷 Sustainable Food Wraps  
 🌍 Pack, Snack, Clean, & Rewrap in Style  
 📸 Tag us in your photo.  
 Rally for Reuse With #rolleat  
[rolleatusa.com](http://rolleatusa.com)

# Roll'eat Awards

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

<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p><b>Solutions 2014 prize</b></p> <p>It recognizes those products that offer daily smart solutions and which, in addition, stand out for its originality and design.</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p><b>Red Dot prize</b></p> <p>It is one of the most well-known world prizes and it recognizes the quality and innovation of domestic and professional products.</p>
<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p><b>Red Ethical Style</b></p> <p>It prizes those companies that offer environmentally conscious solutions and that have a social positive impact.</p>	<div style="display: flex; justify-content: space-between; align-items: center;">   </div> <p><b>Recycling Design Award</b></p> <p>This government award prizes companies that offer waste prevention products with the aim of promoting the production and consumption of conscious products.</p>

*by Roll'eat*<sup>®</sup>

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