

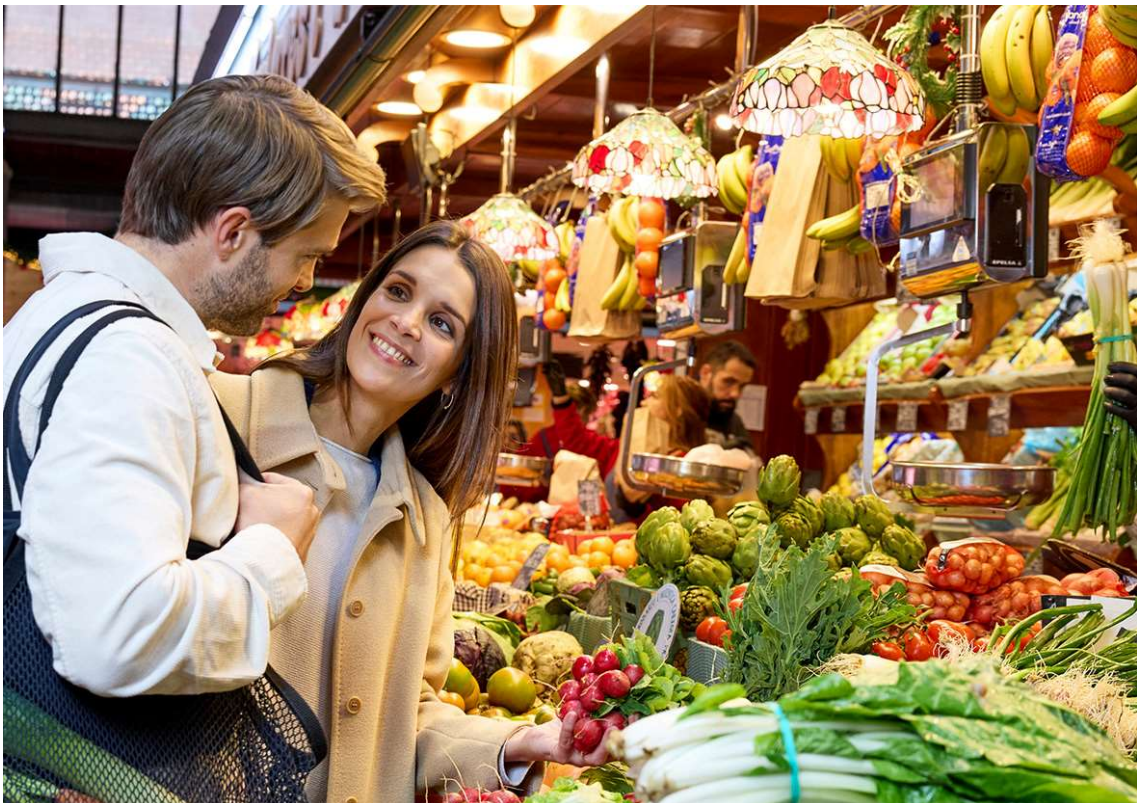


ROLL'EAT AT AMBIENTE

Roll'eat to Present Good'Buy, Its New Sustainable Collection, at the International Consumer Goods Fair 'Ambiente'

The sustainable food packaging creator company returns to the 'Ambiente' fair to showcase its latest innovations and environmentally responsible products.

The German city of Frankfurt will host this event from February 7 to 11, a fair that has established itself as the most important annual event for consumer goods.



Source: Roll'eat

January 2025 – **Roll’eat**, a Spanish company specializing in sustainable wrapping design and production, **will participate, one year more, in ‘Ambiente’** the leading consumer goods fair, taking place from February 7 to 11 in Frankfurt, Germany. This event will bring together over 4,000 exhibitors from around the globe and attract thousands of professionals focused on sustainability, innovation, and design.

This year, **Roll’eat will introduce Good’Buy**, a reusable set that includes food wraps and a bag designed to completely eliminate waste associated with daily grocery shopping.

"Good’Buy is not just a product; it’s a step towards a waste-free future. We aim to inspire people to make more conscious decisions in their daily lives", says **Meritxell Hernández, CEO of Roll’eat**. The new Good’Buy collection consists of **two key elements** designed to address various needs, being **both products washable, practical, and specifically designed to minimize over-packaging**, promoting responsible and healthy shopping habits.

In addition to Good’Buy, the brand will also showcase its well-established collections, reaffirming its commitment to reuse and reduce single-use plastics, **at stand G06, Hall 9.1.** *"Our goal is to eliminate the use of single-use plastics in daily shopping completely. Every small change can have a big impact when it comes to the planet's future"* concludes Hernández.

Hernández highlights the importance of participating in international events like ‘Ambiente’: *"This fair allows us to connect with professionals from all over the world, exchange ideas, and elevate our sustainability message to a global level"*.

About Roll’eat

Founded in 2006 by Meritxell Hernández, Roll’eat is dedicated to designing and producing sustainable, reusable, and innovative food wrappers. The company, which also operates in the United States through Roll’eat USA, has sold over 10 million units and collaborates with public institutions and schools to promote sustainable lifestyles, environmental education, and waste reduction through awareness campaigns.

Press Contact

Laura Sali Pérez

667 656 269

press@rolleat.com

by Roll’eat®
Reuse and Reenjoy