



PRESS RELEASE

## **Good'Buy by Roll'eat Wins the Solutions 2025 Award at Ambiente, Reinforcing Innovation and Sustainability**

**Roll'eat's *Good Buy* offers a reusable alternative, aiming to transform everyday shopping habits and significantly reduce waste.**

**Roll'eat's innovative solutions promise a greener future by cutting down on disposable plastics in daily life.**



Image from Roll'eat

February 2025 – Roll’eat, a leader in sustainable packaging solutions, has received the prestigious **Solutions 2025 Award** for its groundbreaking **Good’Buy** collection. This recognition highlights the brand's commitment to innovative designs that address everyday challenges while promoting a more sustainable future.

The Solutions 2025 Award acknowledges products that provide clever, eco-friendly solutions to daily household and kitchen needs. This accolade marks a significant milestone for Roll’eat, **celebrating a decade of recognition following the same award won in 2014 for its iconic Boc’n’Roll reusable wrapper.**

### **A Decade of Sustainable Innovation**

The Solutions 2025 Award not only validates the innovative design and practical utility of the Good’Buy collection but also underscores Roll’eat's leadership in sustainability. The award's selection process emphasizes the originality and impact of nominated products, positioning Good’Buy as a standout solution in today’s market.

**Receiving this award ten years after the Boc’n’Roll demonstrates Roll’eat’s enduring commitment to eco-conscious design.** Over the years, the company has helped eliminate millions of single-use plastics from daily life, proving that small changes can lead to significant environmental impact.

Roll’eat will present the Good’Buy collection at the **Ambiente 2025 Fair** in Frankfurt, taking place from February 7 to 11. Visit them at **Hall 9.1, Stand G06** to experience firsthand how this innovation can revolutionize shopping habits.

The Ambiente Fair serves as a global platform for groundbreaking consumer goods, and this year’s Solutions 2025 Award winners will be celebrated in a special presentation, further spotlighting Good’Buy's revolutionary design and sustainable impact.

### **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.

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