



NEW COLLECTION

Good'Buy: Experience the Innovation That Says Goodbye to Waste

Roll'eat unveils its new collection designed to eliminate single-use plastics and reduce waste in daily shopping.



Source: Roll'eat

February 2025. Good'Buy makes its official debut at Ambiente 2025, the leading international consumer goods fair in Frankfurt. Visitors can explore Roll'eat's innovative collection at Stand G06 in Hall 9.1, where they will have the unique opportunity to touch, test, and discover the Good'Buy products firsthand.

Roll'eat's team will be on hand to guide visitors through an interactive experience, answer questions, and demonstrate how these products transform daily shopping into a more sustainable and responsible practice.

“Good'Buy is a call to action. It invites individuals and businesses alike to take steps toward a waste-free future while making daily life easier and more conscious,” says Meritxell Hernández, CEO of Roll'eat.

Good'Buy: A Sustainable Shopping Solution

Good'Buy features two key products designed to meet the needs of daily shopping:

- **Good'Bag: The 2-in-1 Bag for Waste-Free Shopping**

This product combines two essential features: a durable mesh, ideal for fruits and vegetables, and a waterproof compartment, perfect for delicate items like meat or fish. Its practical design includes a third handle for easy filling. Lightweight, foldable, and reusable, it's a must-have for eco-conscious shopping. Good'Bag is available in five stylish colors, adding a touch of personalization to your sustainable routine.



Source: Roll'eat

- **Good'Wrap: Your Fresh Foods, Single-Use Free**

A set of three reusable wrappers designed to securely and cleanly transport fresh produce. Perfect for even the wettest items, like meat or fish, these wraps are washable, easy to use, and reduce excess packaging.



Source: Roll'eat

Both products are designed to minimize overpackaging, promoting more responsible and healthy consumption habits.

An Award-Winning Collection

Good'Buy has been recognized with the prestigious Solutions 2025 Award, a testament to Roll'eat's dedication to innovation and sustainability. This accolade, presented to products that efficiently address everyday challenges with ingenuity and environmental responsibility, is a milestone that reaffirms Roll'eat's leadership in the eco-conscious product landscape. Notably, Roll'eat previously received this same honor in 2014 for its flagship product, the Boc'n'Roll, marking a decade of continuous innovation and recognition in the industry.

The Solutions 2025 selection process emphasizes creativity, functionality, and a clear positive impact on daily life—qualities that Good'Buy exemplifies through its carefully designed components.

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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