



**Today's**

**life made**

**easy**

# Rolser has been manufacturing trolleys for nearly 60 years...

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# THE COMPANY

Constant innovation to respond to -and even anticipate- the aesthetic and functional needs of consumers; respect for the environment, with a firm commitment to the future of our planet, and high standards of quality and safety, have made Rolser the undisputed leader in the essential segment of its activity, namely the manufacture of shopping trolleys.



**Leaders**  
**in the manufacture**  
**and sale of shopping**  
**trolleys**



# The Rolser group confirms its leadership and exceeds a turnover of 20 milion.

According to the study carried out by GFK, the world leader in market research, more than 60% of shopping trolleys in Spain are of the Rolser brand.

The study commissioned by Rolser from the consultancy firm GFK, to find out the specific degree of its positioning in the shopping trolley market and the satisfaction of its customers, confirms some very advantageous data for the company, given that the **Rolser brand maintains its leadership, with more than 60% penetration in the national market, and a customer satisfaction degree in excess of 90%.**

The company has been making shopping trolleys for nearly 60 years and they account for 80% of its production. Alongside them, bags, ladders and ironing boards complete a multi-market portfolio with the common denominator of **making people's lives easier.**

Since its early days, Rolser has been a benchmark for other manufacturers, with models such as the Plegamatic which, in 1975, revolutionised the market by offering an elegant hand-held bag that could easily transform into a useful shopping trolley.

From its main manufacturing plant, with more than 21,000 m2 and located in Pedreguer (Alicante), the company continues to reinvent itself while striving to remain at the forefront in optimising resources, materials, designs, technology, safety...



This innovative nature is also present in its business philosophy which, from the outset, has led it to foster the work-life balance of its employees, thus increasing their happiness.

**Just like its shopping trolleys, Rolser is always on the move and is constantly advancing in its search of an easier, healthier and more sustainable world.**



## ORIGINS

**In 1966, in Pedreguer,  
the seed of today's Rolser ...**



The seeds of today's Rolser were sown in 1966 at calle Colegio number one, in the Alicante town of Pedreguer. A company that made handbags, palm and wicker baskets, hats and sewing kits named after one of its founders: Vicente Server Ferrer.

Neither he nor his wife, Isabel Pérez Costa, and his two sons, Salvador and Joan Server -who accompanied him in this business venture- were aware that they were laying the first seed of what, years later, would be a role model and market leader within its sector.

**The first major milestone** was undoubtedly the leap from baskets to trolleys. In **1972** a chassis and wheels were added to the fabric bags they manufactured and, that same year, they launched their first catalogue in which models such as **Isabel, Mari, Fany and Líder** were a resounding success.

This is also the year in which the second generation takes over the Management and Administration of the company, taken over by Joan, and the Technical and Production Area, which falls to Salvador.

En definitiva, Rolser ha pasado de la tradición de la humilde fábrica artesana a convertirse en una gran industria exportadora y lo ha hecho sin renunciar nunca a sus raíces ni a su esencia.



**IN 1972, THE NEED AROSE TO GIVE THE NEW PROJECT A NAME....**

**And so, with the first three letters of the  
verb to roll in English (ROL)  
and the first syllable of the family surname (SER),  
ROLSER was born.**

**1972**

A bag is attached to a chassis. **The first shopping trolley is born.** The first catalogue of trolleys is created and **the brand ROLSER, S.A. is born.**

Prominent firms such as Galerías Preciados, Lanas Aragón, Spar, begin to place major orders with Rolser

**1975**

Two revolutionary models were launched: the Standmodel, with the denim bag, and the **Plegamatic model**, which turned a spacious trolley into a comfortable handbag (and vice versa).

**1980**

Rolser began its **international expansion**, opening new markets in France, the United Kingdom, Portugal and Belgium. The Gata de Gorgos production plant **is inaugurated.**

**1990**

Rolser obtains the **TÜV and AENOR** quality certificates. A new stage of technological innovation begins and export frontiers are extended.

**1997**

Rolser's new facilities are inaugurated in Pedreguer. 21,000 m2 which are currently Rolser's headquarters.

**2008**

The folding chassis model is produced for the first time and features a hook to adapt it - folded - to the supermarket trolley so that it does not have to be left at the entrance.

**2018**

Rolser creates two general managements and promotes a generational change. **The 3rd generation of Rolser** takes over the company. Rolser acquires a factory in Vietnam for the production and packaging of its bags.

**2022**

Rolser launches its 8 Plus model, the first **recycled and recyclable** trolley.

**1966**

Vicente Server Ferrer and Isabel Pérez Costa started the handbag and basket company that was to be the seed of Rolser.

**1974**

The third of the siblings, Paquibel, joins the family business and becomes involved in the Administration Department.

That same year, Rolser took part as an exhibitor at **Expo Hogar** (Barcelona), the first national trade fair it ever attended.

**1978**

The company Rolser, S.A. is founded. **The second generation** takes over the company, and the path towards productive expansion and improvement begins.

**1983**

Rolser buys Industrias Sarasqueta and starts **manufacturing ladders.** It is also the year in which the company starts using aluminium in its

**1994**

Rolser patents its **four-wheel system.**

**2005**

Rolser participates for the first time in an international trade fair by exhibiting at Ambiente (Frankfurt). Rolser buys the company Estampaciones Metálicas del Sur, opens its second factory in Pedreguer and starts manufacturing ironing boards.

**2012**

Rolser opens its first international headquarters in Miami, USA.

**2021**

Rolser opens its horizons to bring its **#thinkgreen** revolution to the world. The company adheres to the United Nations Global Compact. Our goal for 2030.



# PRESENT AND FUTURE

The group is currently made up of five companies: the parent company, **Rolser**, founded in 1966 and on which the other companies depend, **Rolser USA**, distributor since 2012 in the United States, **Saigon Bags**, created in July 2018, located in Vietnam, **Rolser Online**, created in 2023 to channel online sales, and the family office **Germans Server**.

The brand is present in more than sixty countries across five continents and its main markets are - together with the USA - France, Argentina and Japan.

Exports are undoubtedly one of the factors that have contributed most to its growth and currently account for 25% of its turnover. This internationalisation is further strengthened by its presence at the most important trade fairs around the world.



Maison&Objet Paris



NY NOW New York



Ambiente Frankfurt

But Rolser's success, both inside and outside Spain, owes much to its philosophy, defined by the involvement and spirit of sacrifice of a restless and committed team, and also marked by the constant reinvestment of its profits.

There is no other factory in Europe with its degree of specialisation, which manufactures its own customised machinery and with such a high level of investment for so few products: around 1 million euros per year.

All this allows Rolser to achieve the highest standards of quality and safety, with an exceedingly high ability to adapt to any need that the market or a specific customer may require.

Thus, Rolser exports much more than just shopping trolleys and ironing boards. It exports

**QUALITY, INNOVATION, SUSTAINABILITY & FASHION**





## SUSTAINABILITY IN ITS DNA

# Rolser is committed to a more sustainable future

Since it was founded more than half a century ago, Rolser's sights have been set on a more sustainable future.

A concern for the environment has been present throughout its evolution, forming part of its DNA and materialising in its **Think Green philosophy**.

This is an important pillar of the company's strategy, which has led it to join the **Spanish Global Compact Network**, promoted by the United Nations, thus integrating the **SDGs** into the company's management system.

Rolser is firmly committed to a business model with a low environmental impact and aims to have 100% sustainable production and distribution processes.

## #THINKGREEN

### SUSTAINABLE MATERIALS

All materials used in the manufacture of its products are sourced from more sustainable and environmentally friendly raw materials.

### RENEWABLE ENERGY

Currently, the energy that Rolser consumes comes from suppliers who only supply energy from 100% renewable sources, and 25% of the energy consumed is solar energy.

### PHOTOVOLTAIC PARK

In 2019, the company incorporated a 100-kW photovoltaic park on the roof of its Pedreguer warehouse, which it expanded to 130 kW in 2022.

## In addition, in the last two years we have achieved...

- 100% of the cardboard in packaging is obtained from recycled.
- **Reduce single-use plastics** in this packaging by 22%.
- Increase the proportion of trolleys with **recycled fabric bags** by 25%
- That 55% of the **plastic materials** used in the products themselves are already of **recycled origin**.



Since 2013, the company has held the UNE-EN ISO 14001:2015 certification for Environmental Management and has held the Carbon Footprint certificate since 2022.



Acknowledgements such as the “Eco Choice Award”, obtained at the 2019 edition of the NY NOW trade fair in New York, or the “Red Dot Award” -one of the most important design awards in the world-, awarded in 2022 to its 8 Plus model, confirm Rolser’s commitment to the environment.

A model that has become the first **recycled and recyclable** trolley on the global market and which uses 100% recycled polymers from electronic waste in the manufacture of its structure.

### en el primer carro reciclado y reciclable

The use of this material saves 90% energy and four tonnes of CO2 emissions, which means that, with each trolley, 14.4 kilos of CO2 are no longer emitted into the atmosphere. It also comes with a bag made from 100% recycled material.

It is the maximum exponent of Rolser’s four main pillars: sustainability, fashion, innovation and health.innovación y salud.



## QUALITY & INNOVATION

**The important thing is not just to do things, but to do them well.**

Rolser has held UNE-EN ISO 9001:2015 Quality Management certification for more than twenty years.

All production processes are our own, in order to have direct and comprehensive control and thus ensure the highest quality of our products.

R&D&I carries great weight within the company and is managed internally, from the first sketches to the manufacture of the products, thus generating a very broad intellectual property at product and brand level.





PRODUCTS THAT MAKE LIFE EASIER

## Today´s life made easy

Under the new concept Today's life made easy, in line with its mission to make people's lives easier, Rolser has reorganised its multi-product portfolio into two universes: **At Home**, under which it markets its ironing boards and ladders, and **In Motion**, which integrates its shopping trolleys and tote bags.

### In Motion



Functionality, design and quality are the central focus of all the brand's products, in which safety and concern for health and the environment are very much present.





## At Home



**This results in useful, long-lasting and reliable products, with very neat aesthetics that allow the user to be fashionable, contribute to their physical fitness, preserve the environment and make everyday activities such as shopping and household chores more pleasant.**

Rolser's vision and spirit of leadership mean that one of its business objectives is to continue to grow and reach new markets.

Realities such as the significant increase in online sales expected over the next few years, with the growing importance of mobile phones as purchasing tools, pose stimulating challenges for the company.

Rolser is also constantly researching to make products that are not only sustainable, but also more convenient and ergonomic, continuously improving their performance and enhancing the attractiveness of their designs.





# SOCIAL COMMITMENT

When Rolser thinks about making people's lives easier under the slogan Today's life made easy, it does not only have its customers and/or the end consumer in mind. The company thinks of its workers, its suppliers, its territory and society in general, without forgetting those groups that are in most need.

## MODUS VIVENDI

### **Respect & Solidarity.**

Internally, the company has been implementing measures in favour of work-life balance, equal opportunities, decent work and the integration of people with disabilities for decades.

The generation that runs the company today has inherited the way of life of their parents and grandparents. A modus vivendi based on the concepts of an honest domestic economy, solidarity and respect for people, traditions and the environment.

For the people of Pedreguer it is a source of pride that, despite its enormous growth, the company is still located in the town where it was born.

There is no doubt that it is an inseparable part of the social landscape of the region and an institution whose international projection always goes hand in hand with its roots.





## 2030 AGENDA

# Commitment to sustainability.

At Rolser there is a clear alignment between what the brand contributes with its products and what the company seeks through its corporate social responsibility actions.

These goals, in turn, are perfectly aligned with the principles of the 2030 Agenda. These global and interconnected goals ultimately aim to achieve a better and more sustainable future for everyone, promoting equality, prosperity and the protection of the planet.

Rolser's sustainable performance is reflected in its positive impact on the Sustainable Development Goals (SDGs), which are the essence of both this action plan established by the United Nations and the company's own philosophy since its inception.



A clear example of this is its Think Green campaign, launched in 2019 with the aim that, by 2030, all the materials used for manufacturing the company's products will be more environmentally friendly.

This commitment to the Planet is part of Rolser's four fundamental pillars, together with its concern for people's health, its commitment to attractive, quality designs and constant innovation in order to be at the forefront of safety, technology and trends.





## FUNDAMENTAL RIGHTS

### Rolser helping the most vulnerable groups

Rolser collaborates with various non-governmental organisations such as the Spanish Commission for Refugee Aid (CEAR), Cáritas, the Vicente Ferrer Foundation, the Ronald McDonald Foundation, the Blas Méndez Ponce Foundation (dedicated to children and teenagers undergoing cancer treatment), as well as various local and regional associations which ensure, among others, that the rights of people with mental health problems or acquired brain damage are respected.



## FOSTERING SPORTS

### Physical activity equals health.

Rolser sponsors various sports organisations such as Club Esportiu Pedreguer and Joventut Pedreguer (both men's football) and CB Rolser Pedreguer (both men's and women's basketball).

The company also sponsors the Valencian pelota player Pere Ribes and, since last year, has been organising the Trofeu Rolser de Raspall Femenino (a form of Valencian pelota).



## ROLSER-SERVER i PÉREZ FOUNDATION

### Support for culture and social activities.

**It was created in 1994** as a result of the decision of the Server Pérez family to donate an organ to the Santa Creu church in Pedreguer.

An action orchestrated by the master organ builder Gerhard Grenzing that did not stop after the donation but gave way to this foundation born to give continuity both to the organ project and to many other initiatives of a cultural and social nature.

It has been organising the Festival Internacional d'Orgue de Pedreguer for more than 25 years.

The free transfer of the family home in calle Maestro Serrano to Pedreguer Town Council for the development of local cultural projects and an agreement signed on 26 June 2015 with the Baleària Foundation, aimed at social, sporting and cultural activities, are just a few of these initiatives.

Medal of Honour of the Consell Valencià de Cultura (CVC) to the Rolser-Server i Pérez Foundation, for its patronage in the cultural, sporting, social inclusion, and scientific fields. Generalitat Valenciana, 29 March 2017.







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