



LET'S MAKE IMPACT TOGETHER!

2025



THIS IS HOW WE ROLL

We are The Good Roll, makers of 100% tree friendly toilet paper. Our **mission** is simple:
Safe and clean toilets for everyone!

With **50% of our net profit**, we build good sanitary facilities in Africa.

The Good Roll originated from a common frustration. Globally, 2.3 billion people lack access to safe and clean toilets, one third (!) of the world's population.

VISION



GOOD FOR MANKIND

We donate 50% of our net profit to building good sanitary facilities in Africa.



GOOD FOR THE PLANET

Our bamboo and recycled toilet paper is 100% tree friendly!



GOOD FOR YOUR BUM

Super soft, strong and without the use of chlorine, colors and fragrances.



GOOD FOR YOUR FEELINGS

Working together with a sheltered workplace in Diemen.

OUR IMPACT



17,100+ lives proudly improved



240+ toilets built and in use



43,000+ trees saved from being cut down



B-Corp Certified

NATURE'S GOLD ON A ROLL

100% tree
friendly

No bleach



Super
absorbent

No chlorine,
colors and
fragrances

Super soft
and strong



WHY PARTNER WITH US?



B-CORP™ CERTIFIED

50% OF NET PROFIT GOES TO AFRICA

NO BLEACH

NO USE OF PERFUME

CO2 NEUTRAL FACTORY

SUPER ABSORBENT

SUPER STRONG AND SOFT

CUSTOM PROJECTS POSSIBLE



CURRENT PARTNERS



het scheepvaart
national maritime
museum





BAMBOO HYGIENE PAPER

Why bamboo?



Produces **30% more** oxygen than trees



Absorbs **35% more** carbon than trees



Grows **30 times** faster than trees



Soft and strong



It looks less white than bleached toilet paper, but that's natural, we call it 'nature's gold'!



BAMBOO PAPER

BAMBOO HYGIENE PAPER

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	172110101	The Panda Edition - 24 Pack - 2PLY	24 bamboo rolls - in various cheerful wrappers - 300 sheets - 2PLY
	172110201	The Panda Edition - 48 Pack - 2PLY	48 bamboo rolls - in various cheerful wrappers - 300 sheets - 2PLY
	171110101	The Naked Panda Edition - 24 - 2PLY	24 bamboo rolls - wrapless - 300 sheets - 2PLY
	171110201	The Naked Panda Edition - 48 - 2PLY	48 bamboo rolls - wrapless - 300 sheets - 2PLY
	141420901	The Naked Panda Edition - 27 - 3PLY	27 bamboo rolls - wrapless - 250 sheets - 3PLY

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	96000	Bamboo Mini Jumbo Toilet Paper - 2PLY	bamboo mini jumbo 18 x 180 meter - 2PLY
	96100	Bamboo Mini Jumbo Toilet Paper - 1PLY	bamboo mini jumbo 12 x 240 meter - 1PLY
	98300	Bamboo Midi Cleaning Paper - 2PLY	bamboo midi cleaning 6 x 200 meter - 2PLY
	99000	Bamboo Handtowel Z/V-fold - 2PLY	bamboo handtowel Z/V-fold - 2PLY - 20 x 200 pcs

BAMBOO TISSUES

BAMBOO HYGIENE PAPER

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	342410903	The Happy Panda Tissue - 3PLY	box of the happy panda tissue - 20x 60 bamboo paper tissues in cheerful design - 3-PLY

BAMBOO KITCHEN TOWELS

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	272110601	The Panda Edition Kitchen Towels 6 pack - 2PLY	6 bamboo kitchen towel rolls - in various cheerful wrappers - 110 sheets - 2PLY
	271110601	The Naked Panda Edition Kitchen Towels 6 pack - 2PLY	6 bamboo kitchen towel rolls - wrapless - 110 sheets - 2PLY



RECYCLED HYGIENE PAPER

Why recycled?



Recycled paper causes as much as **74% less air** pollution than regular paper



Economical use of water and energy through wind power and treatment plants



Water is used **multiple times** and returned to nature



RECYCLED HYGIENE PAPER

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	23100	400-sheet 2PLY	48 rolls 6 x 8 rolls - 2PLY
	54000	250 sheets - 3PLY	64 rolls 8 x 8 rolls - 3 PLY

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	112110201 112110301	The Cheerful Choice 48 -2PLY The Cheerful Choice 96 -2PLY	48 or 96 rolls In 6 various cheerful wrappers 400 sheets - 2PLY
	112410201 112410301	The Cheerful Choice 48 -3PLY The Cheerful Choice 96 -3PLY	48 or 96 rolls In 6 various cheerful wrappers 250 sheets - 3PLY
	111110201 111110301	The Wrapless Choice 48 - 2PLY The Wrapless Choice 96 -2PLY	48 or 96 rolls Wrapless 400 sheets - 2PLY
	111410201 111410301	The Wrapless Choice 48 -3PLY The Wrapless Choice 96 -3PLY	48 or 96 rolls Wrapless 250 sheets - 3PLY



RECYCLED PAPER

RECYCLED HYGIENE PAPER

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	15000	Toilet Paper Doprol	t1 27 roll of 100 metres – 2PLY
	15500	Toilet Paper Doprol	t2 27 roll of 100 metres – 2PLY
	12100	Toilet Paper Compact Roll	24 rolls of 100 metres – 2PLY
	16000	Toilet Paper Jumbo Mini	16 rolls of 180 metres - 2PLY
	16100	Toilet Paper Jumbo Maxi	8 rolls of 380 metres – 2PLY
	18000	Towels Z-Fold	16 x 160 pieces – 2PLY
	18200	Towels M-Fold	21 x 179 pieces – 2PLY
	18300	Cleaning Paper Midi	6 rolls of 300 metres – 1PLY
	18350	Cleaning Paper Mini	12 rolls of 120 metres – 1PLY

EXTRA'S



Present quality and elegance in your washroom with our dispensers, soaps and roomsprays



The black dispensers are made from over **70% recycled plastic**



Each dispenser is easy to open and locks with a universal key and holds loads of storage. The adjustable brake enables dosing



DISPENSERS

DISPENSERS

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	SIZE IN MM	COLOUR
	419910101	QuartzLine Towel Dispenser multifold	377x282x125	  
	419910103	QuartzLine Toilet Roll Holder Mini Duo Jumbo	247x407x145	  
	419910104	QuartzLine Duo Toilet Roll Holder Compact Roll/Traditional	218x330x145	  
	419910102	QuartzLine Cleaning Roll Dispenser Midi	375x265x222	  
	419910106	QuartzLine Disinfection/Soap Dispenser Bag-In-Box	269x125x115	  



MISCELLANEOUS PRODUCTS

MISCELLANEOUS PRODUCTS

PRODUCT	ARTICLE NUMBER	PRODUCT NAME	DESCRIPTION
	Z.01002	TGR Eco Hand Soap	good smelling hand soap 4x5 Liter
	599910901	Eau De Toilet Roomspray - Tiger	eau de toilet room spray - exclusive fragrance with tones of premium musk and sweet aromas - 200ml
	599910904	Eau De Toilet Roomspray - Clouds	eau de toilet room spray - exclusive fragrance with tones of premium musk and sweet aromas - 200ml
	599910904	Bathroom Tile	made from recycled materials - easily mounted 15 x 15 cm



CUSTOMIZABLE PRODUCTS

With The Good Roll, you can customize our packaging to match your brand, office vibe or campaign message.

For example:

- Branded wraps with your logo for in the office
- Fully customizable design to flair op any toilet
- A meaningfull gift for epolyees, partners or guests

Curious about the options? See the products below or email sales@thegoodroll.nl

CUSTOMIZABLE PRODUCTS

PRODUCT	PRODUCT NAME	DESCRIPTION
	Customized Bathroom Tile	made from recyled materials - easily mounted 15 x 15 cm
	Customized Tissue Box	20x 60 bamboo paper tissues with packaging in your own design - 3-PLY 12 x 11 x 11
	Customized Toilet Paper Wrap	• bamboo rolls - 300 sheets - 2PLY • recycled rolls - 250 sheets - 3PLY





THE GOOD ROLL FOUNDATION

Since 2018, The Good Roll Foundation has been part of The Good Roll's unique win-win concept. The Good Roll Foundation is financially supported by individual donations and 50% of The Good Roll's net profit.



BUILDING TOILETS

The construction of safe and clean toilets for schools and communities



MAINTENANCE

The schools and the foundation ensure that the toilets remain safe and clean



EDUCATION

Providing menstrual hygiene products and education among other things, by implementing the Hygiene Heroes program



THE GOOD ROLL AFRICA

We are turning the overlooked resource bamboo into a valuable income stream for farmers, transforming what they once saw as a burden into a source of economic empowerment, creating a win-win for both the farmers and the environment



FARMERS

Behind every roll, there's a growing network of farmers who choose to grow bamboo with us.



COMMUNITIES

We work closely with communities to ensure that every step, from planting to paper, contributes to a better future.



NEW CYCLE

A new powerful cycle of growth benefits both rural and urban communities



WE WOULD LIKE TO ROLL WITH YOU!

SHOP NU

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