

Eco-sexy toilet paper from EU that builds toilets is coming to the UK

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Do you want to help the world while you are on the toilet? Well, if you are a customer of The Good Roll you can! How, you ask? The Good Roll donates 50% of their net profit on a yearly basis to building sanitary facilities in developing countries. Besides, their paper is 100% tree-friendly and their packaging is plastic-free. In fact, The Good Roll has been such a domestic success in The Netherlands that they are now in the midst of expansion into the UK.

The Good Roll was founded as a start-up two years ago by two close friends who thought it was very strange that about 2.4 billion people – or roughly one-third of the world's population – still lack access to proper toilet facilities, or do not have access to a toilet at all. On top of that, every day an incredible amount of 270,000 trees are cut down to make toilet paper.

So, why not flush both problems at once? The Good Roll is not just toilet paper, it is also a foundation dedicated to improving the lives of others. For every euro that comes in, fifty cents goes into their foundation and is used to build sanitation facilities in developing countries. If a customer uses the product for 2 years, they will build an actual toilet! And with over 150 supermarkets and offices that have joined the cause, The Good Roll is well on its way to build more facilities than previously thought possible.

With the entrance into the UK market The Good Roll hopes to become one of the biggest rollers in the field. And, with the support of their new customers The Good Roll expects to make an even bigger positive impact.

Come and roll with The Good Roll and make the world a better and a safer place for future generations!

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