



“The pleasure of walking with Rolser” is an initiative that promotes an active lifestyle that is in sync with the present moment

[25 June 2025] – At a historic moment marked by hyperconnectivity, chronic stress and an accelerated pace of daily life, **ROLSER**, the leading shopping trolley brand, presents the **“The pleasure of walking with Rolser”** campaign, an invitation to rediscover the physical, mental and emotional benefits of walking consciously, comfortably and lightly.

Far from being a mere physical activity, walking is a powerful tool for personal and social transformation. Numerous studies show that walking increases creativity by up to 60%, while published psychological research confirms that regular walking reduces the risk of depression by more than 25%. In addition, organisations such as the WHO stress that walking 30 minutes a day can reduce the risk of cardiovascular disease, improve the quality of sleep and increase life expectancy.

Rolser translates these values into action through a project that not only promotes active and sustainable mobility, but also encourages us to stop, breathe and reconnect with the present moment. This proposal reinforces the brand’s commitment to physical and emotional health. By using the trolley for everyday journeys, the brand encourages a friendlier way of getting around, one that reduces our environmental footprint and helps us rekindle the value of smaller pleasures as an essential part of well-being. It also encourages a more conscious and responsible consumption by making it easier to buy only what we need, which helps to reduce food waste.

“It’s not just about moving, it’s about walking with a presence, with a conscious intention”, explains Mireia Server, CEO of Rolser. “We want to encourage people to transform their daily journeys into moments of enjoyment, calmness and connection with their surroundings”. And she adds: “This campaign reflects the brand’s commitment to a more conscious lifestyle, one that is more respectful towards the environment and more connected to emotional well-being. Walking with Rolser is much more than moving: it is transforming the act of moving into a moment of presence, enjoyment and reconnection with oneself and one’s surroundings”.

Summer, with its slower pace, longer days and our willingness to enjoy the present moment, is the ideal time to adopt this new approach to life. Whether going to the market, strolling through the city, walking along the coast or hiking rural trails, every step can become an opportunity to stop, observe, feel and be grateful. With its

ergonomic and lightweight design, Rolser trolleys accompany these journeys, by facilitating movement, eliminating the load and providing functionality.

To this end, this summer season comes with the launch of a special summer edition of one of its most emblematic models, the IMAX MF, with new colours, fresh fabrics and a design aimed for those who want to live every step of the way. Furthermore, a new range of bags has been added to the catalogue, namely the Urban Bag Kaki, the Polar Bag Marino and the Thermo Bag Marina and Costa Rica, among others, perfect to accompany any summer adventure with trendy functionality.

The campaign revolves around audiovisual pieces with clear messages, motivational and inspiring content on social media and collaborations with creators who spread the philosophy of *slow living*. This is Rolser's way of living at a slower pace and with greater connection, reclaiming walking as a form of resistance to haste, as an act of self-care and as an experience capable of bringing us back to the present moment.

Concern for the environment and sustainability are part of the company's DNA and have marked its entire evolution, materialising in Think Green thinking, such as the Clec Termo Eco 8 Plus model, which has become the first 100% recycled and recyclable trolley on the world market, winning the "Red Dot Award" - one of the most prestigious design awards in the world - in 2022. All of this with the aim of promoting a healthier lifestyle, boosting local commerce and reducing pollution.

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IMAGES:

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