



ROLSER launches “DESIGNED TO BE DESIRED”, its new global campaign aimed at redefining the shopping trolley as an object of desire

- The company is celebrating six decades at the industry’s leading international showcase.
- The ROLSER stand has established itself as a meeting point for customers and distributors from all over the world.
- In this context, the company is unveiling its new global brand strategy: “DESIGNED TO BE DESIRED”.

[Date] – ROLSER, the leading retailer of shopping trolleys, has reported very positive results following its participation in the latest edition of Ambiente, held in Frankfurt, one of the leading international trade fairs for the sector. This edition was particularly significant for the company, serving as a backdrop for celebrating its 60th anniversary and unveiling its new vision for 2026, a milestone that marks a new chapter in the brand’s history.

As part of this celebration, the company organised a commemorative event with customers from around the world, sharing six decades of history, development and innovation. An anniversary that not only looks back on the past, but also reaffirms the brand’s commitment to design, functionality, quality, sustainability and its global reach.

To mark this symbolic occasion, ROLSER unveiled its new global campaign, “**DESIGNED TO BE DESIRED**”, at Ambiente. This creative initiative reinforces the company’s position in the world of design and makes a clear statement: some objects simply fulfil their function, whilst others go a step further and transform the way we move.

With a contemporary aesthetic and a visual language drawing on fashion and urban culture, the 2026 campaign is built around a contemporary aesthetic and a visual language that references fashion and urban culture; a creative direction that reinforces the brand’s positioning without straying from its traditional values of innovation, quality and functionality. It is within this context that the concept of ‘The Rolser® Effect’ arises; the company uses this term to refer to the moment when the shopping trolley transcends its practical function to take on a more aesthetic and cultural dimension.

During the trade fair, the ROLSER stand once again established itself as a key meeting point for customers, distributors and professionals from various international markets. The high turnout and the quality of the meetings held not only enabled us to strengthen existing business relationships and open up new opportunities for growth, but also demonstrated the excellent reception given to the new products presented, which were particularly appreciated for their design and ongoing technical development.

“Celebrating our 60th anniversary at an event like Ambiente, surrounded by international clients and partners, has been particularly meaningful. This is a time to reflect on the journey we have taken and, at the same time, to look to the future with ambition”, says **Mireia Server, CEO of Rolser.**

After 60 years in the business, ROLSER brings to a close another edition of Ambiente, an event characterised by networking, celebration and international exposure, reaffirming its leadership in the sector and consolidating a sound combination of experience, innovative capacity and a recognisable brand identity, which enables it to move forward with confidence on its 60-year journey of shaping the future.

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