

PRESS & MEDIA KIT

The packaging industry is writing about how the cup is changing.

Plastic-free, paper-based packaging for HoReCa operators and distributors — starting with the lid-free paper cup that removes plastic from the whole cup, not just the lid.

Company at a glance

Ekoroll is an İzmir-based sustainable packaging brand developing plastic-free, paper-based solutions for cafés, coffee chains, HoReCa operators and distributors. Production is based in Türkiye, with a strong focus on European export markets and EU compliance.

ESTABLISHED **2018 · İzmir, Türkiye**

SECTOR **Sustainable food & beverage packaging (HoReCa)**

PRODUCTION **Factory-direct supply from Türkiye**

MARKETS **Europe, with global export**

FOUNDER & DIRECTOR **Mahdi Sadough**

WEBSITE **ekoroll.com**

Ready-to-use boilerplate

ONE LINE

Ekoroll is an İzmir-based sustainable packaging brand making plastic-free, paper-based solutions for HoReCa operators and distributors.

SHORT

Ekoroll develops plastic-free, paper-based packaging for the food-service and beverage sector. Its flagship lid-free paper cup uses a water-based coating instead of a PE or PLA lining, removing plastic from the entire cup. The company supplies HoReCa operators and distributors across Europe from its production base in Türkiye.

FULL

Founded in 2018 in İzmir, Türkiye, Ekoroll designs sustainable single-use packaging engineered for modern food-service operations and built for EU compliance. Its focus is paper-based innovation that reduces plastic and waste without compromising functionality — most notably a lid-free paper cup with an integrated, foldable lid and a water-based barrier coating that contains no PE, PLA or PFAS. Ekoroll works with certified manufacturing partners and supplies cafés, coffee chains, distributors and importers across European and global markets. The brand was founded by Mahdi Sadough, a packaging and branding specialist with 30+ years of experience.

The lid-free paper cup

A foldable paper cup with the lid built directly into the cup wall. The customer folds the top to create a drinking spout and closure — so no separate plastic lid is needed.

What makes it different

Most paper cups — including many sold as sustainable — use a polyethylene (PE) or polylactic acid (PLA) lining to resist liquid. Both contain plastic and keep the cup out of standard paper recycling. Ekoroll's cup instead uses a **plant-derived water-based coating**, so the whole structure is free of PE, PLA and PFAS — not just the lid. The result is a cup positioned ahead of the EU Single-Use Plastics Directive and the upcoming Packaging and Packaging Waste Regulation (PPWR).

No plastic lid

No PE / PLA lining

PFAS-free

Recyclable in paper streams

Compostable

FORMATS

Lid-Free Hot Cup & Lid-Free Cold Cup

HOT CUP SIZES

8 oz · 12 oz · 16 oz · 20 oz

BARRIER

Water-based coating (plant-derived, no plastic film)

PRINTING

Custom CMYK & flexo, incl. metallic gold / silver

SUPPLY

Wholesale, factory-direct · MOQ from 5,000 units

BEST FOR

Coffee chains, HoReCa operators, distributors, importers

Wider product range

A complementary plastic-free system beyond the lid-free cup:

Water-based coated paper cups

Molded fiber lids

Bagasse food containers

Greaseproof paper wrap

Retail & smart packaging

Certifications & compliance

RESPONSIBLE
SOURCING

FSC-certified paper

PFAS-FREE

Verified free of intentionally added PFAS (SGS)

FOOD CONTACT

EU food-contact compliance (Eurofins)

HOME
COMPOSTABLE

DIN CERTCO (Reg. 9P0056)

COMPOSTABLE

EN 13432

CONFORMITY

CE

Full certification documentation is available to media and partners on request.

In the media

İzmir · 12 May 2026

PACKAGING EUROPE

Lid-free paper cup avoids plastic lids and polymer coatings

Editorial coverage of the lid-free cup and its move beyond plastic linings.

packagingeurope.com/news/lid-free-paper-cup-from-ekoroll-avoids-plastic-lids-and-polymer-coatings

İzmir · 12 May 2026

SUSTAINABLE PACKAGING NEWS

The hidden plastic in paper cups

Feature on why water-based coating is the next shift in plastic-free beverage packaging.

spnews.com/hidden-plastic-in-paper-cups

Founder

Mahdi Sadough — Founder & Director

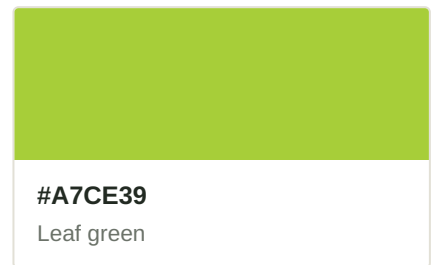
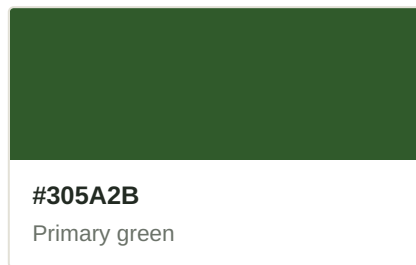
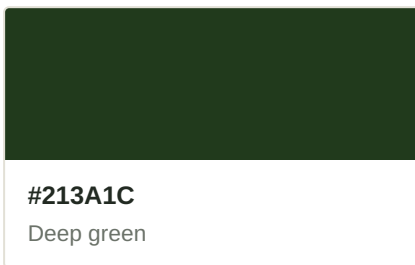
A packaging and branding specialist with more than 30 years of experience in design, advertising and packaging development. He leads Ekoroll's product innovation and its work bringing plastic-free packaging to HoReCa operators and distributors across Europe. · linkedin.com/in/sadough

Brand assets

Primary logo



Colour palette



Please keep clear space around the logo and avoid recolouring or distorting it. Print-ready logo files (vector + white version) are available on request.

Media contact

Media enquiries

Interviews, expert commentary on plastic-free packaging and EU regulation, or product samples for review — reach the Ekoroll team directly.

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