



roltex®

# DESIGN

DESIGN SERVED UP IN STYLE

**‘I see a serving tray  
as a form of  
communication with  
your customer.’**

KARL HUYLEBROECK

## ‘A tray is a form of communication.’

I think we can safely say that, after more than 50 years’ experience in creating and producing trays, we’re well aware of our customers’ needs. Innovation is therefore most important to us. We’re always on the look-out for technical options to help us to design a new tray that lives up to our demands in terms of both design and quality.



**Karl:** “We’re one of Europe’s market leaders. Our production facility in Erembodegem turns out one and a half million units every year. To that end we work together with professional designers and invest in sustainable and future-oriented products.

My father started producing trays in 1965. At that time there were more than 30 competitors in Europe, today there are still about five. Ninety percent of our production is earmarked for Europe, and 10% is exported to countries such as the United States, Japan and Australia.

A tray is a simple product. Its functional features do not change but there are other important factors to be taken into consideration. I see a serving tray as a form of communication with your customer. As part of your decor, it should always look neat, fresh and attractive. A good tray enhances the customer experience, and experience is most important nowadays. Even if your establishment is a joy to behold your business will suffer if your trays are not the finest available.

We therefore keep a close eye on the latest trends. Our decision to launch the Dura serving tray was prompted by the realisation that wood creates a warm and authentic impression. Platters and slates are also increasingly being used to serve tasty treats, but these are not dishwasher-safe, a quality that is of vital importance in the hospitality industry. We came up with the S-plank so we could still offer our customers this kind of look and feel.

We spent several months with our product developer Hugo Smid looking for the best compromise between technical feasibility, appearance and quality.”

### NAME

Karl Huylebroeck

### POSITION

CEO and fifth generation of the Roltex company’s founders.

### INTERESTING FACT

The business was long known as ‘Alfons Huylebroeck en zoon’ but the name was later changed to ‘Roltex’. We’re now exporting to Japan, Australia and the United States.



**‘This exclusive material needs to be treated with respect: it isn’t suitable for throwing around or repeatedly dropping on the floor.’**

KARL HUYLEBROECK

Front: **Dura Vintage** 465 mm x 355 mm  
**S-plank Slate** 150 mm x 200 mm  
Behind: **Dura Oak** 465 mm x 355 mm  
**Dura Vintage** 430 mm x 330 mm  
**S-plank Vintage** 150 mm x 200 mm  
**S-plank Oak** 150 mm x 200 mm



**Hugo:** "Because a tray is popped into the dishwasher three times a day on average it has to be able to withstand high temperatures and water. That's why we developed the Dura range in a scratch-resistant, thermosetting material. Dura consists of a core of glass-fibre reinforced polyester. The hard melamine top surface is finished with wood engraving to create a natural look."

**Karl:** "Trays made of polyester were the norm for many years but they now look out-of-date or run of the mill. Many customers dislike plastics due to environmental concerns. Polyester also soon loses its attractive appearance as a result of scratches and the heavy-duty requirements of the catering industry taking their toll on the tray surface owing to the dishwashing detergents used. The thermosetting material used for the Dura and the S-Plank gives a product that is much more scratch-resistant than polyester and lasts much longer, which is equally important from an environmental point of view. Similar to that used to make kitchen worktops, the material is highly scratch and stain-resistant. Coffee stains are a thing of the past. These trays remain in good condition even after frequent use. They owe their name 'Dura' (durable) to their optimum surface quality. The wood engraving finish is our response to the prevailing trend towards authentic materials. Unlike real wooden platters, our products are resistant to the heavy demands of the hospitality industry. This sophisticated and innovative product does call for a slight change in mentality. Unlike polyester, this exclusive material needs to be treated with respect. So it can't be thrown about or dropped too many times. If you're careful with your glassware or porcelain, it will last 1,000 years if you're lucky. The same is true of the Dura tray."

**Hugo:** "This design enabled us to strike an ideal balance between the market demand and our own preferences. The rimless S-plank is also the outcome of a successful collaboration. This allows you to show off your culinary delights in an original way, such as a medley of cheese and meat products or a hamburger with a bowl of fries and a salad."

We stay on top of our game by regularly visiting trade fairs and keeping abreast of developments thanks to reliable trend watch sites. After all, a tray as a product will never disappear but it does acquire additional functions. For example, a tray helps to determine your restaurant's decor and can boost your image. Trays can also be customised with messages. The greatest challenge is to launch attractive but sustainable products that last a long time and can be recycled. This is to everyone's advantage in the long term."

**NAME**  
Hugo Smid

**POSITION**  
Product developer and  
founder of Smidesign.be

**THE MOST IRRITATING THING  
ABOUT A RESTAURANT?**  
Wet or dirty trays

**'An attractive serving tray adds a finishing touch to the experience.'**



**'Dura, not only the toughest but also the fairest of them all thanks to its wood engraving finish.'**

HUGO SMID

Upright: Dura Vintage 465 mm x 355 mm  
Front: Dura Vintage 465 mm x 355 mm  
Horizontal: S-plank Oak 150 mm x 200 mm

## Served with style

Sophisticated catering establishments are coming to realize that a tray is **so much more** than a tool for carrying food to a table. A tray is therefore literally a presentation system, the key finishing touch to a high-quality culinary experience. Roltex has the perfect tray for every dish on the menu.

### DURA: THE BEST OF BOTH WORLDS

The **Dura serving tray** may have a **natural soft appearance**, but don't be fooled: this tray is **rock-solid**. It is made of polyester and glass fibre, which means it is extremely rigid and easy to grip. The elegant, ergonomically sound Dura is provided with an extremely attractive finish. The Dura must be handled with care.

### S-PLANK: ROBUST, STABLE AND SUPREME ORIGINAL

The **S-plank** is made of polyester but looks really **natural**. It is specifically designed to serve dishes in an **original way**.

It can be used for tapas, sandwiches, meat dishes, ...

Choose from a variety of formats, designs and customisation features. The optional feet provide extra stability and make them easier to pick up.

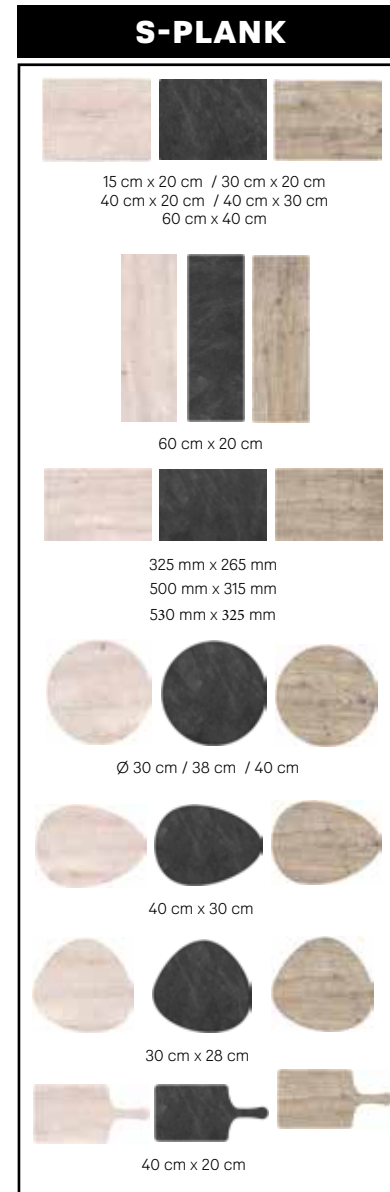
- Polyester core

- Suitable for restaurants, hospitals, schools, companies and institutes

- Suitable for industrial dish-washing

- S-plank: 5-year breakage warranty

- Dura: 3-year breakage warranty



**‘Our aim is to design sustainable products that last a long time and can be recycled in due course.’**

HUGO SMID



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**See our full range  
of products  
at [www.roltex.be](http://www.roltex.be)**



Upright: S-plank Slate 40 cm x 20 cm  
S-plank Slate 15 cm x 20 cm  
Horizontal: S-plank Slate Ø 40 cm