



The Z-roll Story

From business owner, Sanford Snyderman

About a year ago I spent a weekend at my son's one-bedroom apartment. I expected an uncomfortable night on the couch, and found myself lying awake, thinking of all the things that might make my night more pleasant. With more than 25 years in custom product design and manufacture, the wheels began to turn.

The ideal would be a bedroll and air mattress in one, all portable enough to throw into the backseat of the car. Comfy, convenient. The go anywhere bed. This would be great for overnight visits, but also camping, music festivals, road trips, emergency bug-outs--anything!

I brought together a small team and got to work. First was my lifelong friend Pete, with a long career in marketing. Next was my daughter Lia, a writer and designer. Our research confirmed how camping is more popular than ever, especially among Millennials and Gen Z, thanks in large part to the festival culture. We designed our bag for this market first, but its broader appeal was immediately apparent.

We named our project the "Z-roll": a bedroll made for catching Zs.

The resulting product exceeded our expectations in comfort and ease of use. It inflates fast with a foot pump, is weather resistant, and is even machine-washable.

We're thrilled to be launching a Kickstarter campaign this February, with the product available for sale later this year.

The Company

Z-roll is a new product from IMXbrand, LLC, founded by Sanford Snyderman in 2007, and currently based in Hopewell, NJ. IMXbrand has a long history in custom promotional materials for global brands including Kellogg's, Samsung, Hendrick's Gin, Coca-Cola, Disney, Heineken, Timberland, and Coach. IMXbrand manages the sourcing, manufacture, and distribution of products using a network of partners best suited for each project. Z-roll will be the first product created by IMXbrand under its own identity.



The Team

- **Sanford Snyderman:** owner, founder, production lead
 - Sanford's career trajectory started as a fine artist, then a toy designer, and finally to the development of custom promotional items for national brands. Sanford loves the creative and collaborative process. The Z-roll underwent no fewer than 20 redesigns as the most intricate of details were fine-tuned by the team. Sanford is deeply involved with the development, from design to distribution logistics.
- **Pete Eberbach:** marketing lead
 - Pete's career began in New York City, working with brands including Pillsbury, Gillette, Black & Decker, and Seagram's. After moving to Neptune Beach, FL he decided to strike out on his own. It's been ten rewarding years since then, with Pete's work focused on national brand marketing and thorough product/consumer research. Pete's specialty is online marketing, with his résumé including Ford Motor Company, Homeside Lending, C from Compuserve, and more.
- **Lia Snyderman:** creative lead
 - Lia gives the brand a voice and a creative spark. Her background is in art, design, and writing. Lia wears many hats, and for the past several years she has moonlighted as a freelance artist and designer, while also managing day-to-day logistics for an independent perfume house. As a millennial, Lia provides a much-valued insight to the team.

Core Values

1. **Build a quality product that meets a need.**
2. Share in this accomplishment with all members of the enterprise, from customers to suppliers to team members.
3. Use customer engagement as our guide.
4. Always be conscious of our shared responsibility to take care of each other and the places we live.

Giving Back

During our Kickstarter campaign and beyond, we are working to find organizations who could help us get a donated Z-roll to those in need. We are asking our customers for their suggestions, and will vet each one appropriately. We see how great of a need exists for a place to sleep, and are thrilled to explore philanthropic projects available to us.