

Company: Egal, Somerville, MA USA

Nomination Submitted by: Hot Tomato Marketing

Company Description: Founded in 2021, Egal Pads, Inc. manufactures Pads on a Roll, a menstrual product that can be accessed in the privacy of public stalls as easily as toilet paper. The dispensers refill quickly and are less expensive to maintain than vending machines placed by the sinks. Egal's latest sustainable pad features no petroleum products. Learn more at www.padsonaroll.com.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in International Expansion

Nomination Title: On a Roll: Egal Unfurls Its Menstrual Pad Innovation Across the Globe



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 198 words used.

Egal Co-founder and Inventor Tom Devlin was working with absorbent materials when he read an article in which activists said menstrual pads should be as common as toilet paper. A lightbulb went off, and in 2019, Devlin tapped his colleague (Penelope Finnie) to lead a new company (Egal, which means "equal"), producing the first pads in roll form to be hung right next to the toilet paper in any public bathroom stall.

Egal faced an immediate challenge—selling a traditionally consumer product to businesses and governments. Egal promotes that menstruation should be treated as a normal bodily function. We don't carry toilet paper, however, menstruators today must carry period products on their person for when bleeding starts as a surprise—usually discovered in the stall.

The ingenuity of a roll of tear-off pads is easily understood, and the demand for Egal's product has been immense, fueling dedicated international growth, especially as more than half of U.S. states and whole countries (Scotland, New Zealand) mandate period products in schools. Egal pads on a roll are installed in hundreds of schools, more than 50 library districts, eight municipalities in all public buildings, and businesses, including airports, health centers, stadiums, and gyms.

4. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

For Egal, international expansion is more than business—it is advocacy. Since July 2023, Egal has expanded internationally into eight countries—Canada in the Americas; Jamaica, Trinidad and Tobago in the Caribbean; Germany and the U.K. in Europe (as well as completing a pilot in Italy that started in June 2023); plus the UAE, India, and South Africa. An additional five countries—Australia, Brazil, Japan, Poland, and Singapore—are in process.

Strategic international conference participation has led to impressive new partnerships for Egal, including one of the world's largest air services providers (Emirates' dnata), leading to placement in hundreds of airports globally, as well as Satellite, the world's largest manufacturer of portable toilets, now Egal's distributor in the EU, Canada and South America.

In January 2023, Egal joined the Tech4Eva Swiss-based accelerator for nine months, exhibiting at Europe's biggest startup and tech event (VivaTech in Paris) two years in a row. Egal also exhibited at NHS (National Health Service) 2025 (Manchester)—securing more than 200 leads.

Egal was one of few (if not the only) menstrual companies to exhibit at the 2025 Passenger Terminal Exhibition (Madrid), The Workplace Show 2025 (London), and ALSD (Association for Luxury Suite Directors) 2024/2025 (London and Philadelphia). In April 2024, in Basel, Switzerland—in the midst of eminent organizations curing cancer and the like—Egal won the summit's Women's Health Innovation Award.

Egal's newly designed sustainable pad created from wood pulp with no petroleum-based plastic has driven their recent expansion in the U.K. where corporations must demonstrate commitment to sustainability.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 249 words used.

Egal has seen impressive internal growth thanks to international expansion. From 2023-2024, Egal doubled its revenues and is expected to quintuple revenue in 2025. About one-third of all new revenue can be directly attributed to international markets. Since July 2023, Egal's team has doubled in size, with two staff members and a Middle East consultant exclusively dedicated to international work.

Production has increased too—from 2023-2024, Egal ordered two large shipping containers of tightly-wound pads. In 2025, they have already ordered five containers. Already manufacturing in China, in April 2024, Egal established a second production line in India. When the pad shape changed, the company chose to donate 432,000 pads to 26 very rural villages for girls traveling 20 km to school.

To date, the company has released 15,000 dispensers for individual stalls, with more than 7,500 to destinations in Africa, Canada, the Middle East, the U.K. and Europe. Since Egal pads do not require a dispenser—just a toilet paper bar—the impact is even bigger.

Egal's environmental impact is substantial. The pads on a roll design removes the carbon packaging around each individual tampon or pad. One truckload of Egal pads is the same as five truckloads of individually-packaged products, saving 400 trees per truckload, as well as gasoline for transport. In total, one million Egal pads saves 8.7 tons in cardboard compared to competing vending machines by the sink, which have to be loaded one product at a time and are often left empty.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 249 words used.

Europe

Egal's partnership with Satellite in March 2025 promises to put pads into porta potties for festivals and workplaces. Satellite is also distributing to airports and non-porta potty locations.

U.K.

While one might associate Egal pads with schools, Egal posters placed on the back of bathroom stall doors at the June 2025 NHS show resulted in accomplished physicians in their 50s visiting the booth, discreetly asking for product because their periods had started unexpectedly. Egal was one of the first (if not the only) menstrual product company to join the British Aviation Group in March 2025. In December 2024, Egal launched its plant-based pad for U.K. clients.

India

In Q4 2024, Egal donated 900 cases of Pads on a Roll (432,000 pads) to 794 recipients across 26 rural villages, in partnership with Grameena Vikas Kendram Society for Rural Development (GVK).

Jamaica

In March 2025, in partnership with Dr. Sandra Lindsay, Medal of Honor recipient, Egal provided pads in every female bathroom stall for one year to high schools Camperdown and Glenmuir.

Trinidad and Tobago

Egal partnered with LSA Health in August 2024.

UAE

Egal's partnership in Q4 2024 with one of the world's largest air services providers, Emirates' dnata, is set to place Egal pads in hundreds of airports, serving airport employees. They are also in Nabta Health, women's health clinics in Dubai.

Japan

In early 2023, a viral tweet sparked massive Japanese interest in Egal. Egal is going through the Japanese regulatory process right now.

Attachments/Videos/Links:

[On a Roll: Egal Unfurls Its Menstrual Pad Innovation Across the Globe](#)



[REDACTED FOR PUBLICATION]