

How Green Lane Communication Helped RollPros Boost Brand Awareness and Stay Top of Mind in a Competitive Market

Executive Summary

COMPANY BACKGROUND

RollPros is the leader in pre-roll joint automation technology for the legal cannabis industry. Based out of Vancouver, WA, the company's proprietary Blackbird Joint Rolling system mimics the compaction of hand-rolled joints while preserving the integrity of the flower's essential ingredients. The company's automation system helps cannabis businesses thrive by facilitating production of the industry's highest-quality pre-rolls, optimizing production capacity, and freeing up key personnel to focus on critical business activities. RollPros is the first company to create a commercial joint rolling machine that does not require pre-made cones.

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Forbes

Cannabis Industry Journal



CannabisRadio.com
A JOINT VENTURE

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CANNABIS EQUIPMENT NEWS



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Green Lane developed a PR strategy aimed at increasing brand awareness, enhancing trust, and positioning RollPros as a go-to name in pre-roll automation.

Tactics included:

- **Earned Media Campaigns:** Rolling out press announcements and stories around product launches, innovations, and company milestones.
- **Thought Leadership:** Elevating the CEO and other team members as subject-matter experts through contributed content and interviews.
- **Proactive Outreach:** Keeping RollPros consistently in the conversation across key cannabis publications and verticals.

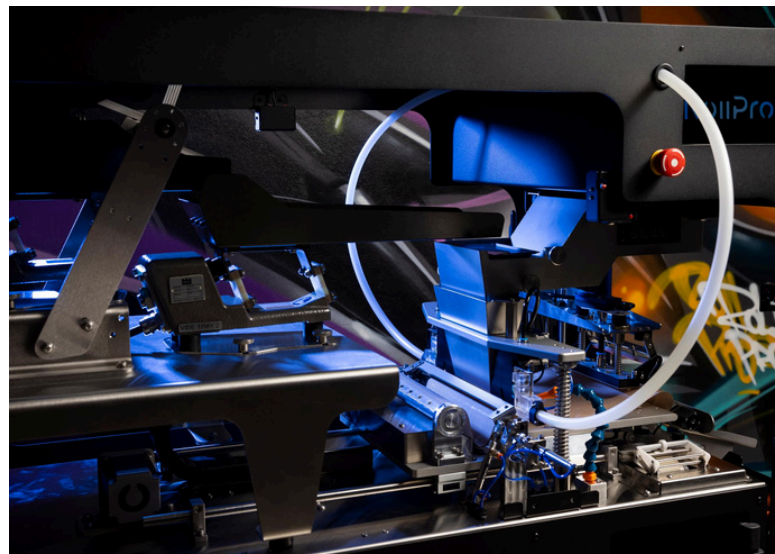
"Green Lane helped amplify everything cool we were doing," said Johnathan McFarlane, VP of Sales & Marketing, RollPros. "We could've only shouted from our own email list or social media, but **PR gave us reach and third-party validation that we simply didn't have on our own.**"

The Challenge

When RollPros, a cannabis pre-roll automation company, brought on Johnathan McFarlane as VP of Sales & Marketing in 2023, one of the first issues he identified was a major lack of brand visibility. Despite being in market for over two years at the time, the company routinely heard feedback like, “Wow, this is cool. I’ve never seen it before!” including at trade shows, where many assumed RollPros was brand new.

Their core product, the Blackbird, the world’s only automated pre-roll machine that rolls joints instead of stuffing cones, comes with a long sales cycle (sometimes over a year) requiring repeated brand touchpoints to keep prospects engaged. However, prior to working with Green Lane Communication, RollPros had minimal investment in marketing and no established PR strategy. “Marketing, including PR, was really just an afterthought before I joined,” said McFarlane.

With limited internal resources and no access to earned media channels, RollPros needed an external partner that could consistently generate industry visibility, support new product launches, and build lasting credibility among potential customers.





OUR COLLABORATIVE SOLUTION

RollPros partnered with Green Lane Communication, a boutique cannabis PR firm known for delivering hands-on, results-driven public relations tailored to the industry.

From the outset, the RollPros team was looking for more than just a vendor. “We wanted someone ethical, who actually cared, and who we liked working with,” said McFarlane. “Mike [GLC’s founder] wasn’t just personable, he was proactive and deeply invested in our success.”

Key reasons RollPros chose Green Lane included:

- **Boutique Firm with Personalized Service:** Unlike larger agencies, Green Lane offered a hands-on approach, ensuring RollPros wouldn’t get lost in the shuffle.
- **Ethical, Trustworthy Leadership:** A values-based partnership was a priority for the RollPros team, and Green Lane delivered.
- **Category Exclusivity:** Green Lane did not represent any of RollPros’ direct competitors—a critical factor in the decision-making process.
- **Strong Industry Reputation:** The referral came from a trusted industry contact, further validating Green Lane’s credibility.

RESULTS

Since engaging with Green Lane Communication, RollPros has seen a marked shift in brand visibility and industry recognition.

- **Increased Brand Awareness:** What was once a major hurdle is now a strength. "Now it's rare for someone to walk up to our booth at a trade show and say, 'I've never heard of you.' That wasn't the case two years ago," said McFarlane.
- **Enhanced Credibility:** Earned media gave RollPros more than exposure. It gave them legitimacy. "It's one thing to tell people how great we are. It's another when respected industry outlets do it for us."
- **Sustained Visibility:** Green Lane helped RollPros maintain consistent exposure over time, ensuring they stay top of mind during their customers' long buying journeys. "We didn't want to go dark and lose the momentum. PR helps keep us visible."



609.7m

total monthly unique
website visitors



4.6m

total online coverage views



136.1k

coverage views on social



100+

media placements



Green Lane Communication delivered what RollPros needed most: a strategic, ethical, and highly personalized PR program that built awareness, trust, and a lasting presence in the cannabis automation space. By investing in a firm that prioritizes real relationships and tangible results, RollPros positioned itself as a standout player in a highly specialized and competitive category.



Johnathan McFarlane, VP of Sales & Marketing, RollPros

"Green Lane helps us stay in the conversation. When our leads are finally ready to buy, we want to be the first company they think of. Thanks to Green Lane, we often are."

About Green Lane Communication

Green Lane Communication brings cannabis businesses mainstream through strategic media relations. With over a decade of publicity and thought leadership development experience, we help cannabis organizations, subject matter experts, and industry leaders gain share of voice in their market and build their legacy. To date, we have secured over 12,300 placements for our clients in publications such as Forbes, Rolling Stone, MJBizDaily, and more.