



**smart
store™**

by orthex™

CATALOGUE

Storage 2/2025



Smart solutions for **modern living**

www.orthexgroup.com

ORTHEX GROUP

Practical is beautiful

Orthex Group is a leading Nordic producer of household products with over 100 years of experience. We are proud to offer a broad assortment of products that are high quality, safe and functional.

Our brands are strong, well-known and actively marketed. Over 90% of all products are manufactured in Sweden and Finland in our own factories.



Long-lasting products



NORDIC DESIGN & QUALITY

Local production



Frequent use of recycled and reusable materials



Target: towards carbon neutral production by 2030

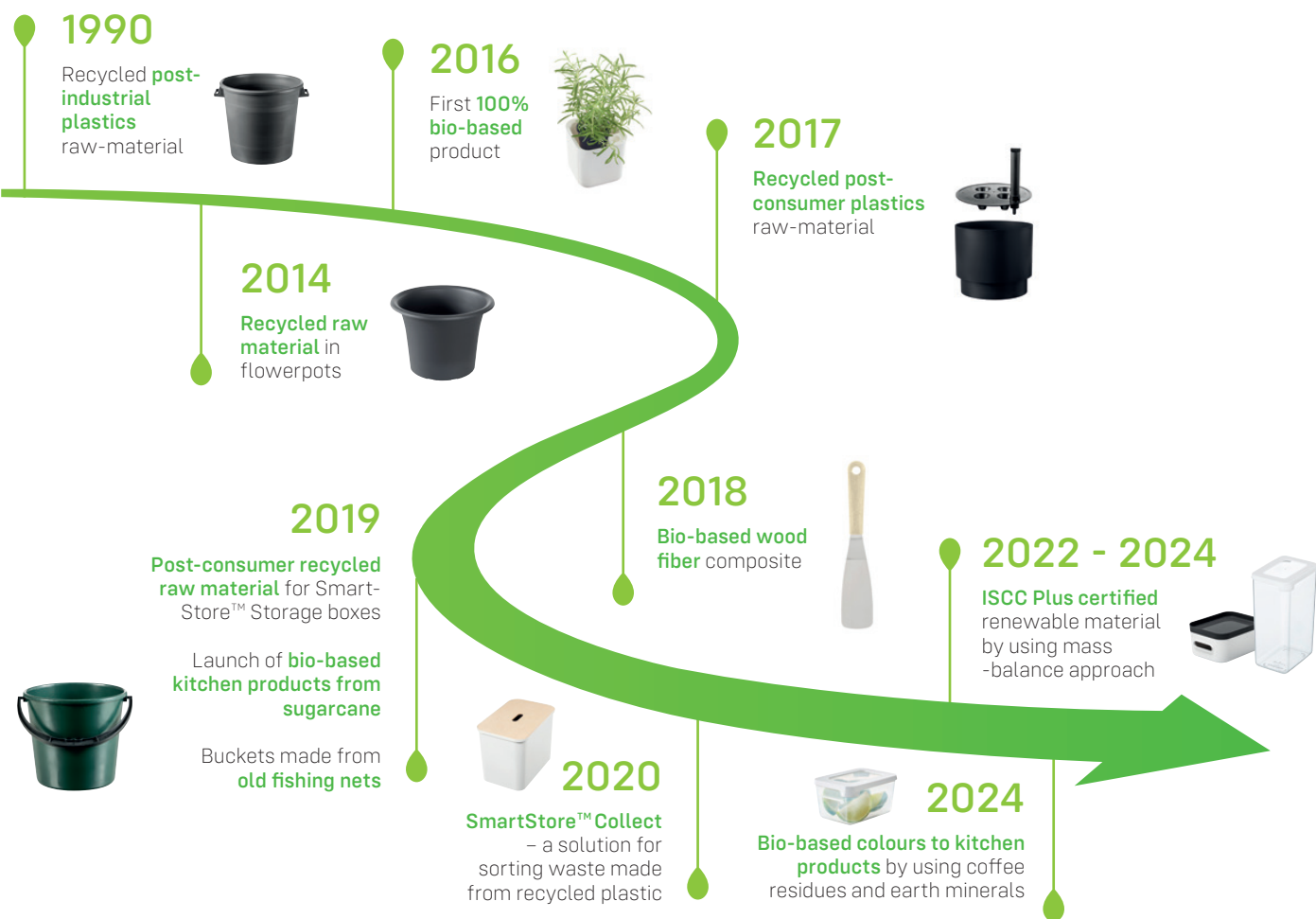
Local sales organisations

Factories

Warehouses

SUSTAINABLE SOLUTIONS

The main building block of our approach to sustainability are our products, sustainable raw materials, and our target towards carbon neutrality. Orthex's high-quality, safe, and durable products are made with care and timeless design. They are made for long-term use and are recyclable in all our markets. We are actively increasing the share of renewable and recycled raw materials in our products. We continuously strive to reduce the carbon footprint of our products and operations and are aiming towards carbon neutral production by 2030. With these priorities, our goal is to be an industry forerunner in sustainability.



SHOWING THE WAY IN SUSTAINABILITY

Orthex Group's reputation for sustainability is a vital business asset that depends on the commitment of all our people to act in accordance with our ambitious sustainability strategy. Every day through our actions, each of us is responsible for making our strategy come to life through sound judgement and firm business decisions. We have made a commitment to show the way in sustainability

in our industry and we are actively supporting the UN sustainability goals.

Orthex Group is always committed to conduct business in a sustainable and responsible manner and we are happy to help our partners and consumers to do the same through working with Orthex and by selecting Orthex Group products. Orthex's sustainability report, which

details Orthex's sustainability targets, achievements and efforts, is published annually. You can find it on our web site at www.orthexgroup.com

Alexander Rosenlew
Alexander Rosenlew
CEO



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STORAGE SOLUTIONS FOR ALL NEEDS

SmartStore™ is the Scandinavian market leader of clever and sustainable storage solutions. SmartStore adapts easily for different needs and gives inspiration on how to organize everyday life.



Making your household more functional since 1995. SmartStore™ combines style with functionality. Having your things in order has never been this easy!



THE ORIGINAL

The first SmartStore™ box was launched in 1995. The goal was to build the best box on the market. Over the years, SmartStore™ has developed into a unique concept of storage solutions for home users and professionals alike.

SmartStore™ equals excellence in execution. **Premium quality, Scandinavian design and consumer-relevant innovation are at the heart of everything we do.** SmartStore™ endures time and rough conditions, providing clever details and functional add-ons that make storage so simple. Your belongings are always safe and easy to find, and you can enjoy the feeling of knowing that everything is in its place. Everyday.



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by orthex™

Place the big Collect 76 L box by the entrance and use as a seat when needed!

COLLECT

SmartStore™ Collect is an innovative recycling solution. It facilitates sorting and storing of packaging waste, making everyday life easier and more sustainable. Modern Scandinavian design underlines durability and functionality; the solution can be integrated into existing systems, or used free-standing.

The boxes are made of recycled plastic, and the lid of durable birch plywood. The sturdy big box also transforms into a practical stool.



Made from
recycled
plastic



reddot winner 2020

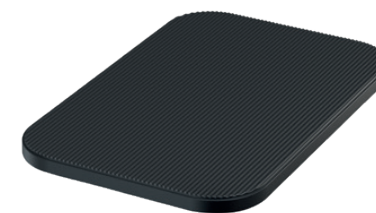


COLLECT BOX 76 L
57x38x42 cm
3066010 3066789

**COLLECT BOX 76 L
+ PLYWOOD LID**
57x38x42 cm
3066010 3066789



**PLYWOOD LID FOR
COLLECT BOX 76 L**
56x37x1,2 cm
3614200



**PLASTIC LID FOR
COLLECT BOX 76 L**
59x39x2,6 cm
361465



COLLECT SMALL BIN 13 L
34x17,5x32 cm
3065785



LID FOR SMALL BIN 13 L
34x17,5x2,5 cm
3067785



The 13 L bins can also be placed inside cabinets and drawers.

SORTING AND RECYCLING

*The Blue Angel guarantees that a product or service meets high standards when it comes to its environmental, health and performance characteristics.

COLLECT

SmartStore™ Collect is a storage solution for sustainable living. The concept is designed to make sorting and recycling easy and integrated into everyday life.

SmartStore™ Collect 53 L is designed and made in Finland, of durable, recycled plastic, with a stylish lid that completes the design. Sort and store for example your laundry, empty bottles or cardboard waste in this 53 L box, and place it wherever you want in your home.

We recently launched a new size, Collect 46L Slim. SmartStore™ Collect 46 L Slim is designed for narrow spaces such as entrances and hallways. It's the perfect solution e.g. for smaller city apartments or single households. The 46 L box fits two 13 L inserts, which enable practical separation of waste.



COLLECT BOX 46 L SLIM SET
21,5x72,2x42 cm
3068810 3068890
○ ●



COLLECT BOX 46 L SLIM
21,5x72,2x42 cm
3068010 3068090
○ ●



**PLYWOOD LID FOR
COLLECT BOX 46 L**
20,5x71,2x1 cm
3068100
○

SmartStore™ Collect 46 L Slim is made in Sweden, of durable, recycled plastic.



**COLLECT BOX 53 L
+ PLYWOOD LID**
36x36x58 cm
310810 310865
○ ●



COLLECT BOX 53 L
36x36x58 cm
310110 310165
○ ●



**PLYWOOD LID FOR
COLLECT BOX 53 L**
35x35x1 cm
3612201
○



COLLECT 53L MESH BAG
74x64 cm
3074010
○

Thanks to its compact size, the SmartStore™ Collect 46 L Slim is easy to fit into small and narrow spaces.





The modern and timeless container is designed to be left visible. The slim size fits even the smallest kitchens.



Scraping leftovers directly from plates and cutting boards into the container.



SORTING AND RECYCLING

COLLECT BIOWASTE

SmartStore™ Collect Biowaste is a new solution for separation of food scraps and leftovers. Keep the container closeby when cooking, and let it hide all the biowaste.

The removable lid is handy when emptying the container, or washing the parts. The lid folds all the way back, so it's easy to open with the back of the hand.

Collect Biowaste is designed and made in Finland, of durable recycled plastic.



A handle for easy lifting and carrying, and a retainer ring for neatly hiding the bin liner.

Scan the QR code to get tips and inspiration on how to use SmartStore Collect Biowaste



NEW



COLLECT BIOWASTE
29x17x17cm
320110 320165 320140
○ ● ●

COLLECT STACK-IT

A new sorting solution for recycling.
The bins can be stacked on top of each other to
maximize storage space, and the different sizes
can be combined with each other.



COLLECT STACK-IT M
31,50x39x55 cm
3042100



COLLECT STACK-IT L
42,50x39x55 cm
3043100

NEW



SORTING AND RECYCLING



Made from
recycled
plastic

CLASSIC

A flexible storage solution of 21 box sizes from 0,3 L to 70 L. Different sizes and shapes make it possible to bring order to every space. Clever storage divider inserts make it easy to keep things separate inside the box. SmartStore™ Classic is the professional organizer that puts everything in its place.



Different sizes for different places.
A wide range of products give several
options for better organisation.

- Black clips (from recycled plastic)
- White clips



CLASSIC 13 L
34x25x27 cm
3483070
●



CLASSIC 7 L
28x28x17 cm
3495070 3495170
● ○



CLASSIC 7,5 L
40x30x11 cm
3589070 3589141
● ○



CLASSIC 0,3 L
15x9x6 cm
3452070 3452141
● ○



CLASSIC 1 L
21x17x6 cm
3520070 3520141
● ○



CLASSIC 1,5 L
20x15x11 cm
3453070 3453141
● ○



CLASSIC 2 L
21x17x11 cm
3521070 3521141
● ○



CLASSIC 3 L
21x17x15 cm
3522070 3522141
● ○



CLASSIC 3,5 L
38x14x11 cm
3455070 3455141
● ○



CLASSIC 4 L
30x19x11 cm
3456070 3456141
● ○



CLASSIC 8 L
34x25x16 cm
3482070 3482141
● ○



With inserts



CLASSIC 14 L + 7 INSERTS
3598790
●



CLASSIC 3,5 L + 4 INSERTS
3458710 3458741
● ○



CLASSIC 14 L + 6 INSERTS
3507790 3507710
● ○



CLASSIC 14 L

40x30x18 cm

3508390 3508141

●

○



CLASSIC 25 L

40x30x32 cm

3493070 3493141

●

○



CLASSIC 20 L

50x39x18 cm

3494070 3494141

●

○



CLASSIC 31 L

50x39x26 cm

3510070 3510141

●

○



CLASSIC 46 L

59x39x31 cm

3476070 3476141

●

○



CLASSIC 52 L

50x39x41 cm

3542070 3542270

●

○



CLASSIC 66 L

59x39x43 cm

3477070 3477141

●

○



Boxes with 4 wheels

CLASSIC 30 L

72x40x19 cm

3541070 3541141

●

○

CLASSIC 70 L

72x40x38 cm

3530170 3530141

●

○



HOME

The SmartStore™ Home range combines transparent boxes with sleek, modern lids and white clips. The result is a stylish and harmonious storage system that matches beautifully with different interiors, such as living rooms, bedrooms and home offices.



HOME 0,3 L
15x9x6 cm
3317070



HOME 1 L
21x17x6 cm
3320152



HOME 1,5 L
20x15x11 cm
3318070



HOME 2 L
21x17x11 cm
3321152

All boxes come with smooth lid and white clips. The range also includes boxes with wheels.



HOME 3 L
21x17x15 cm
3322070



HOME 3,5 L
38x14x11 cm
3340152



HOME 4 L
30x19x11 cm
3319070



HOME 8 L
34x25x16 cm
3335152



HOME 7 L
28x28x17 cm
3323070



HOME 7,5 L
40x30x11 cm
3325152



HOME 14 L
40x30x18 cm
3326152



HOME 25 L
40x30x32 cm
3327152



HOME 20 L
50x39x18 cm
3328152



HOME 31 L
50x39x26 cm
3329152



HOME 46 L
59x39x31 cm
3338152

Box with 4 wheels



HOME 52 L
50x39x41 cm
3331070



HOME 66 L
59x39x43 cm
3339070



HOME 70 L
72x40x38 cm
3332070

COMPACT

The modern and space-efficient small storage solution. SmartStore™ Compact offers a series of modular storage boxes that makes your everyday life easier. SmartStore™ does its magic especially in the kitchen where things must be right at hand.

The SmartStore Compact products are made with 20 % renewable raw material. The renewable content is allocated using the ISCC mass balance approach. Mass balance means that fossil and renewable materials are mixed in the raw material production process.

COMPACT XS LID
14,5x10x2 cm
10510 10563
● ○



COMPACT XS
14,5x9,5x6 cm (0,6 L)
10410
○

COMPACT S LID
19,5x14,5x2,5 cm
10710 10763
● ○



COMPACT S
20x14x7,5 cm (1,5 L)
10610
○

COMPACT M LID
29x20x2,5 cm
10910 10963
● ○



COMPACT M
29,5x19,5x12 cm (5,3 L)
10810
○

COMPACT L LID
39,5x29x2,7 cm
11110 11163
● ○



COMPACT L
40x29x15,5 cm (15,4 L)
11010
○



Modularity is the key to more organized storage. Thanks to smart lids and clever design, SmartStore™ Compact works as a replacement for old-fashioned closets. Smooth surface makes it also easy to clean.



Scan the QR code
to read more:





COMPACT SLIM LID
28,6x9,6x2,3 cm
11363 11310



COMPACT MINI
9,6x9,3x10 cm (0,62 L)
11710



COMPACT SLIM
28,8x9,3x6 cm (1,32 L)
11210



COMPACT SQUARE LID
29x20x2,5 cm
12363 12310

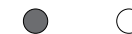


NEW

COMPACT SQUARE M
20x20x12 cm
11810



COMPACT SQUARE LID
29x20x2,5 cm
12363 12310



NEW

COMPACT SQUARE L
20x20x16 cm
11910



COMPACT M LID
29x20x2,5 cm
10910 10963



NEW

COMPACT ACCESS
20x29,50x16 cm
12510



COMPACT CLEAR

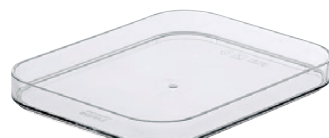
SmartStore™ Compact Clear is a modern small-storage solution for the home. The transparent containers are great for organizing e.g. bathroom items or home office supplies. The modular concept works inside cabinets and drawers, as well as on shelves and countertops.

COMPACT CLEAR XS LID
14,5x10x2 cm
10590



COMPACT CLEAR XS
14,5x9,5x6 cm (0,6 L)
10490

COMPACT CLEAR S LID
19,5x14,5x2,5 cm
10790



COMPACT CLEAR S
20x14x7,5 cm (1,5 L)
10690

COMPACT CLEAR M LID
29x20x2,5 cm
10990



COMPACT CLEAR M
29,5x19,5x12 cm (5,3 L)
10890

COMPACT CLEAR L LID
39,5x29x2,7 cm
11190



COMPACT CLEAR L
40x29x15,5 cm (15,4 L)
11090



The products are made with 20 % renewable raw material. The renewable content is allocated using the ISCC mass balance approach.

Scan the QR code to read more:



The transparent bins are also perfect for organizing the fridge. Fresh produce will stay edible longer thanks to proper handling and storage. And when everything is visible and has its own place, the rotation improves and food waste is minimized.



COMPACT C. SLIM LID
28,6x9,6x2,3 cm
11390



COMPACT C. SQUARE LID
29x20x2,5 cm
12390



NEW

COMPACT C. SQUARE LID
29x20x2,5 cm
12390



NEW

COMPACT CLEAR M LID
29x20x2,5 cm
10990

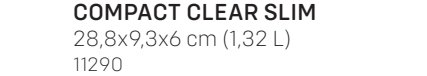


NEW

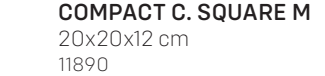
COMPACT CLEAR MINI
9,6x9,3x10 cm (0,62 L)
11790



COMPACT CLEAR SLIM
28,8x9,3x6 cm (1,32 L)
11290



COMPACT C. SQUARE M
20x20x12 cm
11890



COMPACT C. SQUARE L
20x20x16 cm
11990



COMPACT CLEAR ACCESS
20x29,50x16 cm
12590



To create optimal storage conditions, keep different produce separated. Items that don't need fridge storage can be stored close at hand.



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COMPACT SORT

SmartStore™ Compact Sort is a multi-purpose storage solution for the home. The timeless and modular products are designed to work in cabinets and drawers, as well as on shelves and countertops.

NEW



GENERAL STORAGE

**COMPACT CLEAR
SORT 30X20**
20x29,5x6 cm
19590



**COMPACT
SORT 30X20**
20x29,5x6 cm
19510



**COMPACT CLEAR
SORT 40X10**
10x39,5x6 cm
19490

**COMPACT
SORT 40X10**
10x39,5x6 cm
19410



**COMPACT CLEAR
SORT 10X10**
10x10x6 cm
19190



**COMPACT
SORT 10X10**
10x10x6 cm
12510



**COMPACT CLEAR
SORT 20X10**
10x20x6 cm
19290

**COMPACT
SORT 20X10**
10x20x6 cm
19210



**COMPACT CLEAR
SORT 30X10**
10x29,5x6 cm
19390

**COMPACT
SORT 30X10**
10x29,5x6 cm
19310

RECYCLED

In our factories, we transform post-consumer and industrial plastic waste into new products, giving discarded plastic a new life.

The recycled products have the same qualities and benefits as virgin plastic. They are durable, light-weight and versatile.

The range of SmartStore™ Recycled boxes include our most popular box sizes, made from recycled post-consumer plastic.

The products are available in a modern anthracite color. The opaque finish gives excellent impact resistance for long-term use, and the range is perfect for all-round storage e.g. in the car, garage or basement.



GENERAL STORAGE



*The Blue Angel guarantees that a product or service meets high standards when it comes to its environmental, health and performance characteristics.



RECYCLED 14 L
40x30x18 cm
3508708 ●



RECYCLED 31 L
50x39x26 cm
3510708 ●



RECYCLED 46 L
59x39x31 cm
3476708 ●



RECYCLED 66 L
59x39x43 cm
3477708 ●



RECYCLED 70 L
72x40x38 cm
3530708 ●

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BASIC

SmartStore™ Basic is a range of practical storage products to keep big and small things in place. The Basic range includes stackable boxes in different sizes, with and without lid, sturdy crates, as well as various baskets.



Basic is perfect for storage of household items such as clothes, duvets, pillows or soft toys.

High-quality raw materials combined with innovative design enable a transparent yet very durable finish. Frosted surfaces on the lid and bottom bring an additional, sophisticated touch. Four practical boxes, each size developed for different storage needs.



BASIC S
38x27x20 cm (11 L)
3061070
○



BASIC M
46x36x25 cm (25 L)
3062070
○



BASIC L
58x39x30 cm (44 L)
3063070
○



BASIC XL
58x39x40 cm (60 L)
3064070
○

The boxes are modular and optimized for standard wardrobes.



The lid is placed on the box without a separate closing mechanism.

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BASIC CRATE 12,5L
34x24x16 cm
5549090 5549270



BASIC CRATE 50L
59x39x28 cm
50465

BEDROLLER

The large and durable SmartStore™ 60 L Bedroller maximizes the storage space in your home. The bedroller is easy to move thanks to the wheels, and strong clips keep the lid firmly in place. The box is made of recycled plastic (at least 60%), in a light color that suits all kinds of interiors.



BEDROLLER
79,5x59x17,5 cm (60 L)
60991

The box is easy to roll under the bed, and the foldable lid enables using it even in small spaces. The opaque surface of the box discreetly hides the contents, but the see-through lid provides perfect visibility when the box is rolled out.



GENERAL STORAGE

DRY

Specially designed for challenging conditions! SmartStore™ Dry is ideal for secure storage in the attic, basement, cottage, boat or caravan. Dry is also an excellent choice for storage and transportation of food and liquids. Protect your things from bugs, dust and moisture. This safe box comes in three different sizes and with 10 years guarantee.

Keep your food and liquids away from dirt and unwanted visitors like bugs and insects.



A product that has a rating of IP44 means that it is protected against solid objects that are bigger than 1mm and water splashing from all directions



DRY 13 L
40x30x20 cm
3460050



DRY 34 L
50x40x27 cm
3461050



DRY 55 L
60x40x35 cm
3462050

Attics and basements are often dusty and sometimes even smelly places. SmartStore™ Dry protects your things from dirt and stale smells.



Don't worry! Pack your things and head out to the nature. The tight lid keeps your belongings clean and dry even in extreme weather and temperatures.

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PRO

Be unbreakable! SmartStore™ Pro is the storage box for rough and professional use. It is resistant to impact, weight and large temperature changes. Available in three different sizes and two colors. Choose the ones that best serve your needs. Black for DIY enthusiasts and white for catering professionals. SmartStore™ Pro can also be equipped with smart inserts for keeping the smaller items in order.



Robust design makes it suitable also for heavy and sharp objects.



The food approved Pro boxes are popular in the HORECA business.



PRO 14L
40x30x19 cm
3191010



PRO 31 L
50x39x26 cm
3193010



PRO 49 L
59x39x34 cm
3196010



14 L INSERT TALL
13x12x15 cm (1,6 L)
3523513



PRO 14 L
40x30x19 cm
3191090



PRO 31 L
50x39x26 cm
3193090



PRO 49 L
59x39x34 cm
3196090



The boxes are made of extra durable raw material.

SPECIAL STORAGE



COLOUR

A storage concept with three contemporary and commercial colours that suit different interiors and work together in perfect harmony.

The boxes come in several sizes and shapes, and handy inserts help to organize even the smallest items and to keep everything in its place.



COLOUR 14 L
40x30x18 cm
3508972 3508976 3508975



COLOUR 31 L
50x39x26 cm
3510972 3510976 3510975



COLOUR 14 L WITH INSERTS
40x30x18 cm
3507971



COLOUR 46 L
59x39x31 cm
3476565

DECO

The SmartStore™ Deco First Aid box offers optimal storage of first aid supplies. The decorative lid illustrates the box content, and the clever inserts enable sorting of smaller items. Finally everything can be found in one place, ready to use, easy to transport.



DECO FIRST AID
28x28x17 cm (8 L)
3597710



INSERTS

For optimized and customized storage. SmartStore™ offers smart accessories for keeping things in order inside the box. Enough with the mess and disorder! Now there is a place even for the smallest items.



ORGANIZER SMALL
25x16x4 cm
3616070 ○



ORGANIZER MEDIUM
29x19x6 cm
3617070 ○



ORGANIZER LARGE
38x27x7 cm
3618070 ○



SORTING BOX SMALL
9x12x9 cm
3454703 ○



INSERT FOR BOX 14 L
13x12x15 cm
3523007 ○



INSERT FOR BOX 7,5/14/25 L
38x29x10 cm
3564007 ○



INSERT FOR BOX 7 L
26x25x9 cm
3630007 ○



SORTING BOX MINI
11x9x8 cm
3568703 ○



SORTING BOX LONG
26x11x8 cm
3566703 ○

BASKET RECYCLED

SmartStore™ Basket Recycled is a tribute to Nordic design. The range is made from recycled plastic, in white and modern grey colour. The construction is lightweight, durable and suited for both dry and wet surfaces. The baskets fit perfectly in the hallway, bedroom, bathroom, home office or closet, hiding away all the small items.



BASKET RECYCLED 1 L
16x16x7 cm
225100



BASKET RECYCLED 2 L
25x17x7 cm
218100



BASKET RECYCLED 6 L
37x28x10 cm
3185781 3185785*



BASKET RECYCLED 10 L
37x28x15 cm
3186781 3186785*



BASKET RECYCLED 13 L
37x28x20 cm
3187781 3187785*



*The Blue Angel guarantees that a product or service meets high standards when it comes to its environmental, health and performance characteristics.



BASKET RECYCLED PLAST LID
38x28x1 cm
3184781 3184785*



BASKET LID
37x28x1 cm
3180100



This series comes with two different lid options. Stylish bamboo and durable plastic.

BASIC BASKETS



BASIC BASKET XS
19x10x5 cm (0,5 L)
50110



BASIC BASKET S
25x15x7 cm (1,75 L)
50210



BASIC STACKABLE M
38x26x15 cm (9 L)
511914 51191



BASIC STACKABLE L
42x28x17 cm (14 L)
520914 52091

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NEW



ESSENCE

A new range of modern baskets in several sizes and colors. Perfect for sorting and storing small and medium-sized items that are used often. The lightweight and airy design makes SmartStore™ Essence a must-have for daily storage. The whole range is made in Sweden, of durable recycled plastic.



ESSENCE SLIM
29,5x10x6,5cm (1,3L)
3001010 3001014 3001016 3001015
○ ● ● ●



ESSENCE S
20,5x14,5x7,5 cm (1,6 L)
3002010 3002014 3002016 3002015
○ ● ● ●



ESSENCE M
29,5x20,5x12 cm (5,5 L)
3003010 3003014 3003016 3003015
○ ● ● ●



ESSENCE L
36,5x27x36,5 cm (11,4 L)
3004010 3004014 3004016 3004015
○ ● ● ●



Made from
recycled
plastic

STORAGE BASKETS



Baskets in different sizes, all with handles for easy lifting.
Perfect for storage of items that are used often.



VISION

Modular SmartStore™ Vision dry food keepers bring organization to the cupboard pantry and make efficient use of available space. See-through lids allow for easy identification of content in the kitchen drawer.

The products are made with 20 % bio-based plastic (mass balance approach).

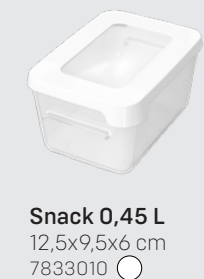


Scan the QR code to read more:



SNACK

Lunch boxes in the SmartStore Snack range are made with 20 % bio-based plastic (mass balance approach).



SUSTAIN

SmartStore Sustain containers are made with 80 % bio-based plastic (mass balance approach). Airtight and leak-proof lids make them ideal lunch boxes.



Scan the QR code to read more:



EASY



Easy 1,2 L
24x16x5,5 cm
1760686 1760685



Easy 1,1 L
18x18x7 cm
114676 114675



Easy 1,75 L
18x18x10 cm
115676 115675

FOOD STORAGE



Sustain 4 x 0.5 dl
5,5x5,5x10 cm
791770



Sustain 0,3 L
12x12x4,5 cm
792770



Sustain 0,45 L
12x12x6,5 cm
793770



Sustain 0,6 L
12x12x8,5 cm
794770



Sustain 1,6 L
25x17x6,5 cm
799770

NEW



Sustain 0,5 L
16,5x12,5x4,5 cm
795770



Sustain 0,8 L
16,5x12,5x6,5 cm
796770



Sustain 1 L
16,5x12,5x8,5 cm
797770



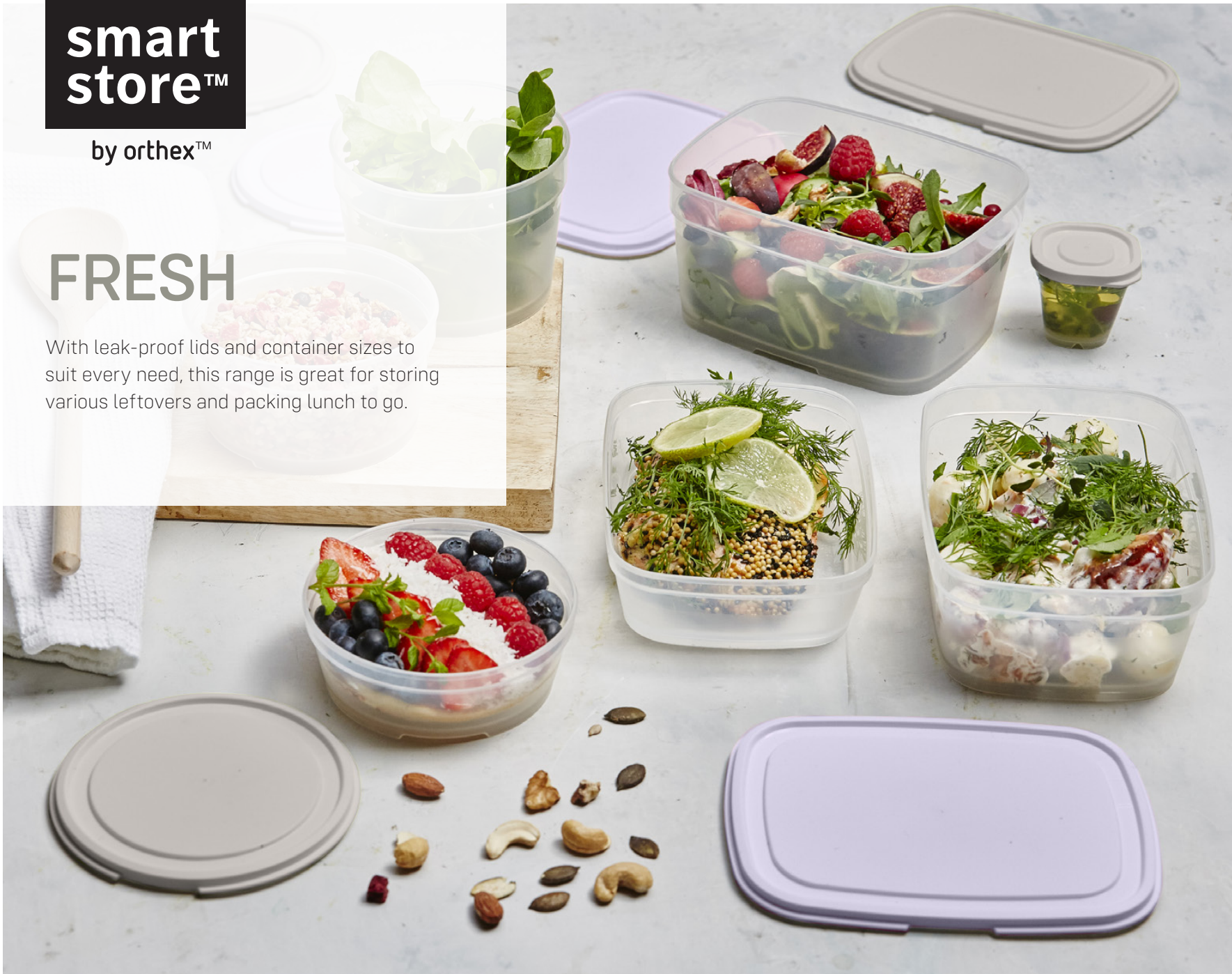
Sustain 2,2 L
25x17x8,5 cm
800770

NEW



FRESH

With leak-proof lids and container sizes to suit every need, this range is great for storing various leftovers and packing lunch to go.



- 

Fresh 4 x 0,5 dl
5,5x5,5x10 cm
791670
- 

Fresh 0,3 L
12x12x4,5 cm
792670 792676 792675
- 

Fresh 0,45 L
12x12x6,5 cm
793670 793676 793675
- 

Fresh 0,6 L
12x12x8,5 cm
794670 794676 794675
- 

Fresh 0,5 L
16,5x12,5x4,5 cm
795670 795676 795675
- 

Fresh 0,8 L
16,5x12,5x6,5 cm
796670 796676 796675
- 

Fresh 1 L
16,5x12,5x8,5 cm
797670 797676 797675
- 

Fresh 1,6 L
25x17x6.5 cm
799670 799676 799675
- 

Fresh 2,2 L
25x17x8.5 cm
800670 800676 800675

GLASS

Multipurpose containers in glass can be used to cook, serve and store food. Made from borosilicate glass, they withstand sudden temperature changes and can go straight from freezer to oven.

- 

Glass 0,25 L
14x10,3x5 cm
7703
- 

Glass 0,75 L
18x13,5x7 cm
7704
- 

Glass 1,6 L
22x16,5x9,5 cm
7705
- 

Glass 2,7 L
28x21,5x8 cm
7706





FROST

The modular freezer boxes nest to save storage space and stack to optimize freezer organization – even the different sizes together.



Frost 0,3 L
12x12x4,5 cm
801675 (6x0,3 L)



Frost 0,5 L
12x12x6,5 cm
802675 (5x0,5 L)



Frost 0,75 L
12x12x9,5 cm
803675 (4x0,75 L)



Frost 1 L
12x12x12,5 cm
804675 (3x1,0 L)



Frost 1,2 L
0x0x0 cm (0 L)
805675 (2x1,2 L)





IN-STORE SOLUTIONS

The SmartStore™ Instore Excellence concept drives increased sales!

On average, the consumer only sees a fraction of the total assortment, and only visits a small part of the store area. Most of the shopping time is used to look for items, and many shoppers leave the aisles without buying.

With SmartStore in-store solutions, you can attract the attention of the shoppers, and present your storage assortment in a structured and effective way. With long experience in building different POS solutions with our customers, in varying retail environments, we believe we have a winning concept. An optimized assortment, customized planograms and carefully designed POS materials will make the most of your storage sales.

According to our research, the most important thing consumers do when browsing is **examining the features and benefits** of the products. Other key shopper behaviours are **comparing prices**, **browsing other product displays**, and **looking for offers and promotions**. To facilitate the decision-making process, various kinds of information must be provided, e.g.

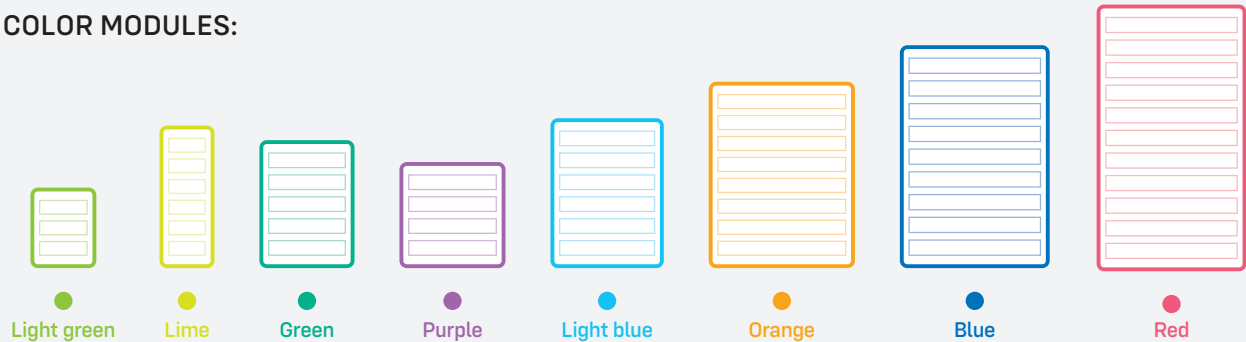
1. Visible signage
2. Clear price information
3. Product information
4. Easy access to products
5. Attractive secondary placements

THE SMARTSTORE™ COLOUR CODING SYSTEM

Help Shoppers Find the Right Solutions!

Our SmartStore™ CLASSIC and HOME products are colour-tagged to guide shoppers through the selection process. Many of our products can be stacked to save space, and we also offer practical inserts and accessories to go with the boxes.

COLOR MODULES:



Each colour represents a certain lid size. So the colour code indicates which boxes can be stacked on top of each other.



The SmartStore colour coding system includes various POS elements that are easy to install. As shoppers often make the purchase decisions in-store, it's important to help them find and evaluate the right products.

Let's boost your sales together and start planning the implementation of our In-store Excellence program in your stores!

WEB ENVIRONMENTS

Our SmartStore™ Instore Excellence concept is easy to implement in webstore environments. The colour tags link products together and suggest related products. Want to hear more? Our sales representative will be happy to deliver more details to get you started!

POINT-OF-SALE MATERIAL

SmartStore™ offers inspiring material for stores to boost sales. A wide range of ready-to-use POS materials attract consumers' attention and promotes the brand. POS materials are available for all concepts. We are also happy to provide customized materials to serve specific needs!



Big and bulkier products are often best displayed outside the regular shelf. Floor space can be efficiently utilized with our designated SmartStore™ floor units. These units allow pallets to be loaded directly onto the sales floor, transforming a standard hallway into a premium shopping area.



CLASSIC & HOME

Pallet collars create ready-to-sell units that can be efficiently handled and merchandised in-store. They uplift the category appearance and provide important information to consumers.



COLLECT

SmartStore™ Collect is an innovative recycling solution that facilitates sorting and storing of packaging waste. Give customers the feeling of Nordic design and quality with appropriate POS materials.



ESSENCE

Ready-to-sell displays, sidebanners and wobblers that can be efficiently handled and merchandised in-stores. They uplift the category appearance and provide important information to consumers.



ESSENCE



Organized everyday life.



Made from recycled plastic.



smart
store™

by orthex™

We help you to create a professional SmartStore™ section, whether you run a DIY store, hardware store, garden center or a specialty department e.g. at a hypermarket. Make use of the existing floor space with our branded pallets, and create visibility at the regular shelf with top signs, shelf strips and other designated signage.

PRO & DRY

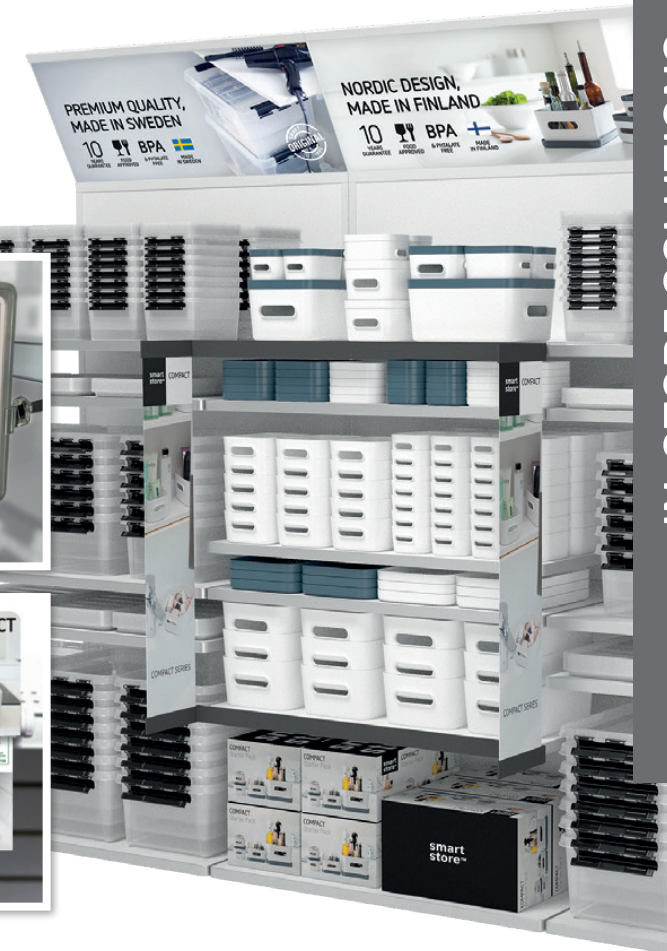
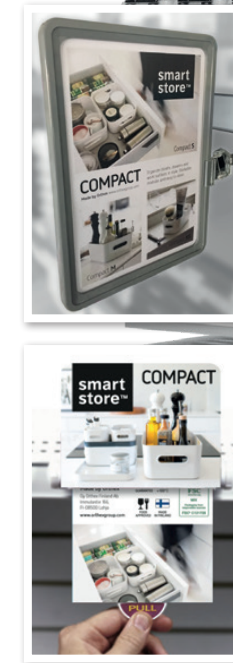


Inform consumers about special product features and benefits. A systematically organized point of sale creates a positive and professional image. A coherent and unified appearance also leads to a better shopping experience.



COMPACT & COMPACT CLEAR

Display this modern and stylish small-storage range to its advantage. Create a powerful shelf module or an end of gondola, utilize floor space with our efficient 1/2 pallet and 1/4 pallet solutions, and communicate in the shelf with clever wobblers, interactive shelf-talkers, tags and signs.



IN-STORE SOLUTIONS

ALSO CHECK OUT OUR OTHER CATALOGUES.



Orthex at your service

Orthex Group is the leading Nordic designer, manufacturer and marketer of household products. We have a mission to make everyday life a little easier and more enjoyable. Our well-known brands are Orthex™, SmartStore™ and GastroMax™

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Practical is beautiful

Oy Orthex Finland Ab

Suomalaistentie 7,
02270 Espoo, Finland
Tel. +358 (0)19 329 61

Orthex Denmark A/S

Amager Strandvej 60-64,
DK 2300 Copenhagen, Denmark
Tel. +45 46 38 09 10

France

Tel. +33 (0)6 22 97 51 25
aurelien.chabannier@orthexgroup.com

Orthex Sweden AB

Box 6, SE-362 21,
Tingsryd, Sweden
Tel. +46 (0)477 450 00

Orthex Germany GmbH

Hofkamp 100, 42103
Wuppertal, Germany
Tel. +49 (0) 202 527 07 380

Benelux

Tel. +31 (0) 613691607
bart.zonneveld@orthexgroup.com

Orthex Norway AS

Østre Aker vei 19,
NO-0581 Oslo, Norway
Tel. +47 23 17 04 00

UK & Ireland

Tel : +44 (0) 7920 236548
craig.sammells@orthexgroup.com

orthex
GROUP