smart store™

by orthex™

CATALOGUE

Storage 9/2026



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.

smart store™ by orthex™ · GastroMax™ by orthex™ · orthex™



Long-lasting and recyclable products

NORDIC DESIGN & QUALITY

Local production in Finland and Sweden

Made from recycled plastic

Increased usage of recycled and renewable materials

SUSTAINABLE SOLUTIONS

The main building blocks of our approach to sustainability are our long-lasting products, sustainable raw materials, and minimizing our impact on the planet. We are actively increasing the share of recycled and renewable raw materials in our products, and we continuously strive to reduce the carbon footprint of our operations and products. Orthex's high-quality, safe, and durable products are made with care and timeless design. Orthex does not make single-use products. On the contrary, Orthex's products are made for long-term use and are fully recyclable in all our markets at the end of their life cycle.

1990
Recycled **post-industrial plastics** raw-material



2014
Recycled raw material in flowerpots



2016
First **100% bio-based** product



2017
Recycled post-consumer plastics raw-material



2018
Bio-based wood fiber composite







2019
Post-consumer recycled raw material for Smart-Store™ Storage boxes

Launch of **bio-based kitchen products from sugarcane**



Buckets made from **old fishing nets**

2020
SmartStore™ Collect – a solution for sorting waste made from recycled plastic



2022 - 2024
ISCC Plus certified renewable material by using mass-balance approach

2024
Bio-based colours to kitchen products by using coffee residues and earth minerals



2025 - 2026
Many new products **made from recycled materials**

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 organise 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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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 70 % recycled plastic



reddot winner 2020

COLLECT BOX 76 L
57x38x42 cm
3066010 3066789

COLLECT BOX 76 L + PLYWOOD LID
57x38x42 cm
3076810 3076889





*

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



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

SORTING AND RECYCLING



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



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

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



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

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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 carboard waste in this 53 L box, and place it wherever you want in your home.

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.



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



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.

Made from 70 % recycled plastic



PLYWOOD LID FOR COLLECT BOX 53 L
35x35x1 cm
3612201



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



COLLECT BOX 53 L
36x36x58 cm
310110 310165



COLLECT 53L MESH BAG
74x64 cm
3074010





Complement your Collect 53 L with a practical mesh bag. The mesh bag is the perfect accessory, when you want to transport the contents from one place to another.

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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. Useful for sorting and storage of packaging waste, sorting laundry, or storing toys or hobby equipment.



COLLECT STACK-IT M
31,50x39x55 cm
3042100



COLLECT STACK-IT L
42,50x39x55 cm
3043100







SORTING AND RECYCLING

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

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.

Made from 95 % recycled plastic

SORTING AND RECYCLING

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

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



COLLECT BIOWASTE
29x17x17cm
320110 320165 320140

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LONG-LASTING & DURABLE · SMARTSTORE QUALITY · 10 YEAR GUARANTEE

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 organiser that puts everything in its place.







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



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



The Clips are made from recycled plastic.

- ● Black clips
- ○ White clips



CLASSIC 13 L
34x25x27 cm
3483070



CLASSIC 7 L
28x28x17 cm
3495070 3495170



CLASSIC 7,5 L
40x30x11 cm
3589070 3589141

With inserts



CLASSIC 14 L + 7 INSERTS
3598790



CLASSIC 3,5 L + 4 INSERTS
3458710 3458741



CLASSIC 14 L + 6 INSERTS
3507790 3507710

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NEW



CLASSIC 14 L
40x30x18 cm
3508390 3508141



CLASSIC 25 L
40x30x32 cm
3493070 3493141



CLASSIC 20 L
50x39x18 cm
3494070 3494141



CLASSIC 30 L
79x39,5x17 cm
3478070 3478141



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



NEW



CLASSIC 86 L
79x39,5x43 cm
3479070 3479141



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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



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



HOME 52 L
50x39x41 cm
3331070

HOME 66 L
59x39x43 cm
3339070

All boxes come with smooth lids and white clips.

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MODULE

SmartStore™ Module is a versatile storage solution for everyday essentials. The containers can be stacked into a practical tower, and the open front enables easy access to the contents at all times. SmartStore™ Module offers the convenience of a traditional shelf, with the flexibility of individual modules. Build the perfect storage solution to suit your needs.



reddot winner 2026





MODULE 55 L
59,5x39,5x30 cm
3122100 3122102 3122104

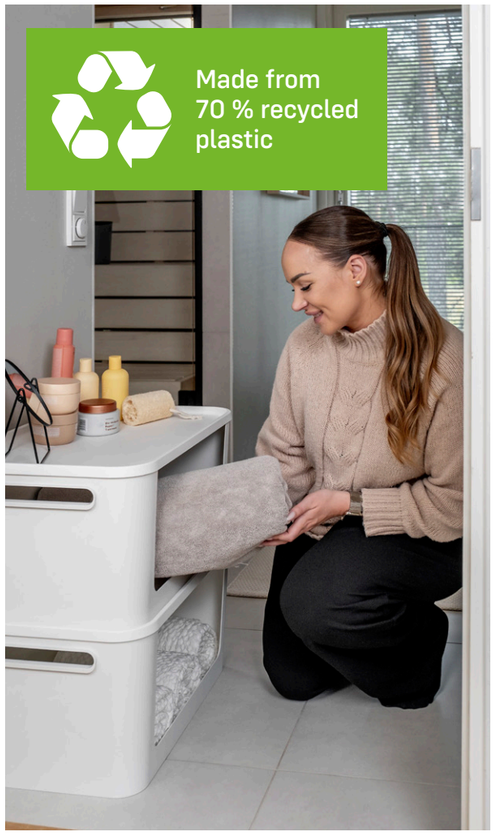
NEW





MODULE ÉTAGÈRE
60x36,5x8 cm
3122101 3122112 3122114





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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.



Modularity is the key to more organised 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.

COMPACT SQUARE LID
20x20x2,5 cm
12363 12310



COMPACT SQUARE M
20x20x12 cm (3,6 L)
11810

COMPACT SQUARE LID
20x20x2,5 cm
12363 12310



COMPACT SQUARE L
20x20x16 cm (4,7 L)
11910

COMPACT M LID
29x20x2,5 cm
10910 10963



COMPACT ACCESS
20x29,5x16 cm (7,2 L)
12510

COMPACT XS LID
14,5x10x2 cm
10510 10563



COMPACT XS
14,5x9x6 cm (0,6 L)
10410

COMPACT SLIM LID
29x10x2 cm
11363 11310



COMPACT SLIM
29x9,5x6,5 cm (1,3 L)
11210



COMPACT MINI
9,5x9,5x10,5 cm (0,6 L)
11710

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
40x29,5x3 cm
11110 11163



COMPACT L
41x29x15,5 cm (15,4 L)
11010

Stack and build into a storage tower.





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COMPACT CLEAR

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



The transparent bins are also perfect for organising 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 minimised.

COMPACT CLEAR XS LID
14,5x10x2 cm
10590

COMPACT C. SLIM LID
29x10x2 cm
11390







COMPACT CLEAR MINI
9,5x9,5x10,5 cm (0,6 L)
11790

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

COMPACT CLEAR SLIM
29x9,5x6,5 cm (1,3 L)
11290

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

COMPACT CLEAR M LID
29x20x2,5 cm
10990

COMPACT CLEAR L LID
40x29,5x3 cm
11190







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

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

COMPACT CLEAR L
41x29x15,5 cm (15,4 L)
11090

COMPACT C. SQUARE LID
20x20x2,5 cm
12390

COMPACT C. SQUARE LID
20x20x2,5 cm
12390

COMPACT CLEAR M LID
29x20x2,5 cm
10990







COMPACT C. SQUARE M
20x20x12 cm (3,6 L)
11890

COMPACT C. SQUARE L
20x20x16 cm (4,7 L)
11990

COMPACT CLEAR ACCESS
20x29,5x16 cm (7,2 L)
12590

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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.





COMPACT SORT SILICONE STOPPERS
Ø10 mm
3404051



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



COMPACT SORT 30X20
20x29,5x6 cm
19510



COMPACT CLEAR SORT 10X10
10x10x6 cm
19190



COMPACT SORT 10X10
10x10x6 cm
19110



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



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

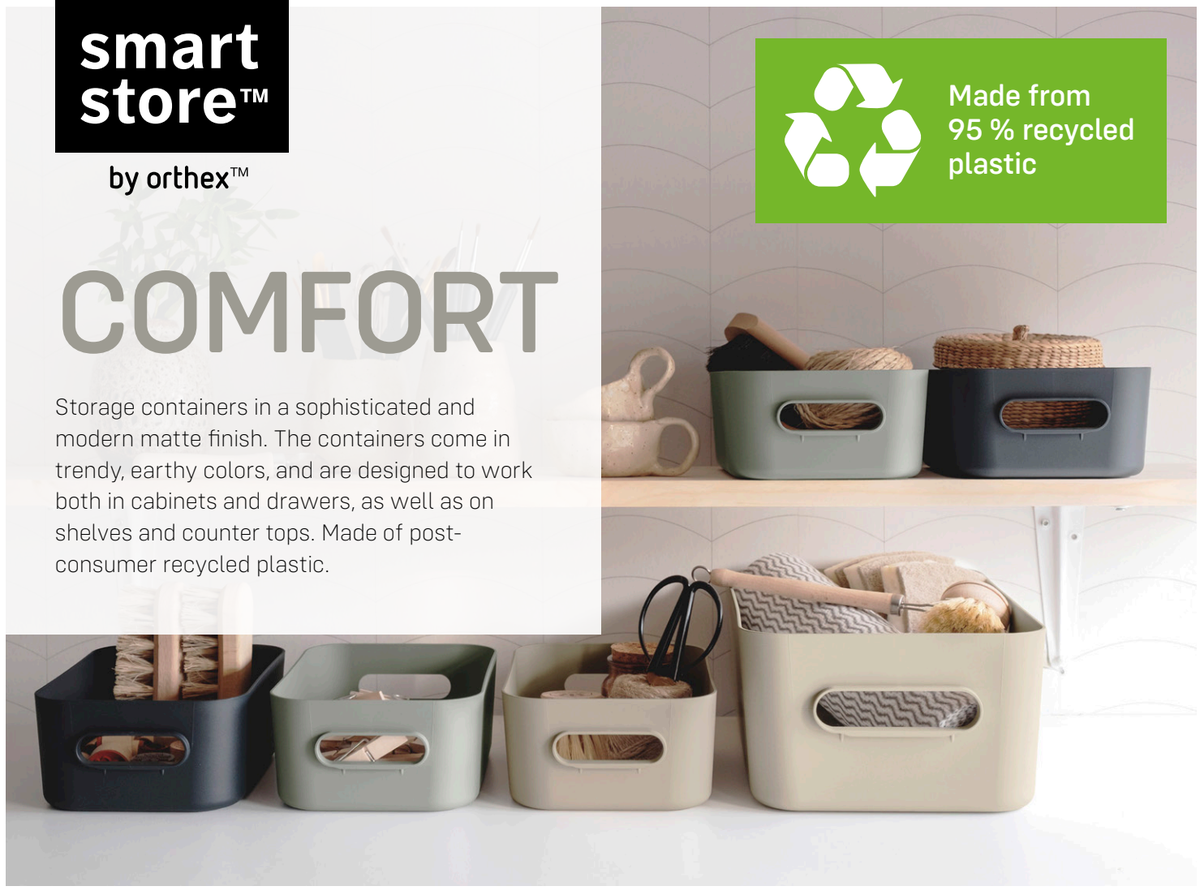
COMPACT SORT 40X10
10x39,5x6 cm
19410

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COMFORT

Storage containers in a sophisticated and modern matte finish. The containers come in trendy, earthy colors, and are designed to work both in cabinets and drawers, as well as on shelves and counter tops. Made of post-consumer recycled plastic.







COMFORT S
20x14x7,5 cm
106120 106121 106122

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

www.blauer-engel.de/uz30a



COMFORT M
29,5x19,5x12 cm
108120 108121 108122



COMFORT L
38x28x15,5 cm
110120 110121 110122

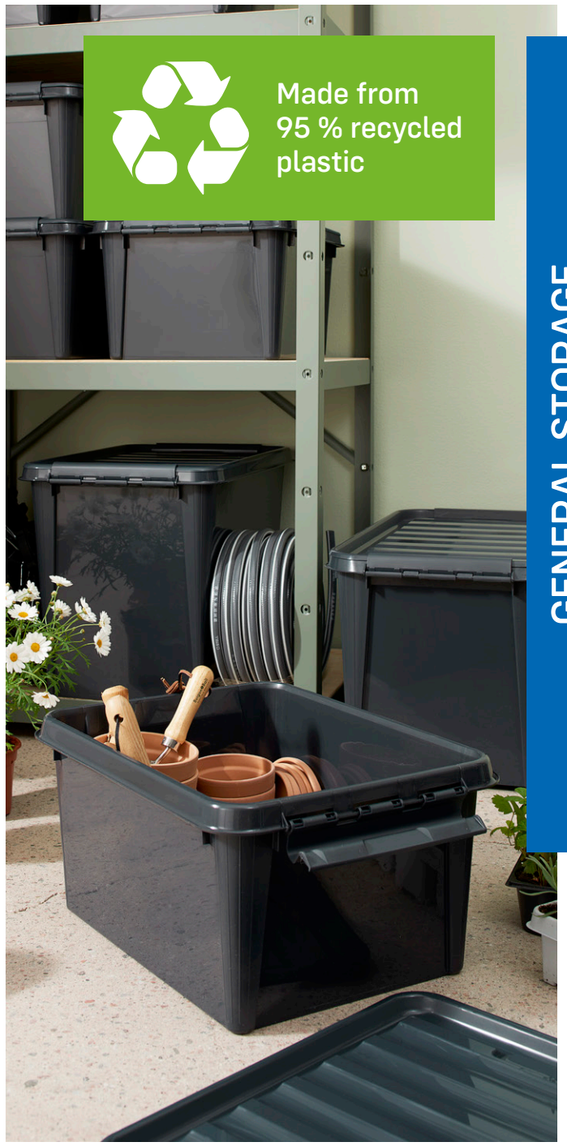
RECYCLED

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 colour. 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.





RECYCLED 14 L
40x30x18 cm
3508708

www.blauer-engel.de/uz30a



RECYCLED 31 L
50x39x26 cm
3510708



RECYCLED 46 L
59x39x31 cm
3476708



RECYCLED 66 L
59x39x43 cm
3477708

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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 colour that suits all kinds of interiors.



BEDROLLER 60 L
79,5x59x17,5 cm
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.

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 11 L
38x27x20 cm
3061070

SmartStore™ Basic lids are now with a locking mechanism.

NEW

BASIC 25 L
46x36x25 cm
3062070



BASIC 30 L
59x38,5x21,5 cm
3069070

BASIC 44 L
59x38,5x30 cm
3063070

BASIC 58 L
59x38,5x40 cm
3064070



GENERAL STORAGE



BASIC CRATE 12,5 L
34x24x16 cm
5549090 5549270



BASIC CRATE 50 L
59x39x28 cm
50465

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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.



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



IP44

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



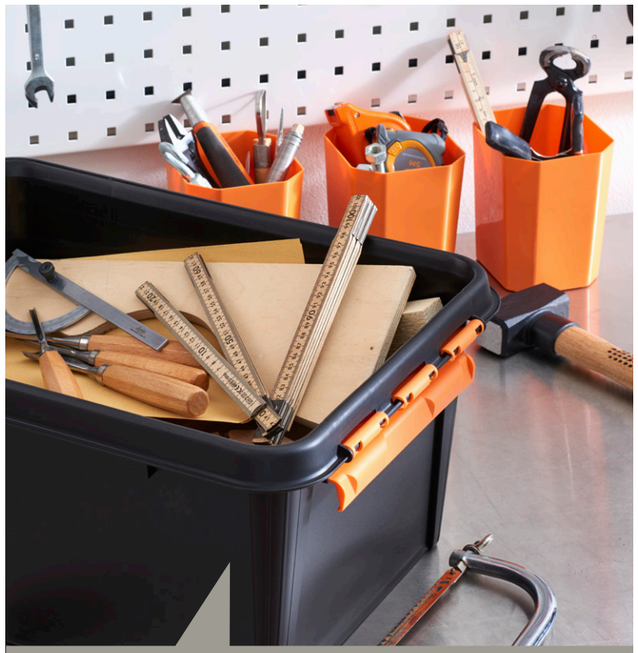
Don't worry! Pack your things and head out to the nature. The tight lid keeps your belongings clean and dry even in extreme weather and temperatures.

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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. SmartStore™ Pro is available in three practical sizes and can also be equipped with smart inserts for keeping the smaller items in order.



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



The boxes are made of extra durable raw material.



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

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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 organise even the smallest items and to keep everything in its place.



COLOUR 14 L
40x30x18 cm
3508972 3508976 3508975



COLOUR 14 L
WITH INSERTS
40x30x18 cm
3507971



COLOUR 31 L
50x39x26 cm
3510972 3510976 3510975



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





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INSERTS

For optimised and customised 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.





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 ◯



ORGANISER MEDIUM
29x19x6 cm
3617070 ◯



ORGANISER LARGE
38x27x7 cm
3618070 ◯

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ESSENCE

A new range of modern baskets in several sizes and colours. 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.

Made from 95 % recycled plastic



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



ESSENCE SLIM
29,5x10x6,5cm (1,3 L)
3001711 3001712 3001714 3001716



ESSENCE S
20,5x14,5x7,5 cm (1,6 L)
3002711 3002712 3002714 3002716



ESSENCE M
29,5x20,5x12 cm (5,5 L)
3003711 3003712 3003714 3003716



ESSENCE L
36,5x27x36,5 cm (11,4 L)
3004711 3004712 3004714 3004716



ESSENCE STACK
35x37,5x23 cm
3005711 3005712 3005714 3005716



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ESSENCE LAUNDRY BASKETS

SmartStore Essence brings a coordinated look to everyday laundry care. Combining practical design with soft colours, the range complements the wider Essence collection for a consistent style throughout your home.



Made in Finland from 95% recycled plastic, with a 10-year manufacturer's guarantee. Available in off-white, linen, vintage sage and underseas colors.



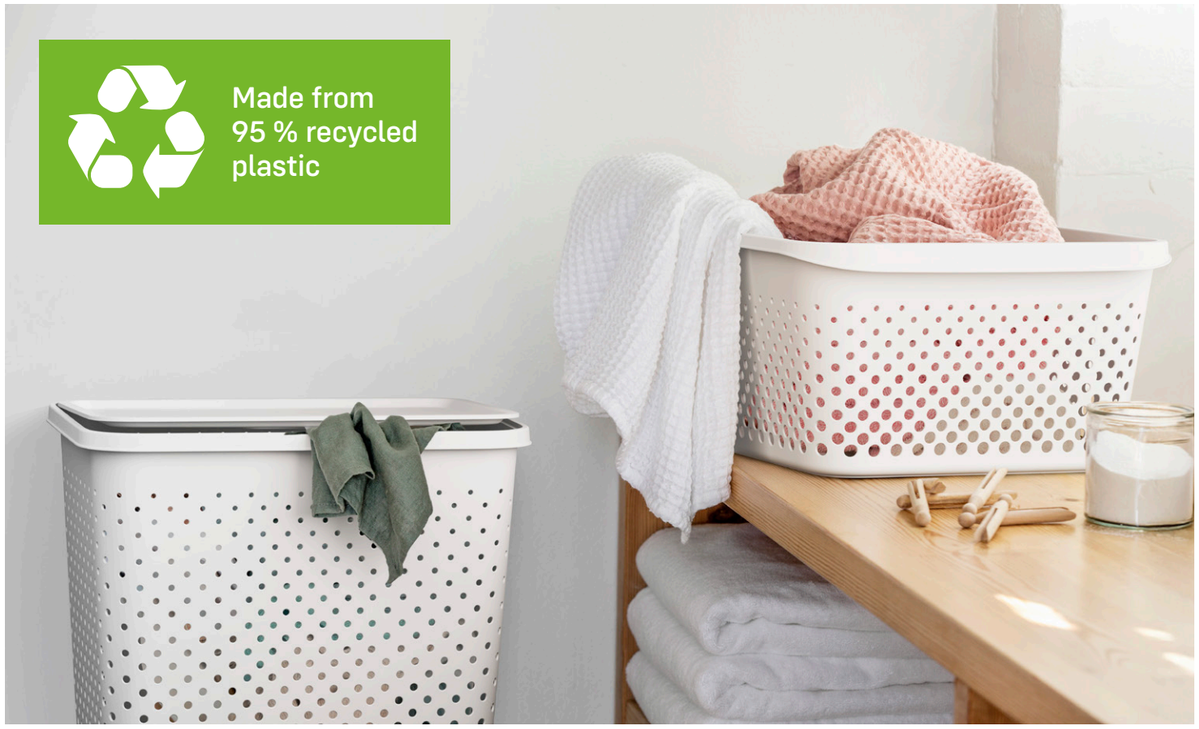
ESSENCE FRESH LAUNDRY BASKET
53,5x38,5x21,5 cm (32 L)
38210 38211 38212 38214

The shallow shape makes unloading the washing machine easy, while integrated handles and a reinforced structure keep the basket stable and comfortable to carry.



ESSENCE WASH LAUNDRY HAMPER
33,5x42x57 cm (53 L)
38110 38111 38112 38114

Keep laundry neatly out of sight in this spacious 53-litre hamper. Ventilated sides let air circulate, while the hinged lid stays partially open for easy loading with both hands. Moisture-resistant and easy to clean, Essence Wash is ideal for bathrooms and laundry rooms.



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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.

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

www.blauer-engel.de/uz30a

Made from 95 % recycled plastic

BASKET LID
37x28x1 cm
3180100



BASKET RECYCLED 6 L
37x28x10 cm
3185781 3185785*



BASKET RECYCLED 10 L
37x28x15 cm
3186781 3186785*



BASKET RECYCLED 13 L
37x28x20 cm
3187781 3187785*

BASIC BASKETS

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



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



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

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VISION

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





Vision 0,75 L
11,5x11,5x10 cm
75010 ◯



Vision 1,45 L
11,5x11,5x20 cm
75110 ◯



Vision 0,35 L
12,5x9x5 cm
7723010 ◯



Vision 0,8 L
12,5x9x10 cm
7722010 ◯



Vision 1,6 L
12,5x9x20 cm
7725010 ◯



Vision 1,65 L
12,5x18x10 cm
7727010 ◯



Vision 3,5 L
18x12,5x20 cm
7728010 ◯



Vision 2,25 L
12,5x9x28 cm
7726010 ◯

FLIP

SmartStore™ Flip features dry food storage containers with flip-top lids for easy pouring. What is stored is clearly visible from the side for cabinet storage and from the top for drawer storage.

NEW



Flip 1,1 L
18,5x19,5x12 cm
27010 ◯



Flip 1,7 L
18,5x9,5x17 cm
27110 ◯



Flip 2,4 L
18,5x9,5x23 cm
27210 ◯





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SUSTAIN

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

80% BIO-BASED PLASTIC
ISCC CERTIFIED
MASS BALANCE APPROACH

Scan the QR code to read more:





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 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 1,6 L
25x17x6,5 cm
799770



Sustain 2,2 L
25x17x8,5 cm
800770

EASY



Easy 1,1 L
18x18x7 cm
114770 114675



Easy 1,75 L
18x18x10 cm
115770 115675



Easy 1,2 L
24x16x5,5 cm
1760180 1760685

SNACK

SmartStore™ Snack is a range of food storage containers for fridge storage or lunch on the go. The containers are airtight, ensuring that food stays fresh for longer.



Snack 0,3 L
12,5x9,5x4,5 cm
7831010



Snack 0,45 L
12,5x9,5x6 cm
7833010



Snack 0,6 L
18x12,5x4,5 cm
7832010



Snack 1 L
18x12,5x7 cm
7834010



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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 792675



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



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



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



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



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



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

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

FOOD STORAGE

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



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



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





FROST

The modular freezer boxes nest to save storage space and stack to optimise freezer organisation – 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
24x12x6,5 cm
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 optimised assortment, customised 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.

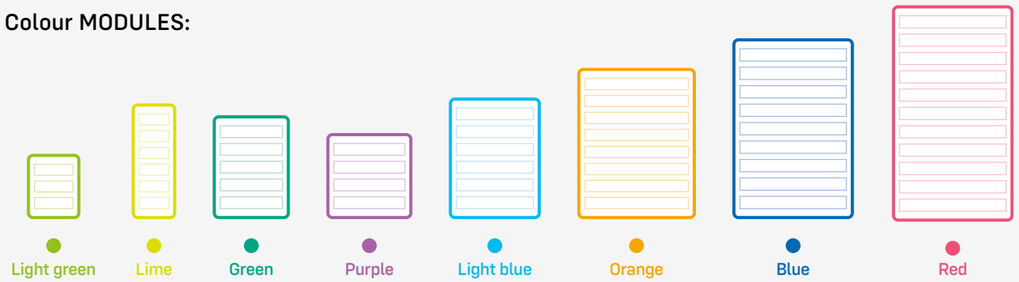
1. **Visible signage**
2. **Clear price information**
3. **Product information**
4. **Easy access to products**
5. **Attractive secondary placements**

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.

Colour 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!

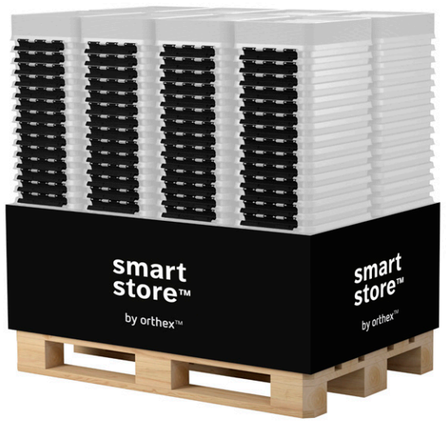
smart store™

by orthex™

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 customised 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.



COMFORT



MODULE

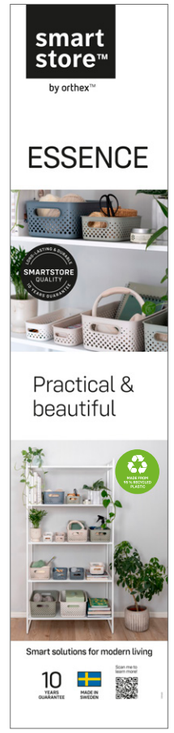


Ready-to-sell displays, sidebanners and wobblers that can be efficiently handled and merchandised in-stores. They uplift the category appearance and provide important information to consumers.

ESSENCE







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PRO & DRY

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.



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



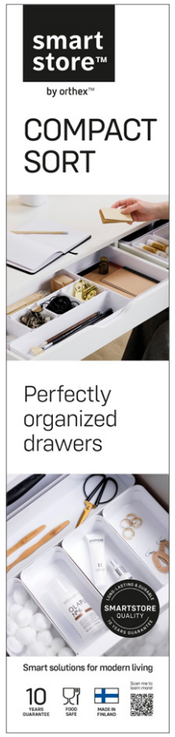


COMPACT & COMPACT CLEAR

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 ½ pallet and ¼ pallet solutions, and communicate in the shelf with clever wobblers, interactive shelf-talkers, tags and signs.









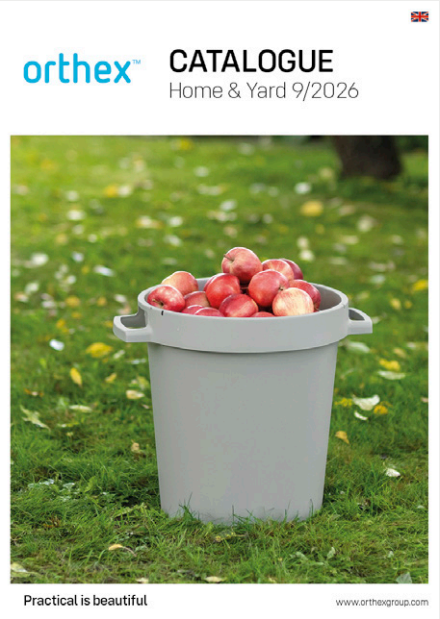




ALSO CHECK OUT OUR OTHER CATALOGUES.







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

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