



Practical is beautiful

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.

NORDIC DESIGN & QUALITY

Local production



Long-lasting

products

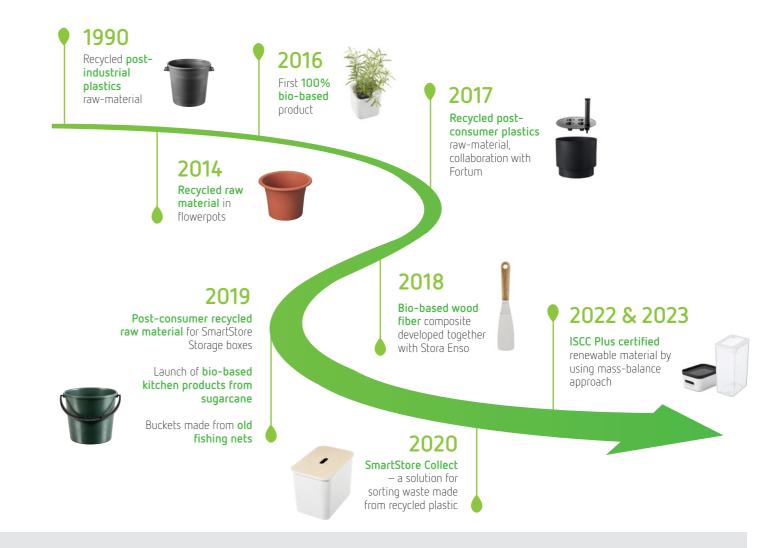


Target: towards carbon neutrality recycled and biobased materials in our production by 2030

 Factories Warehouses

### SUSTAINABLE SOLUTIONS

The main building block of our approach to sustainability are our products, sustainable raw materials, and our carbon neutrality target. 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 neutrality in our operations 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



Photo copyright WWF

## A LOVE FOR THE EVERYDAY

The beauty of life is in the small things. In your everyday, in the ordinary life. And this is what Orthex is all about: our mission is to bring fresh and smart insights into your everyday life. We want all our products to be well-designed, but above all we want them to be practical. Nordic design and consumer focus have been at the core of our products since 1956, when the Orthex story began.

Live the life to the fullest. Enjoy your everyday!



Orthex offers practical and durable products for everyday life.





# **orthex**™

Orthex factory in Lohja, Finland has over 60 years of experience in making quality household plastics.

# Orthex™ BUCKETS & TUBS

Buckets and tubs are useful in many different chores around the home, garden and cottage. They are easy impulse buys especially in spring, summer and autumn time.

Orthex plastic products are lightweight, durable and easy to clean.

Orthex™ BUCKETS & TUBS



 Washbowl 8 L

 35x35x13 cm

 20610
 20664
 206934
 206924

 ●
 ●
 ●
 ●

Lid for bucket 10 L

29x27x2 cm

31710



 $\bigcirc$ 

21010 210934 21064

 $\bigcirc$ 



Bucket 10 L 27x30x25 cm 31510 31564 315934 315924

Garden chores shouldn't break your bucket



**Heavy duty bucket 15 L** 37x35x25 cm 1545040



Heavy duty bucket 20 L 38x37x29 cm 1546050

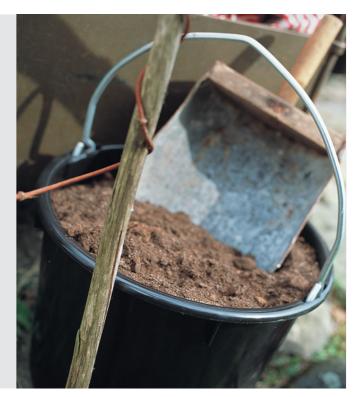


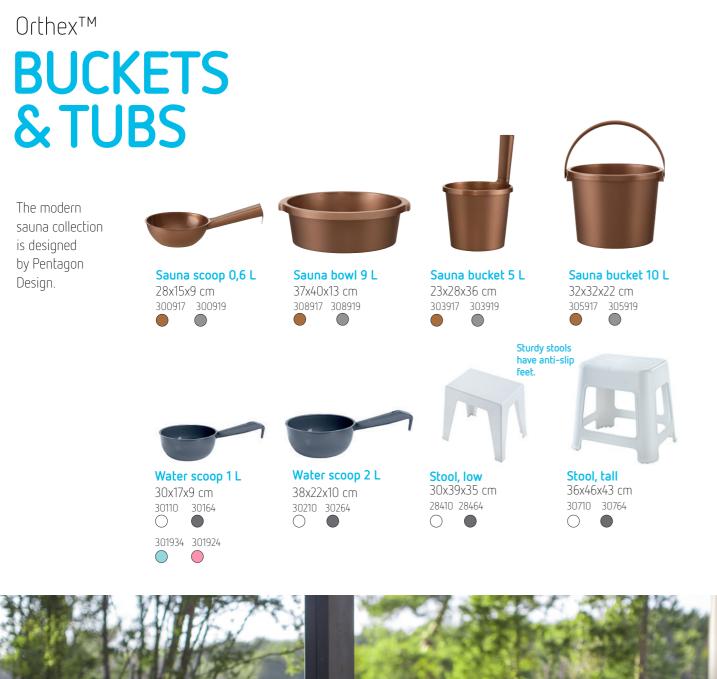














### Orthex™ BINS

The bins are made of durable plastic and have sturdy handles. They will come in handy in the garden, storeroom or garage!



Bin 30 L 38x46x40 cm 34967 34964 349664\*  $\bigcirc$ 

Lid for 45 L bin

43x43x3 cm

35064



\*Article code in green signifies a product made of recycled plastic





Bin 45 L 51x42x46 cm 35167 35164 351664 \*  $\bigcirc$ 



Bin 65 L 57x48x51 cm 35267 35264 352664 \*  $\bigcirc$ 



Weather-resistant bins tolerate temperatures from -40 °C to +65 °C and are excellent for outdoor use.

Lid for 80 L bin

NEW

NEW

51x51x4 cm 36864 





### Orthex™ LAUNDRY BASKETS

Laundry tends to pile up in homes of all sizes and practical baskets will help keep your laundry room organized and tidy. The durable washing baskets are also great for



EAEG

Spacious basket for dirty laundry. Narrow ventilation holes prevent mustiness while still keeping the laundry out of sight.

For moving wet laundry or collecting dry laundry. Great for toys too!



Sorting laundry is easy when there are separate baskets for light and dark coloured clothes.

A sturdy laundry basket with ventilation holes to prevent mustiness.



For carrying clean laundry to the clothesline or closet. Sturdy handles for carrying. The basket can fit a large load of laundry!





#### Laundry basket 60 L 49x38x60 cm 37110 37164



### Washing basket 30 L 57x36x23 cm 37210 37264



#### Laundry basket 45 L

32x46x50 cm 37010 37064



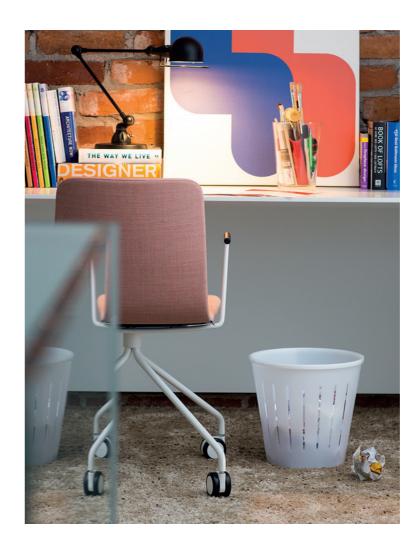
Washing basket 46 L 41x59x27 cm 42510 42564

## Orthex™ WASTE BINS

Sorting waste is a daily chore in most homes. Orthex waste bins serve well all around the house, from kitchen or storeroom to study and kids' room.







The smallest swing top bin is suitable for 10-20 L trash bags, the mid size for 30-40 L trash bags and the biggest size for 50-60 L trash bags.



Swing top bin 10 L 21x25x37 cm 32710 32764



Swing top bin 25 L 28x33x51 cm 32810 32864



#### **Waste basket 15 L** 31x31x29 cm 32464 \*

\*Article code in green signifies a product made of recycled plastic



**Swing top bin 50 L** 34x40x66 cm 32964

# Orthex™ MAIL-BOXES

Classic mailboxes are made of high-quality HD-PE plastic or galvanized steel. They have been designed to withstand Nordic weather conditions.







Mailbox 21x34x43,5 cm 55513 55520 55540

Mailbox with inner lid 21x34x43,5 cm 55613 55620 55640



#### The lock of the metal mailbox is protected under the lid from snow and ice.



Mailbox metal 29x18x42,5 cm 55465 55477

### Orthex™ BABY BATHROOM

We are proud to offer our youngest customers a range of safe, smart and tested children's products. Only the best is good enough for our little ones when it comes to function, material, ergonomics and design.



Orthex™

**BABY BATHROOM** 

Safe and secure to stand on, textured surface to prevent slipping.



Toilet trainer 38x32x10 cm 43710 437825  $\bigcirc$  $\bigcirc$ 

• Fits under the rim of a toilet seat

• Safe and easy to use



**Potty** 31x26x20 cm (1,25 L)

 $\bigcirc$ 

430825 430826

 $\bigcirc$ 

43010

 $\bigcirc$ 

- - Stable basic potty • Ergonomic height and
    - size





Baby bathtub 77x41x24 cm (27 L) 43310  $\bigcirc$ 

• Compact size saves water and storage space • Easy to empty, drain plug included

Bathtub with plug 90x47x24 cm (50 L) 43410 434825 434826  $\bigcirc$  $\bigcirc$  $\bigcirc$ 

• Spacious tub for toddlers • Easy to empty, drain plug included









Potty seat 35x37x29 cm (1 L) 43110  $\bigcirc$ 

- Non-slip bottom
- Etched footprints on the upper surface prevent small feet from slipping

- Comfortable seat
- Removable inner potty is easy to empty and clean
- Non-slip bottom

## Orthex™ **IN STORE**

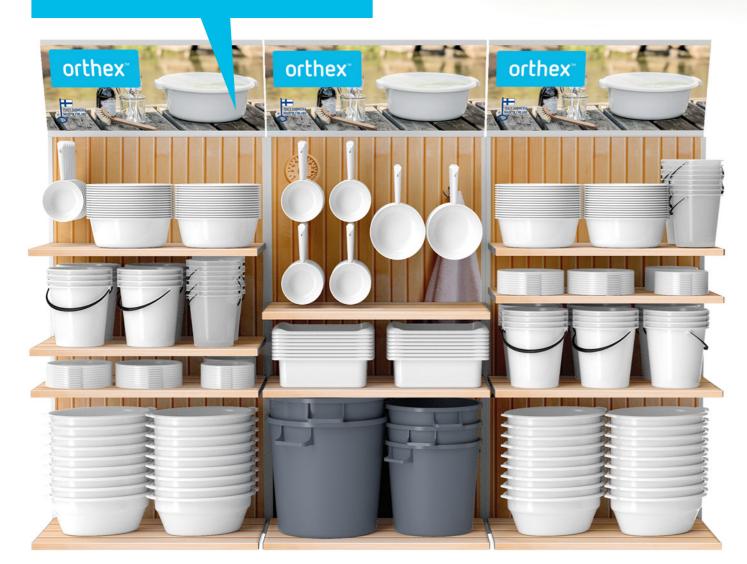
Orthex offers inspiring materials for stores to boost sales in the Home & Yard section. The easily installed background image provides a stylish background for the products. We are also happy to customize planograms and POS materials for store-specific needs.

> Optimize assortment and increase sales with our custom planograms.

Orthex product labels are informative and attractive.

MAX 4







#### Make it easy for shoppers to navigate and find the right product.

### **CHECK OUT ALSO OUR OTHER CATALOGUES.**



Smart solutions for modern living





#### Smarter evervdav cooking

Practical is beautiful

### 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<sup>™</sup>, SmartStore<sup>™</sup> and GastroMax<sup>™</sup>

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- www.facebook.com/orthexgroup
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Oy Orthex Finland Ab Suomalaistentie 7, 02270 Espoo, Finland Tel. +358 (0)19 329 61

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

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

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

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

UK & Ireland Tel:+44(0)7920236548 craig.sammells@orthexgroup.com France/Benelux Tel. +33 (0)6 22 97 51 25 aurelien.chabannier@orthexgroup.com

