



**smart  
store™**

# CATALOGUE 2021

## Storage



Clever solutions for **modern living**

[www.orthexgroup.com](http://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



Local production



Frequent use of recycled and bio-based materials



Target: carbon neutral production by 2030

## SUSTAINABLE SOLUTIONS

Orthex aims to be the industry forerunner in sustainability by promoting safe and long lasting products, reducing the carbon footprint of its operations and products and sourcing an ever increasing amount of raw materials from bio-based and recycled plastic. Orthex has focused on sustainability since the early 1990s and has a clear focus on sustainability. Orthex aims for its production process to be carbon neutral by 2030.



Note: 1) Orthex signed the European Plastics Pact 6 of March 2020, the same date as the company received information about the possibility to sign the Pact

## 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](http://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 additions 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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Place the big Collect 76 L box by the entrance and use as a seat when needed!

NEW



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



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



**COLLECT 13 L WALL HOOK**  
11x23 cm  
3073010



SORTING AND RECYCLING

# 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.



**COLLECT BOX 76 L**  
57x38x42 cm  
3066010 3066789

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



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



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



**SEAT CUSHION FOR COLLECT BOX 76 L**  
58x38x3,2 cm  
3072010

AVAILABLE 9/2021



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

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



I'm made from recycled plastic :-)

Made by Orthex™

# 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. Sort and store for example your laundry, empty bottles or cardboard waste in this 48 L box, and place it wherever you want in your home.

Thanks to its small and compact size, the SmartStore™ Collect 48 L is easy to fit into small and narrow spaces. SmartStore™ Collect 48 L is designed and made in Finland, of durable, recycled plastic, with a stylish lid that completes the design.



Complement your Collect 48 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.



Thanks to its compact size, the SmartStore™ Collect 48 L is easy to fit into small and narrow spaces.



**COLLECT BOX 48 L + PLYWOOD LID**  
34x34x58,5 cm  
309810 309865



**COLLECT BOX 48 L**  
34x34x58 cm  
309110 309165



**PLYWOOD LID FOR COLLECT BOX 48 L**  
34x34x58 cm  
3614201



**COLLECT 48L MESH BAG**  
34x34x58,5 cm  
3074010

Sort and store for example your laundry, empty bottles or cardboard waste in this SmartStore™ Collect 48 L box.



# 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
- White clips



**CLASSIC 11**  
34x25x27 cm (14 L)  
3483070



**CLASSIC 12**  
28x28x17 cm (8 L)  
3495070 3495170



**CLASSIC 13**  
28x28x32 cm (15 L)  
3496070



**CLASSIC 14**  
40x30x11 cm (8 L)  
3589070 3589141



NEW



**CLASSIC 0,5**  
15x9x6 cm (0,3 L)  
3452070 3452141



NEW



**CLASSIC 1**  
21x17x6 cm (1 L)  
3520070 3520141



NEW



**CLASSIC 1,5**  
20x15x11 cm (1,5 L)  
3453070 3453141



**CLASSIC 2**  
21x17x11 cm (2 L)  
3521070 3521141



NEW



**CLASSIC 3**  
21x17x15 cm (3 L)  
3522070 3522141



**CLASSIC 4**  
38x14x11 cm (3,5 L)  
3455070 3455141



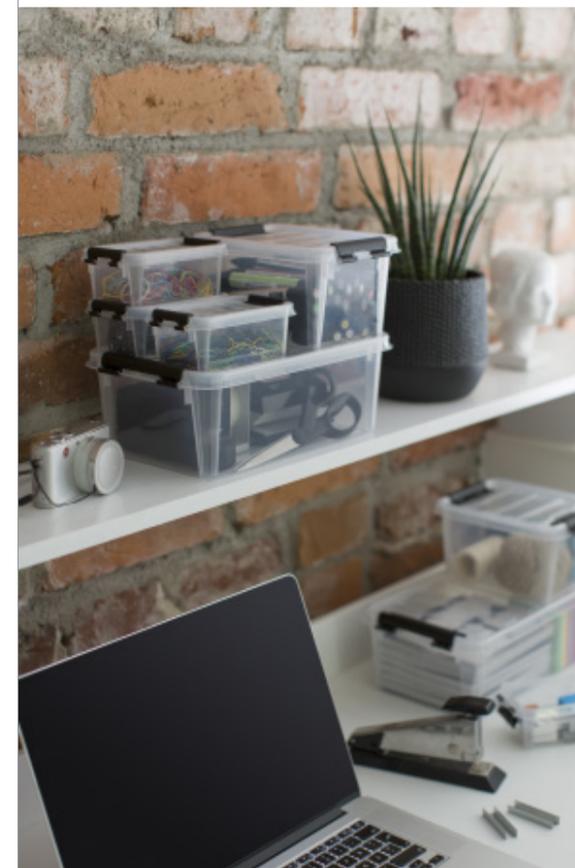
NEW



**CLASSIC 5**  
30x19x11 cm (3,6 L)  
3456070 3456141



**CLASSIC 10**  
34x25x16 cm (8 L)  
3482070 3482141



With inserts

NEW



**CLASSIC 15 + 7 INSERTS**  
3598790



NEW



**CLASSIC 4 + 4 INSERTS**  
3458710 3458741



NEW



**CLASSIC 15 + 6 INSERTS**  
3507790 3507710





**CLASSIC 15**  
40x30x18 cm (14 L)  
3508390 3508141



**CLASSIC 16**  
40x30x32 cm (25 L)  
3493070 3493141



**CLASSIC 24**  
50x39x18 cm (21 L)  
3494070 3494141



**CLASSIC 31**  
50x39x26 cm (32 L)  
3510070 3510141



**CLASSIC 45**  
59x39x31 cm (47 L)  
3476070 3476141



**CLASSIC 50**  
50x39x41 cm (52 L)  
3542070 3542270



**CLASSIC 65**  
59x39x43 cm (61 L)  
3477070 3477141



Boxes with 4 wheels



**CLASSIC 35**  
72x40x19 cm (31 L)  
3541070 3541141

**CLASSIC 70**  
72x40x38 cm (70 L)  
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.



<b>NEW</b>  <b>HOME 0,5</b> 15x9x6 cm (0,3 L) 3317070	 <b>HOME 1</b> 21x17x6 cm (1 L) 3320152	<b>NEW</b>  <b>HOME 1,5</b> 20x15x11 cm (1,5 L) 3318070	 <b>HOME 2</b> 21x17x11 cm (2 L) 3321152	 <b>HOME 3</b> 21x17x15 cm (3 L) 3322070	 <b>HOME 4</b> 38x14x11 cm (3,5 L) 3340152
<b>NEW</b>  <b>HOME 5</b> 30x19x11 cm (3,6 L) 3319070	 <b>HOME 10</b> 34x25x16 cm (8 L) 3335152	 <b>HOME 12</b> 28x28x17 cm (8 L) 3323070	 <b>HOME 14</b> 40x30x11 cm (8 L) 3325152	 <b>HOME 15</b> 40x30x18 cm (14 L) 3326152	
 <b>HOME 16</b> 40x30x32 cm (25 L) 3327152	 <b>HOME 24</b> 50x39x18 cm (21 L) 3328152	 <b>HOME 31</b> 50x39x26 cm (32 L) 3329152			



**HOME 45**  
59x39x31 cm (47 L)  
3338152



**HOME 50**  
50x39x41 cm (52 L)  
3331070



**HOME 65**  
59x39x43 cm (61 L)  
3339070

Box with 4 wheels



**HOME 70**  
72x40x38 cm (70 L)  
3332070

With inserts

**NEW**



**HOME 4 + 4 INSERTS**  
38x14x11 cm  
3348007

**NEW**



**HOME 15 + 6 INSERTS**  
3333770

**NEW**



**HOME 15 + 7 INSERTS**  
3334770

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

# COMPACT

The modern and space-efficient small storage solution. One of today's trends is to make everything as compact and lean as possible. SmartStore™ Compact meets several modern needs with 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.

In 2021 we bring two new sizes to the Compact range. Compact Mini is perfect for vertical storage of smaller items. Use it in the bathroom, or to keep your workspace neat and organized. Compact Slim is designed for horizontal storage of smaller items. Bring order to the home office or kids' room, or organize your drawers.



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.



**NEW**



**COMPACT MINI**  
9,6x9,3x10 cm (0,62 L)  
11710  
○  
AVAILABLE 9/2021

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

AVAILABLE 9/2021



**COMPACT SLIM**  
28,8x9,3x6 cm (1,32 L)  
11210  
○  
AVAILABLE 9/2021

**NEW**

**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  
○

# 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. Handles for easy lifting and a durable surface that is easy to keep clean.

Two new sizes are introduced to the General Storage range in 2021. Compact Clear Mini is designed for vertical storage of smaller items. Place it e.g. in bathroom cabinets to store make-up and cosmetics. Compact Clear Slim again invites to horizontal storage of smaller item, e.g. office supplies or bathroom items.

**COMPACT C.SLIM LID**  
28,6x9,6x2,3 cm  
11390  
AVAILABLE 9/2021

**NEW**



**COMPACT CLEAR SLIM**  
28,8x9,3x6 cm (1,32 L)  
112390 (GENERAL STORAGE)  
AVAILABLE 9/2021

**NEW**



**COMPACT CLEAR MINI**  
9,6x9,3x10 cm (0,62 L)  
11790  
AVAILABLE 9/2021



Perfect visibility of the contents, and different sizes to keep all your small and medium-sized items in order.



**COMPACT CLEAR XS LID**  
14,5x10x2 cm  
10590



**COMPACT CLEAR XS**  
14,5x9,5x6 cm (0,6 L)  
104390 (GENERAL STORAGE)

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



**COMPACT CLEAR S**  
20x14x7,5 cm (1,5 L)  
106390 (GENERAL STORAGE)

**COMPACT CLEAR M LID**  
29x20x2,5 cm  
10990



**COMPACT CLEAR M**  
29,5x19,5x12 cm (5,3 L)  
108390 (GENERAL STORAGE)

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



**COMPACT CLEAR L**  
40x29x15,5 cm (15,4 L)  
110390 (GENERAL STORAGE)

**NEW**

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.

# COMPACT CLEAR

SmartStore™ Compact Clear is a modern small-storage solution for the home. The transparent bins are 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.

In 2021, the assortment grows with Compact Clear Slim. The new longer shape is ideal for organizing jars and tubes in the fridge. Compact Clear Slim comes in the same high-quality, easy to keep clean material.



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

GENERAL STORAGE

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



AVAILABLE 9/2021



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

AVAILABLE 9/2021

**COMPACT CLEAR XS LID**  
14,5x10x2 cm  
10590



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

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



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

**COMPACT CLEAR M LID**  
29x20x2,5 cm  
10990



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

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



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

# RECYCLED

SmartStore™ is proud to present a new range, made of recycled raw material. 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 taupe 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.



**RECYCLED 2**  
21x17x11 cm (2 L)  
3521708 ●

**RECYCLED 10**  
34x25x16 cm (8 L)  
3482708 ●

**RECYCLED 15**  
40x30x18 cm (14 L)  
3508708 ●

**RECYCLED 31**  
50x39x26 cm (32 L)  
3510708 ●



**RECYCLED 45**  
59x39x31 cm (47 L)  
3476708 ●

**RECYCLED 65**  
59x39x43 cm (61 L)  
3477708 ●

**RECYCLED 70**  
72x40x38 cm (70 L)  
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 30L**  
43x35x25 cm  
500644 50010



**BASIC CRATE 50L**  
59x39x28 cm  
50467



**BASIC CRATE 50L**  
59x39x28 cm  
50465



# BEDROLLER

The SmartStore™ 46 L Bedroller is the perfect solution for bedroom storage. It frees up valuable space under the bed, and can also create new storage possibilities in closets and wardrobes.

The bedroller is easy to move around thanks to the wheels. The frosted box is stylish and not too visible from under the bed, and the transparent lid makes the contents easily visible.



**BEDROLLER**  
76x51x18 cm (46 L)  
60010

The foldable lid makes the box perfect also for smaller bedrooms; you can pull it out just half-way from under the bed, and still have easy access to the contents.



GENERAL STORAGE

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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.

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



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 15**  
40x30x20 cm (12 L)  
3460050



**DRY 31**  
50x40x27 cm (33 L)  
3461050



**DRY 45**  
60x40x35 cm (50 L)  
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.

SPECIAL STORAGE

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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.



**INSERTS SMARTSTORE™ PRO 15**  
13x12x15 cm (1,6 L)  
3523513



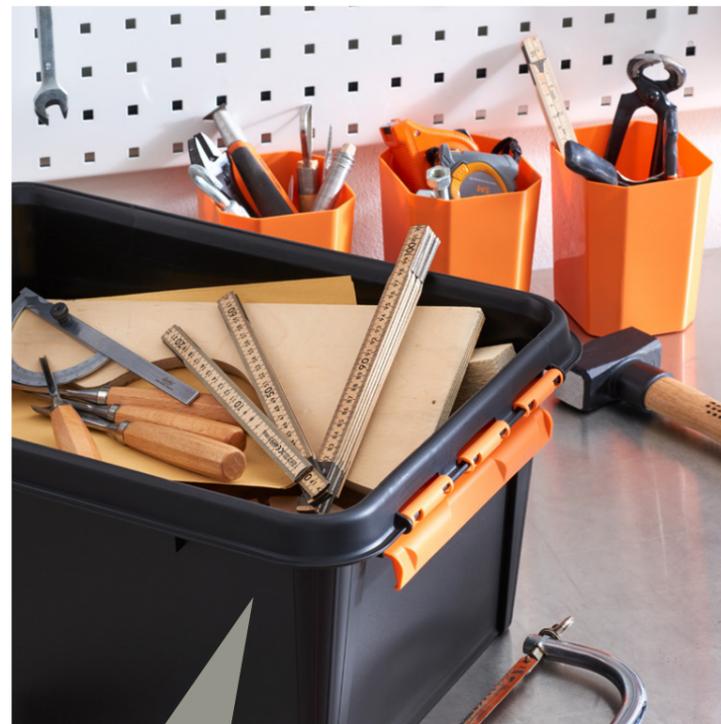
**PRO 15**  
40x30x19 cm (14 L)  
3191090



**PRO 31**  
50x39x26 cm (32 L)  
3193090



**PRO 45**  
59x39x34 cm (50 L)  
3196090



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



The boxes are made of extra durable raw material.



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



**PRO 15**  
40x30x19 cm (14 L)  
3191010



**PRO 31**  
50x39x26 cm (32 L)  
3193010



**PRO 45**  
59x39x34 cm (50 L)  
3196010

SPECIAL STORAGE

# COLOUR

Meet the new SmartStore™ Colour range. 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.



Modern and colourful way to get tidy and organized. Mix and match!



**COLOUR 2**  
21x17x11 cm (2 L)  
3521972 3521976 3521975



**COLOUR 10**  
34x25x16 cm (8 L)  
3482972 3482976 3482975



**COLOUR 15**  
40x30x18 cm (14 L)  
3508972 3508976 3508975



**COLOUR 31**  
50x39x26 cm (32 L)  
3510972 3510976 3510975

With inserts



**COLOUR 15 WITH INSERTS**  
40x30x18 cm (14 L)  
3507971



The boxes fit perfectly into the kids' room!



**COLOUR 45**  
59x39x31 cm (47 L)  
3476565



**COLOUR 50**  
50x39x41 cm (52 L)  
3542975

Box with 4 wheels



**COLOUR 70**  
72x40x38 cm (70 L)  
3530565

# DECO

SmartStore™ Deco boxes are designed for specific purposes, for example 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.



Perfect place for smaller tools and first aid materials.



Something to repair or a button to sew? At least finding the supplies is quick and easy.

Inserts keep the contents in place

INSERTS in all Deco 15 box



INSERTS in Deco 12 box



**DECO 12 FIRST AID**  
28x28x17 cm (8 L)  
3597710



**DECO 12 SEWING**  
28x28x17 cm (8 L)  
3168710



**DECO 12 SHOE**  
28x28x17 cm (8 L)  
3168790



**DECO 15 TOOLS**  
40x30x18 cm (14 L)  
3171790



# 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.



Look how perfectly the inserts fit! Simple solutions are often the most clever ones.

NEW COLOR



**3+3 INSERTS FOR BOX 14/15**  
26x11x12 cm 3566007



**ORGANIZER MEDIUM**  
29x19x6 cm 3617070



**INSERT FOR BOX 4**  
9x12x15 cm 3454007



NEW COLOR  
**INSERT FOR BOX 15**  
13x12x15 cm 3523007



NEW COLOR  
**INSERT FOR BOX 14/15/16**  
38x29x10 cm 3564007



**INSERT FOR BOX 24/31/50**  
47x36x13 cm 3565007



NEW COLOR  
**INSERT FOR BOX 12/13**  
26x25x9 cm 3630007



**ORGANIZER SMALL**  
25x16x4 cm 3616070



**ORGANIZER LARGE**  
38x27x7 cm 3618070

NEW COLOR



**INSERT FOR BOX 4**  
9x12x15 cm 3454007

NEW COLOR



**INSERT FOR BOX 15**  
13x12x15 cm 3523007

NEW COLOR



**INSERT FOR BOX 14/15/16**  
38x29x10 cm 3564007

NEW COLOR



**INSERT FOR BOX 12/13**  
26x25x9 cm 3630007

NEW COLOR: TRANSPARENT



Self-adhesive label holders for convenient marking.

**SELF-ADHESIVE LABEL HOLDER**  
9,4 x 6 cm 3404050



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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.



## BASIC BASKETS



**BASIC BASKET XS**  
19x10x5 cm (0,5 L)  
50164 50110



**BASIC BASKET S**  
25x15x7 cm (1,75 L)  
50264 50210



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



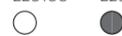
**BASIC STACKABLE L**  
42x28x17 cm (14 L)  
520914 52091



STORAGE BASKETS



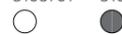
**BASKET RECYCLED 1**  
16x16x7 cm (1 L)  
225100 225644



**BASKET RECYCLED 2**  
25x17x7 cm (2 L)  
218100 218644



**BASKET RECYCLED 10**  
37x28x10 cm (6 L)  
3185781 3185785



**BASKET RECYCLED 15**  
37x28x15 cm (10 L)  
3186781 3186785



**BASKET RECYCLED 20**  
37x28x20 cm (13 L)  
3187781 3187785



**BASKET RECYCLED LABEL 2-PACK**  
2x11x19 cm  
3181781 3181785



**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.



An attractive and well-organized shelf improves category performance and makes the buying process easier for consumers.

# 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 behaviors 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.

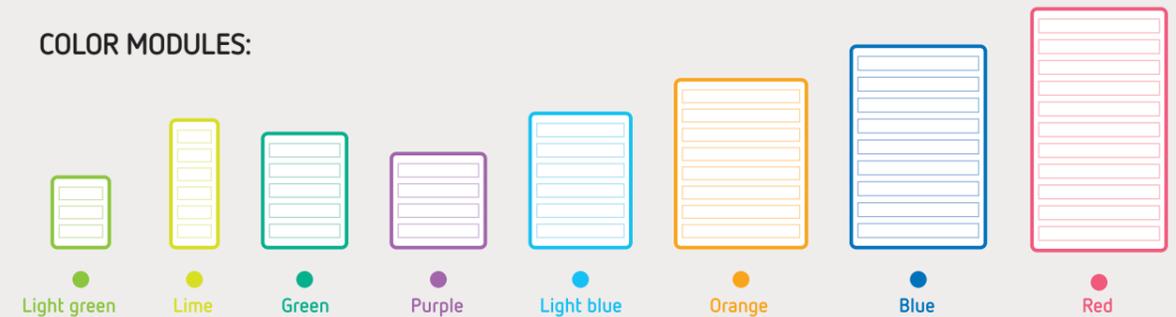
1. Visible signage
2. Clear price information
3. Product information
4. Easy access to products
5. Attractive secondary placements

# 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 colour code on the label makes it easy to pick the right lid for your box, to find other sizes stackable with your box, and to match boxes with suitable inserts..



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.



Complete the in-store visibility with SmartStore™ pop-up displays, top signs, and shelf banners.

## 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.



## RECYCLED

SmartStore™ Recycled is a sustainable, all-round storage solution that transforms plastic waste into new products. The durable boxes are perfect for example for the storage room, garage or basement.



# 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 organized point of sale creates a positive and professional image. A coherent and unified appearance also leads to a better shopping experience.

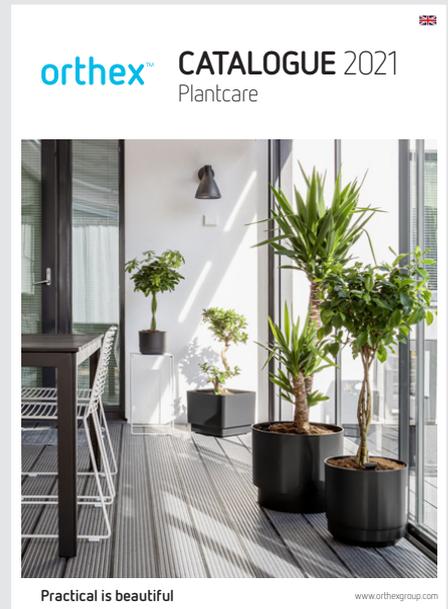
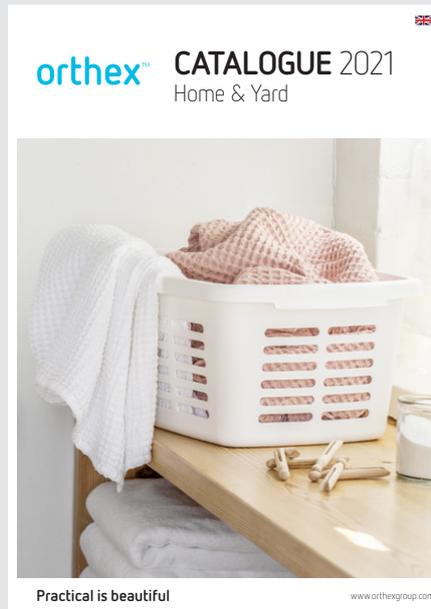
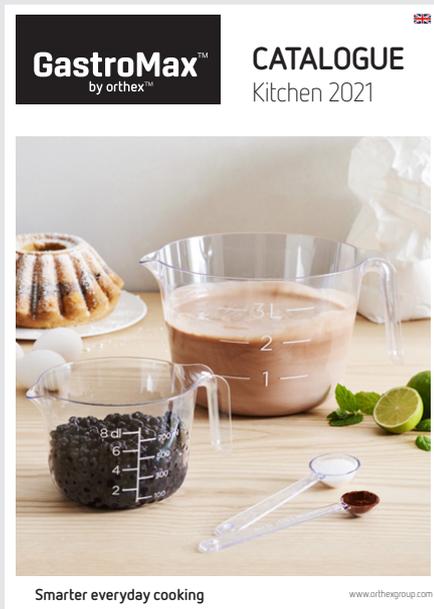


# COMPACT & COMPACT CLEAR

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.



# CHECK OUT ALSO 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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