



Orthex's Paulina self-watering pot among the winners of the Finland's Most Sustainable Product competition

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Orthex's Paulina self-watering pot is the winner in the Home & Leisure time category of the Finland's Most Sustainable Product 2026 competition. The winners are chosen by an independent sustainability panel. The purpose of the competition is to combat greenwashing by highlighting consumer products that support a sustainable lifestyle. The competition is arranged by the Nordic sustainability technology company Infine.

For each product, the panel assesses whether it enables more sustainable living and whether it is a more sustainable choice compared to alternatives in the category. The panel evaluates how the product addresses aspects such as combating climate change, promoting circular economy, decent work, human rights, enabling sustainable consumption, reducing environmental footprint, biodiversity, water use, and adherence to good business ethics.

According to the selection panel, the Paulina self-watering pot is the sustainable choice because it is made entirely from recycled material in Finland, and all production waste material is reused to create new material. In addition, the product is designed to be extremely durable and long-lasting and is manufactured using renewable energy. The production process utilizes closed-loop system for water use, which means no wastewater is generated.

"We participated in this competition because we believe responsibly manufactured products deserve visibility, and the competition provided a great platform for that. Winning brings important recognition to our product and strengthens our customers' trust that sustainability is a core value for us. That's why we are truly honored by this important acknowledgment," says Hanna Kukkonen, Orthex's Chief Marketing and Sustainability Officer.

Orthex has been using recycled plastic in its products since the 1990s, and today, for example, all of our flowerpots and balcony boxes are made from recycled plastic. More information about Orthex's Paulina self-watering pots is available here: [Self-watering pots](#).

All the 2026 winners of the Finland's Most Sustainable Product competition are disclosed here (in Finnish): [Suomen vastuullisin tuote -kilpailu - www.ostavastuullisesti.fi](#).

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Orthex in brief

Orthex (ORTHEX, Nasdaq Helsinki, Finland) is a leading Nordic houseware company. Orthex offers a broad assortment of practical and durable household products with a mission to make consumers'

everyday life easier. Orthex main consumer brands are SmartStore™ in storage products, GastroMax™ in kitchenware and Orthex™ in home and garden products. Orthex aims to be the industry forerunner in sustainability by offering safe and long-lasting products and reducing its carbon footprint by increasing the share of recycled and renewable raw materials. Read more www.orthexgroup.com.

Orthex's net sales in 2024 were 89.7 million euros. The company has customers in more than 40 countries and local sales organisations in the Nordics, Germany, France, the UK, and the Benelux.

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