



# Grocery stores pilot reusable takeaway containers – a unique trial in the Helsinki Metropolitan Area, with Orthex as a partner

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This spring, Orthex is testing reusable, deposit-based takeaway food containers and their return system in collaboration with the K Group, the S Group and several other partners. During the pilot, customers in four stores have the option to choose a reusable container instead of a disposable one for their take-away meals. The Kiertis pilot is driven by the EU Packaging and Packaging Waste Regulation, which aims, among other things, to promote the reuse of packaging.

The unique Kiertis joint pilot examines how the circulation of reusable, deposit-based containers works in practice. The pilot assesses whether reusable containers appeal to customers, whether the return system is cost-effective and what environmental impacts the system has. The pilot is part of the Business Finland funded Reusify project, a joint initiative led by VTT Technical Research Centre of Finland Ltd. and the University of Vaasa together with companies and research organisations.

A key focus of the pilot is to gather insights on how the return and washing system functions. The aim is to understand what container reuse means in the everyday lives of customers and store employees, including workflow and hygiene requirements. Orthex is supplying 10,000 reusable Kiertis containers for the trial. They feature a transparent lid specially designed for reuse, allowing price labels to be easily removed. The dark purple container is made from bio-based polypropylene, a material also used in similar food storage containers. It is designed to withstand repeated use and washing cycles. The containers have been tested from the user's perspective, taking into account different types of food, heating and microwave use. The condition and hygiene of the containers will be monitored throughout the return process, and any damaged containers will be removed from circulation.

“This pilot is a great example of what we can achieve when companies, researchers and retail chains work together toward a common goal. Consumers are at the heart of this trial, we want to understand what truly works for people in their everyday life. By combining practical insights from shoppers with the expertise of our partners, we can develop reuse solutions that are not only ecologically smarter but genuinely convenient to use,” says Hanna Kukkonen, Marketing and Sustainability Officer and Head of Product Development from Orthex.

The success of the pilot depends on customers' willingness to try a new way of doing things. Throughout the trial, the project will track how well reuse works from their perspective. At the same time, the pilot will reveal how customers respond to reusable containers and which solutions feel most natural to them.

## Every returned container provides valuable data

Each container carries a €3 deposit, intended to encourage customers to return the containers rather than keep them for home use. The deposit is refunded upon return, making it ultimately free for customers to choose the reusable takeaway container.

During the pilot, customers can select the reusable container in four grocery stores in Espoo: Prisma Lippulaiva and Prisma Sello (at the Ruokatori service counters) and, in the salad bars of K-Citymarket Sello and K-Supermarket Lippulaiva. Containers can be returned at Kiertis return machines located in the Lippulaiva and Sello shopping centres, near the bottle-return stations. The pilot started in the beginning of March. Containers will be available in the pilot stores until the end of May, and returns will be accepted until 28 June.

The following partners are participating in the Kiertis pilot: Kesko, K-Supermarket Lippulaiva, K-Citymarket Sello, SOK, HOK-Elanto, Prisma Lippulaiva, Prisma Sello, Pakkauskierrätys RINKI Oy, KiiltoClean Oy, Lassila & Tikanoja, Oy Orthex Finland Ab, UPM Adhesive Materials Oy, Upcode, Compass Group, Borealis Polymers Oy and Transbox Oy. Kiertis website: <http://www.rinki.fi/kiertis/>

Materials for media use (in Finnish) can be found via [this link](#). In addition to images, the media package includes more information about the Kiertis return system and the PPWR regulation.

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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](http://www.orthexgroup.com).*

*Orthex's net sales in 2025 were 87.2 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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