

# ANNUAL REPORT 2023



INFINITUM





Infinitem owns and manages the Norwegian deposit return scheme (DRS). Our aim is for all DRS-labelled bottles and cans to be returned and recycled into new, high-quality products.

In 2023, Infinitem achieved a deposit return rate of 92.3 per cent and a total collection rate of 96.7 per cent. All returns are recycled, and Norway is a role model for other countries.

Choosing products with the DRS label and returning all beverage containers is one of the easiest and most important things we can all do for the environment.

Return everything. Always.

INFINITUM



# Contents

6	The fight for common sense	40	Visitors from around the globe
8	Statistics for 2023	42	Receiving deposit return tourists
10	You are the role model!	44	Little Norway inspires a big world
12	Recycling is much more climate-friendly than reuse	45	Norwegian recycling habits in Italian
14	New reporting will provide control over the entire value chain	46	Working for future white winters
16	Challenging climate targets for the entire industry	50	Recycling at Arendalsuka
18	The packaging of the future has yet to be invented	52	Great numbers for festival cups
20	Not a bad solution	54	DRS Growler on summer tour
22	First with a deposit on milk	56	Most returned bottles and cans in Norway
24	Bitten by the polar bug	58	Top 20 stores in Norway
26	Bjerkvik got Norway’s most state-of-the-art sorting facility	60	Top-tier reputation
30	Robot testing in Trondheim	62	Major engagement in animal welfare
32	Local recycling facility in Rogaland	64	Illustration of the deposit return scheme
34	Colleagues across languages and cultures	66	The deposit return story
38	“Everyone” wants to learn about the Norwegian deposit return scheme	68	Board of Directors and owners
		70	Financial statements
		72	Contact details





# The fight for common sense

**The vast field of environmentalism, sustainability and recycling encompasses many actors, each with their own opinions. Not all of them are equally grounded in reality.**

While many talk loudly about sustainability and the circular economy without having the results to back it up, Infinitum continues to perfect what we believe is the world's best system for recycling beverage containers. Less than 100 hours after a bottle is returned, the plastic can be back in the store in a new bottle.

In 2023, 92.3 per cent of all cans and bottles were returned for deposit, and everything that was returned was also recycled. We continued our efforts to streamline the processing of empty beverage containers and opened a new sorting facility in Bjerkvik near Narvik. Additionally, we worked on new facilities in Trondheim and Stavanger. Better sorting and compression at these facilities mean fewer trucks on the roads, and thus even lower emissions.

We are also making continuous improvements in stores, and in 2023, several stores received conveyor systems that quickly move bottles and cans from the reverse vending machines to containers outside. The solution reduces labour, cuts down on the use of plastic bags and makes more efficient use of transport capacity.

Everything we do is based on experience, analysis and common sense. We are always learning and improving, and we stick to the facts, which is why it has been frustrating to observe the EU's work done on new packaging rules. For our area, old myths have overridden knowledge, and the EU has proposed requiring a certain proportion of reusable packaging – a system Norway abandoned 10 years ago.

The EU's proposal would be a step backward, and in 2023, we devoted significant resources to demonstrate this fact. The NORSUS research institute was engaged to conduct lifecycle analyses for our deposit system, which involves recycling, and corresponding analyses for reuse. Their comprehensive analyses show that the current system is far more environmentally friendly than a reuse system, partly because reuse requires seven times more transport capacity.

Reuse can work in limited systems, but it would be common sense to exempt Norway and other countries with good deposit systems from the requirement to wash bottles and instead focus on material reuse. That's what we're working hard to achieve. Infinitum's fight for sustainability and common sense will continue in 2024!



Kjetil Olav Maldum  
Managing Director, Infinitum





# Statistics for 2023



954,297,541  
cans returned\*

92.5%  
of all cans sold

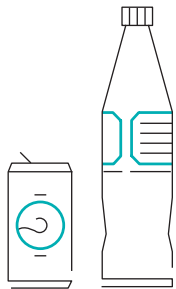
12,689  
tonnes of aluminium were  
returned and recycled



589,992,750  
plastic bottles returned

92.3%  
of all cans sold

21,833  
tonnes of plastic were  
returned and recycled



1,544,290,291  
total returns

\* Collection figures for reverse vending machines





# You are the role model!

**Ambassadors and role models have always played a key role in Infinitum's marketing. "We want to emulate those we look up to," says Randi Haavik Varberg, Communications and Marketing Director at Infinitum.**

Over time, the list of deposit ambassadors has grown long. Fra Odd Børretzen to Terje Håkonsen, Karpe, Nicolai Schirmer and Aksel Lund Svindal. In recent years, World Champion Karsten Warholm has been the face of Infinitum and the deposit return scheme. He urges the Norwegian population to return every last bottle.

"Good role models help instil good habits in people. We want to emulate those we admire," she says.

The link to outdoor activities and nature is important to Infinitum, and through partnerships with environmental and nature organisations, returning cans and bottles for deposit has become a natural habit for anyone concerned about the environment. TaVaHa (the Nordic "aloha", which means "take care of the ocean"), Nordic Ocean Watch, Pant for havet (Recycle for the ocean), and Pant for pudder (Recycle for powder) are examples of some of Infinitum's valuable environmental collaborations.

In Lofoten, the adventurous Wegge brothers, Inge and Markus, have long driven around in a car with Infinitum's logo, actively encouraging people to return all their bottles and cans.

"Returning bottles and cans for deposit is the simplest thing we can do for the environment, so it's natural for us to associate with people who are

dedicated to preserving nature in a good way. It's very exciting to work with such inspiring and talented individuals," says Varberg.

## Inspiring the world

In addition to highlighting role models, Infinitum itself serves as an example for other countries looking to learn how to implement an efficient deposit return scheme.

"Every year, we are visited by many foreign delegations wanting to see how we work so they can also create good deposit return schemes. We wanted to create a campaign about this," says Varberg.

The campaign was dubbed "Little Norway" and was created by Pulse Communications. OMD Norway handled media advice and placement.

"The film we made showed how Australia, Slovakia and Portugal are working to create their own deposit return schemes. They haven't come as far as we have, but they're on their way. The point of the films was to show how little Norway can inspire a big world," she says.

The films were shown on TV and in cinemas, and radio commercials were also produced, featuring voices speaking other languages.

"The campaign was well received, and we plan to reuse it next year," says Varberg.

## Role models

Through the work with the "sustainability school" organised by LOOP, an entire school week was dedicated to teaching primary and secondary school children about sustainability, with the deposit return scheme as a central theme. Karsten Warholm was also involved and he shared his own experiences with recycling.

"Children and young people are an important target group for us. Recycling is second nature to Norwegians, and good habits are formed early," she says.

But the real role models are not the athletes or Infinitum itself, according to the Communications and Marketing Director.

"The biggest role models are simply everyone who recycles. Everyone who consistently returns bottles and cans for deposit and knows that recycling is the simplest thing they can do for the environment. To all the role models out there, I say thank you," concludes Varberg.



# Recycling is much more climate-friendly than reuse

A new life cycle analysis shows that Infinitum’s recycling system is more climate and environmentally friendly than a corresponding reuse system would be.



The Norwegian Institute for Sustainability Research (NORSUS) is home to experts in life cycle assessments (LCAs). On Friday 8 December, NORSUS presented its report “Life cycle assessment of the current recycling system and an alternative reuse system for bottles in Norway”. The life cycle assessment compares Infinitum’s current recycling system with an alternative reuse system.

The assessment evaluates the current solution involving plastic bottles and aluminium cans, which are recycled into raw materials for new bottles and cans, against a system with reusable plastic and glass bottles.

**Based on correct assumptions**  
The assessment is groundbreaking in several aspects. The Norwegian Computing Centre made an important contribution to this work. They have developed a model that accurately and realistically simulates the reuse system. The model considers seasonal variations in bottle needs, deposit return rates, wear and tear, circulation time, damage and pollution to which bottles are subjected, as well as their lifespan before replacement. Based on this, they were able to calculate realistic trip numbers, i.e. the average number of trips each bottle can make in the reuse system.

“For the recycling system, the assumptions are known – it is the system that is currently in operation, after all. But for the reuse system, which does not exist today, we placed great emphasis on using the most relevant assumptions possible. Only then will the comparison be accurate,” says Hanne Lerche Raadal, Senior Researcher at NORSUS and Project Manager for the study.

**Transport requirements are the crucial difference**  
In the assessment, both solutions make use of the current deposit return scheme. The crucial difference between the two alternatives lies in the space and transportation requirements. In the current system, bottles and cans

are compressed by reverse vending machines, and after sorting at Infinitum’s facility, they are further compressed before being transported for recycling and turned into new raw materials, which are then made into new bottles and cans. In the reuse system, however, empty bottles need to be placed in crates or on trays and transported to sorting facilities before being transported to bottling plants. “The transport of empty bottles largely involves transporting air. This, coupled with the large distances in Norway, results in transport having significant environmental consequences in the reuse system,” says Raadal.

**Recycling results in lower emissions**  
NORSUS’s life cycle assessment concludes that the current recycling system has significantly lower greenhouse gas emissions than a reuse system would have, as shown through the LCA methodology and various modelling and recycling principles applied. Regardless of which modelling principles are used for recycling, the result is substantially lower emissions. Measured in CO<sub>2</sub> equivalents, the recycling system has 30–50 per cent lower emissions than the reuse system, depending on the chosen modelling principle.

The life cycle assessment also calculates the energy requirements for the two alternatives. Here, too, the recycling system performs significantly better, regardless of the LCA methodology used.





# New reporting will provide control over the entire value chain

**In 2023, Infinitum made a report based on the Norwegian Transparency Act for the first time. “We documented procedures that we’ve actually had for years,” says Plamena Nikolaeva at Infinitum.**

The Norwegian Transparency Act entered into force in the summer of 2022 and applies to companies with revenue exceeding NOK 70 million, a balance sheet total over NOK 35 million NOK or employs more than 50 full-time equivalents.

“We meet all three criteria, so there was no doubt that the Act applies to us. The Norwegian Transparency Act concerns both environmental and human considerations. We are a green company, and many aspects related to the environment were already in place, but we needed to document our procedures. For example, we have always considered environmental aspects when selecting suppliers, but we did not have written guidelines to document this. Now we do,” explains Nikolaeva, who is responsible for sustainability at Infinitum.

## Overview of human and labour rights

A new requirement for Infinitum is to also have an overview of the risk of violations of human and labour rights.

“This means that we have responsibility throughout our supply chain and must ensure that there are no violations of human and labour rights. That was new to us. We have started to map this through surveys we have sent to our sub-contractors, where we ask about their guidelines,” says Nikolaeva.

Infinitum’s suppliers are mostly Norwegian, and the vast majority provide services rather than products. So far, Infinitum has not discovered any violations among its suppliers.

“If it were to happen, we would first contact the relevant supplier and demand they make improvements. We would then engage in a dialogue with the supplier about the requirements and guidelines. If such a process didn’t lead to improvements, we might consider terminating the partnership,” she explains.

## Will also examine the customer side

Plamena Nikolaeva is currently working on a report for 2023, based on the

Norwegian Transparency Act. The report is expected to be completed in 2024.

“We will also start examining the customer side in 2024, such as Veolia and Novelis, in addition to their suppliers, to account for the entire value chain, both downstream and upstream,” says Nikolaeva.

The work with the Norwegian Transparency Act also affects all of Infinitum’s employees.

“Our employees need to be more aware of what is happening and if something inappropriate occurs. Everyone should know their rights and be able to report if they see something wrong. We have implemented a whistleblowing tool so that employees can submit a report anonymously, if they prefer,” she says.



# Challenging climate targets for the entire industry

In the 1990s, it was referred to as a collective packaging effort. Today, national and international requirements relating to producer responsibility are the new reality for the Grocery Suppliers of Norway (DLF Norway).

“We will have to adhere to a challenging timeline if we are to meet the ambitious climate targets set by the authorities for the coming years. It has affected the entire industry,” says Helge Hasselgård, Managing Director of DLF Norway, an interest organisation representing over 100 Norwegian and international grocery suppliers. Among them are numerous small and large players in the brewery and beverage industry, such as Lerum, Hansa, Ringnes and Red Bull. DLF Norway is also one of the founders and owners of Infinitum.

Some of DLF Norway’s key tasks include monitoring all developments related to the regulation of competition,

the competition between retailers’ own brands and independent suppliers, and market trends.

“In recent years, for example, we have noticed that people have become more price-conscious,” says Hasselgård. He explains this is the result of tougher times and poorer finances for most people.

“Customers make different choices in the store than they did before. Among other things, more people are opting for cheaper goods and hunting for deals,” he says.

## Major investments

An equally significant task for DLF

Norway is to understand and manage all the new requirements and directives that member companies must comply with. Authorities are placing responsibility on producers to ensure that packaging and packaging materials do not negatively impact the environment. “Extended producer responsibility” and “circular economy” have become key concepts. Hasselgård points to the requirement that not only bottles but all packaging in the EU should be recyclable by 2030. This also includes requirements for better design, increased reuse and a reduction in the amount of packaging waste.

“This is resource-intensive work in

every way. It will require many significant investments and a number of upheavals in the industry. At the same time, companies really do understand that something must be done to achieve the climate targets, even though it sometimes leads to consequences that are complicated to solve,” says Hasselgård.

## A pioneer

DLF Norway’s Managing Director sits on Infinitum’s Board of Directors and has been in the industry since the 1990s. He refers to the environmental measures taken at that time as “a successful collective packaging effort”:

“We asked the authorities to let us

demonstrate that we could fix this ourselves. We were allowed to do so, and we delivered,” he explains. Hasselgård specifically highlights the work done with the current deposit return scheme, where producers, suppliers and distributors joined forces to collect and recycle beverage packaging.

“For the industry, Infinitum is a pioneer, and a clear example of what we can achieve when we work together to solve significant and important challenges,” says Hasselgård, adding:

“Thanks to Infinitum, we can actually boast that we are world champions in recycling. And Infinitum has been working with producer responsibility and the

circular economy since long before they became political buzzwords and regulatory requirements,” Hasselgård asserts.

DLF Norway’s Managing Director is convinced that the Norwegian deposit return scheme will remain strong in the future.

“In the long run, I believe both the industry and consumers will have an even greater focus on the circular economy. For Infinitum, this could mean closing the loop and producing its own preforms at Heia in Fetsund, not in Sweden as is the case today,” he says.







*“Food affects both people and nature, and at REMA 1000, we aim to be responsible and make a positive contribution.”*

*Emilie Våge, Director of Corporate Social Responsibility and Sustainability*

# The packaging of the future has yet to be invented

REMA 1000’s sustainability efforts take place in their stores, in distribution and in collaboration with producers. “The entire company contributes, but it’s a process that takes time,” says Director of Corporate Social Responsibility and Sustainability Emilie Våge.

REMA 1000 has ambitious sustainability goals: climate-neutral and renewable by 2030. By 2026, they aim to have all their own lorries running on biogas or electricity, and from 2030, this will also include external carriers. On the product side, all packaging from own brands should be circular and climate-neutral by 2030. The responsibility for this work is shared by Emilie Våge, who leads REMA 1000’s corporate social responsibility and sustainability work, and Synnøve Gautesen Berg, Director of Corporate Social Responsibility and Sustainability at the subsidiary REMA Distribusjon.

“Food affects both people and nature, and at REMA 1000, we aim to be responsible and make a positive contribution. Our goal for packaging is both simple and complex at the same time. We aim to find the best packaging

possible, but we are aware that the type of packaging that will be best in 2030 probably hasn’t been invented yet. As such, this is an ongoing effort where we constantly need to streamline, optimise and design for reuse,” says Våge.

## Square containers of jam and slow-growing chickens

“One concrete measure we have taken with the packaging for our own products, for example, is to change the shape of jam containers. By making them square instead of round, they can be stacked more efficiently during transport. This way, we save many hundreds of pallets and lorry trips per year,” says Våge.

Another aspect of REMA 1000’s value chain is the production of own-brand products. An example of this is the

chicken brands Solvinge and Stange. In 2021, Norsk Kylling, a subsidiary of REMA 1000, opened a new factory that significantly reduced greenhouse gas emissions due to the use of waste heat from nearby industries, solar panels, energy storage and seawater cooling. In addition, they focus on animal welfare. The chickens produced by Solvinge and Stange are a slower-growing breed. They live longer and are more active than standard chickens.

## Renewable, smart and green solutions

“In distribution, we are also continuously working on improvements.

We aim to develop and implement good and sustainable logistics solutions for groceries. Based on the overarching goal of being climate-neutral and

SQUARE OR ROUND: Emilie Våge shows jam containers with different shaped packaging. Square containers can be stacked more efficiently during transport.



ELECTRIC LORRIES: “Together with Uno-X, REMA Distribusjon is working on charging stations for lorries,” tells Synnøve Gautesen Berg.



renewable by 2030 and reducing our environmental impact, our main focus will be on renewable energy, smart energy management and green goods transport,” says Synnøve Gautesen Berg at REMA Distribusjon, which purchases, stores and distributes goods to all Norwegian REMA 1000 stores.

“Energy is a limited resource, and through the use of solar panels and AI (artificial intelligence), REMA Distribusjon has achieved more energy-efficient buildings.

A total of 85 per cent of REMA Distribusjon’s CO<sub>2</sub> footprint comes from vehicles. In 2023, we converted several of our lorries to biogas, and we have also started using electric lorries. Infrastructure is crucial for achieving more sustainable transport solutions, and together with our sister company

Uno-X, we are working on charging solutions,” says Berg.

## No single solution

“Whether biogas or electric vehicles are the best solution depends on where in the country you are. Today, liquid biogas is only available in Eastern Norway and Trøndelag, while electric vehicles depend on a well-developed charging infrastructure,” explains Berg.

“Through the ‘Green Land Transport Programme’, organised by the Confederation of Norwegian Enterprise (NHO) and the Norwegian Environment Agency, REMA Distribusjon has been assigned responsibility as a pilot owner to expedite the construction of biogas stations.

To accelerate the transition to more sustainable fuels, we and Uno-X will

also open our charging stations to other carriers. It is important to be part of the solution to achieve the ambitious goals we have set,” says Berg.

## Infinitum board member

Since June 2023, Synnøve Gautesen Berg has also been a member of Infinitum’s Board of Directors, a role she finds both interesting and very educational.

“It’s exciting to gain insight into what such an important player for the industry as Infinitum does. Through Infinitum’s scheme, the industry comes together, and by standing together, they manage to create good solutions that are actually leading on a global scale,” says Berg, who is looking forward to learning even more about the deposit return scheme.





FULFILLING THE PLASTIC PLEDGE: Johanna Ellefsen Rostad, Director of Corporate Affairs at Ringnes, is responsible for the company's sustainability agenda. Ringnes marked a milestone in 2023 when they achieved the requirement of 80 per cent recycled material in all their plastic bottles.

# Not a bad solution

In 2023, Ringnes was able to announce that all their plastic bottles were made of 80 per cent recycled material. Yet, it was the fixed bottle caps that garnered the most attention.



Ringnes had barely sent out the announcement about transitioning to fixed bottle caps before VG, Dagbladet and several other online Norwegian newspapers published it as headline news. Just the initial announcement resulted in 45 news articles and 700 comments on VG's Facebook post within a few hours.

"We would have, of course, preferred the opposite, where the most effective measures gave us the most publicity. But we acknowledge that we have brands and products that engage people," says Johanna Ellefsen Rostad, Director of Corporate Affairs at Ringnes, responsible for the company's sustainability agenda.

## Saving large volumes of plastic

Bottle caps were not a sustainability measure initiated by Ringnes but rather an EU directive imposed on the entire industry. Ringnes was among those arguing for an exception from the directive "because 98 per cent of our bottles are already returned with the caps on".

"Additionally, our assessment was that we could have addressed this with the use of technology and established incentives, rather than physically attaching the caps. We have reverse vending machines that could have been configured to give half of the deposit for bottles returned without the caps on," says Rostad. In its public communication, Ringnes

therefore emphasised that they had no choice but were obliged to follow the EU directive.

"At the same time, it was an independent point for us to avoid using more plastic than we did with the old solution," explains the Director of Corporate Affairs.

In total, Ringnes has reduced its use of plastic by 14 tonnes annually in connection with the transition to fixed bottle caps.

"It has been an important step in the right direction to deliver on our plastic pledge, which is to reduce plastic usage by 1,000 tonnes by 2025," says Rostad.

## Milestone in plastic reduction

In total, Ringnes sold 443 million litres of drinks last year. Of this, 241 million litres were in plastic bottles. Since January 2023, all of Ringnes' half-litre bottles have contained 80 per cent recycled plastic. Last December, Ringnes also converted the very last bottles in their portfolio to a mix of 80 per cent recyclable material and 20 per cent new material.

"The transition means that we are replacing 5,500 tonnes of new plastic with recycled material annually. In addition, the recycled bottles have a carbon footprint that is about 20 per cent lower than equivalent bottles made of new plastic," explains Rostad.

## A packaging innovation

In 2023, Ringnes also published an updated report on its emissions in the value chain, which shows that the brewery has had a 28 per cent decrease in relative emissions since 2015.

"Ringnes has the Carlsberg market with the lowest carbon footprint per litre produced. Much of the decrease in our emissions is attributable to our systematic and effective efforts related to packaging. We have removed over 500 tonnes of new plastic and phased in recycled plastic in our plastic bottles," says Rostad, acknowledging that they are not quite there yet.

"Packaging still accounts for over 50 per cent of our total footprint. If we are to achieve our goal of net zero emissions by 2040, it is absolutely crucial that we continue the work of developing climate-smart packaging," says Rostad, who is optimistic about the future.

"I find it inspiring to see that more and more markets in the Carlsberg family are following Norway's lead and establishing systems for collecting and recycling packaging. There will be a big push in this regard in the EU in the coming years. In addition, there is a lot of innovation happening in packaging development, delivering a lower carbon footprint, being user-friendly and looking good," she says.



# First with a deposit on milk

When Sonja Heristad Skårland started Jerseymeieriet, she decided to produce milk in plastic bottles, and ensuring they could be returned for deposit was only natural.



The couple Sonja Herikstad Skårland and Per Ådne Skårland have been running Herikstad Farm in Rogaland since 2001. After a trip to the Czech Republic in 2019, they decided to start a dairy on the farm, and in 2021, Jerseymeieriet (Jersey Dairy) saw the light of day.

“In recent years, many Norwegian farms have started to try their hand at artisan cheese production. I had been thinking for a while about doing something more on the farm, and during our trip to the Czech Republic, we saw many local farm dairies. We decided to try it ourselves,” says Sonja Herikstad Skårland, who is the General Manager of Jerseymeieriet, which she runs together with her husband.

## More fat and more protein

The name comes from the Jersey breed of cows. Herikstad Gard is one of the few farms in Norway that has Jersey cows and is the only one that offers pure Jersey milk.

“We thought there was room for a slightly different type of milk in the

Norwegian market. We contacted Innovation Norway and were fortunate to receive funding so that we could get started. Compared to regular milk, Jersey milk has more fat and more protein. The breed itself also stands out in that it is smaller than other cows. This has advantages in terms of requiring less space, and it is also a more environmentally friendly breed because the cows eat less and thus produce less manure and methane,” she explains.

## Bottles with a nostalgic design

Climate considerations also played a role when they were choosing packaging for the milk.

“The technical equipment for paper cartons is too expensive for a startup like us. In addition, we wanted to differentiate ourselves from regular milk in cartons, where everything looks very similar. We decided to play on nostalgia and ‘the old days’ and quickly came up with the idea of using bottles,” says Skårland.

“At first, we considered glass bottles, just like in the old days, but we found several disadvantages with glass. So we had to switch to plastic bottles, and we were keen to find a type of plastic bottle that could be recycled. We needed to use coloured plastic to shield the milk from light, and together with Infinitum, we tested different bottles and labels to find



a type that fit into the deposit return scheme,” says Skårland.

## “Cool to be the first”

Deposit on milk is new, and some of Jerseymeieriet’s customers have thought that the deposit scheme means they can return to the dairy with the bottles.

“We think it’s pretty cool to be the first with a deposit on milk bottles. When we tell customers that they can return the bottles in a regular reverse vending machine, many think it’s cool, and they appreciate that the bottles can be returned. Many of our customers who

are over the age of 60 also remember back when milk used to come in bottles and enjoy getting their milk in bottles,” she says.

Whole milk and cream, which the dairy started with in its first year of operation, are the “bestsellers” and consequently also the Jerseymeieriet products that are returned for deposit the most. Of the nearly 25,000 bottles from Jerseymeieriet that were returned for deposit last year, whole milk and cream accounted for almost 86 per cent.

In 2023, the dairy also launched dessert cream, chocolate milk, cultured

milk, skimmed cultured milk and buttermilk, all with a deposit. They sell their products at their own self-service farm shop, in Meny, Spar and Obs grocery stores throughout Rogaland, and in Meny stores in Oslo, Kristiansand and Ålesund.

## Family business

Sonja runs both Jerseymeieriet and the farm together with her husband Per Ådne. She is responsible for the dairy, and he is responsible for the farming operations. Their eldest daughter is in charge of sales and marketing, while a

daughter who is still in school is responsible for making ice cream once a week, together with a cousin.

“It’s a real family business. Both my parents and my father-in-law help out a lot, and we also have three employees. We are still in the startup phase and find it very rewarding to see that things are moving in the right direction, with the curve following the budget. This could eventually lead to even more dairy products with a deposit,” says the dairy manager.





# Bitten by the polar bug

Ten years ago, it wasn't certain that Svalbard would have its own brewery. Today, a brewery visit is on the top five list of things to do in Longyearbyen.



**EXPANDING:** In 2015, Svalbard Brewery began the production of the world's northernmost beer. The brewery will be focusing on new markets in the coming years.

"I usually say that the world doesn't need another beer, but it does need a good story," says Robert Johansen, a resident of Svalbard since 1982. He used to work in the mines and as a pilot, but today, he's a full-time brewery manager. To even establish the world's northernmost brewery, Johansen had to fight a long battle to repeal a law from 1928 that prohibited the manufacture of alcohol on Svalbard.

"At that time, Svalbard was a male-dominated mining community, and the law was introduced to counteract the free flow of beer and spirits," says Johansen. Like other laws in the Svalbard community, there has been a need for innovation over the past 100 years as life and needs on the island changed. And Johansen's struggle bore fruit: On 1 July 2014, a new law on the production of alcohol on Svalbard was

passed by the Storting. But how much can you buy? The quantity you can purchase is still regulated by quotas.

## Beer by boat

Since Svalbard Brewery tapped its first beer in 2015, using water from a 2,000-year-old glacier for 16 per cent of its content, they have developed 15 varieties. Among these are four types of "mine beer", or strong beer, as it's known among connoisseurs. They are aged in oak casks and are intended to honour the miners who worked on Svalbard, such as the amber ale "Spitsbergen Gruve 3 Røde Robert". "It's not made in my honour, but for a director we once had," explains the brewery manager.

"A lot of people say it's a great beer. And a bit exotic."

Each year, Svalbard Brewery produces

between 180,000 and 200,000 litres of beer, but they have the capacity to produce twice as much. Soon, the unique Svalbard beer will also enter the German and Swedish markets. Currently, 20,000 litres are shipped by boat to the mainland, where it is sold at Vinmonopolet and at a restaurant called Den glade gris. A total of 40,000 litres go to Hurtigruten's Explorer ships, and the rest is sold in Longyearbyen and Ny-Ålesund. And it is here, at Nordpolet, that there are limitations on how much you can purchase per month. If you live on Svalbard, you must have a punch card to purchase beer (one crate) and two litres of spirits. Wine is exempt from the rules.

"Today, this is just a curiosity. Personally, I think the restrictions will be gone within ten years," says Johansen.

## Three labels per product

Since its inception, Svalbard Brewery has offered regular beer tastings three times a week and a bar open to the public on Fridays. In 2023 alone, over 5,000 visitors came to the visitor centre, where they learn about the brewery's history, take a tour and sample beers.

"Those who come here are often adventurous, and many are fascinated by the way we live here: the rugged nature, the seasons and the people. I myself was bitten by the polar bug many decades ago, and that sentiment will never go away," says Johansen.

He also emphasises that producing beer at the world's northernmost point is quite different from beer production in most other places.

"One of the biggest differences is logistics. We collaborate with Mack

in Tromsø and purchase ingredients through their agreements, but travelling there by boat typically takes ten days for a return trip. So, we have to carefully plan all our orders," says Johansen.

Since Svalbard is a tax-free community, they also have no deposit return scheme but rather their own system for collecting empty cans, which are crushed before they leave the island for recycling. In practice, this means that the brewery must create three labels per product: a Svalbard label, a mainland label (with a deposit) and a label adapted to the German deposit return scheme.

"I know it sounds strange because returning bottles and cans for deposit is ingrained in the spine of every Norwegian who comes here. Many find it odd that they don't have that option on Svalbard," says Johansen.



**EXOTIC:** Most who travel to Svalbard are looking for an extraordinary experience. Many also visit Svalbard Brewery.



# Bjerkvik got Norway's most state-of-the-art sorting facility







OFFICIAL: Per Kristian Arntzen, former Deputy Mayor of Narvik, cut the red ribbon to mark the opening of the facility.

**All beverage containers returned for deposit north of the Saltfjellet mountain range are now sorted at a state-of-the-art facility in Bjerkvik before being sent for recycling. “We are very happy and proud to have Infinitem here,” says Per Kristian Arntzen, former Deputy Mayor of Narvik.**

The facility was officially opened on Wednesday 15 March, with speeches and a celebration at Medby Industrial Park, a half-hour drive from Narvik. This is Infinitem’s third sorting facility.

“It’s especially exciting to see companies that dare to invest, think long-term and stay at the forefront of technology, as Infinitem does.” “For us in Narvik Municipality, it is incredibly important to facilitate the green transition. We have great faith in Infinitem’s future,” says Arntzen.

### World champions

Kjell Olav Maldum, Managing Director of Infinitem, is clear about why the company chooses world champions as deposit ambassadors.

“We share the same philosophy. To become the best in the world, we must constantly strive and work to become even better,” says Maldum.

Bjerkvik is located a short drive from Narvik and is strategically positioned there because the village is a hub for all

the major cities in Northern Norway. In 2022, over 150 million bottles and cans were processed at the Bjerkvik facility. All cans and bottles that are returned for deposit are recycled into new cans and bottles, in a modern reuse system.

“We have been at Bjerkvik since 2006, and the new facility will now serve as a model for Infinitem’s continued operations. We have the very latest machines and have nearly doubled our capacity from our previous facility, from three to five tonnes per hour,” says Ole-Rolf Dahlberg, Plant Manager at the facility.

He explains that they have more capacity than they actually need right now, to be prepared for future volumes.

At the opening event, there were speeches, congratulations and musical performances by Vidar Vang, a beloved local artist from Bjerkvik.



*“It’s especially exciting to see companies that dare to invest, think long-term and stay at the forefront of technology, as Infinitem does.”*

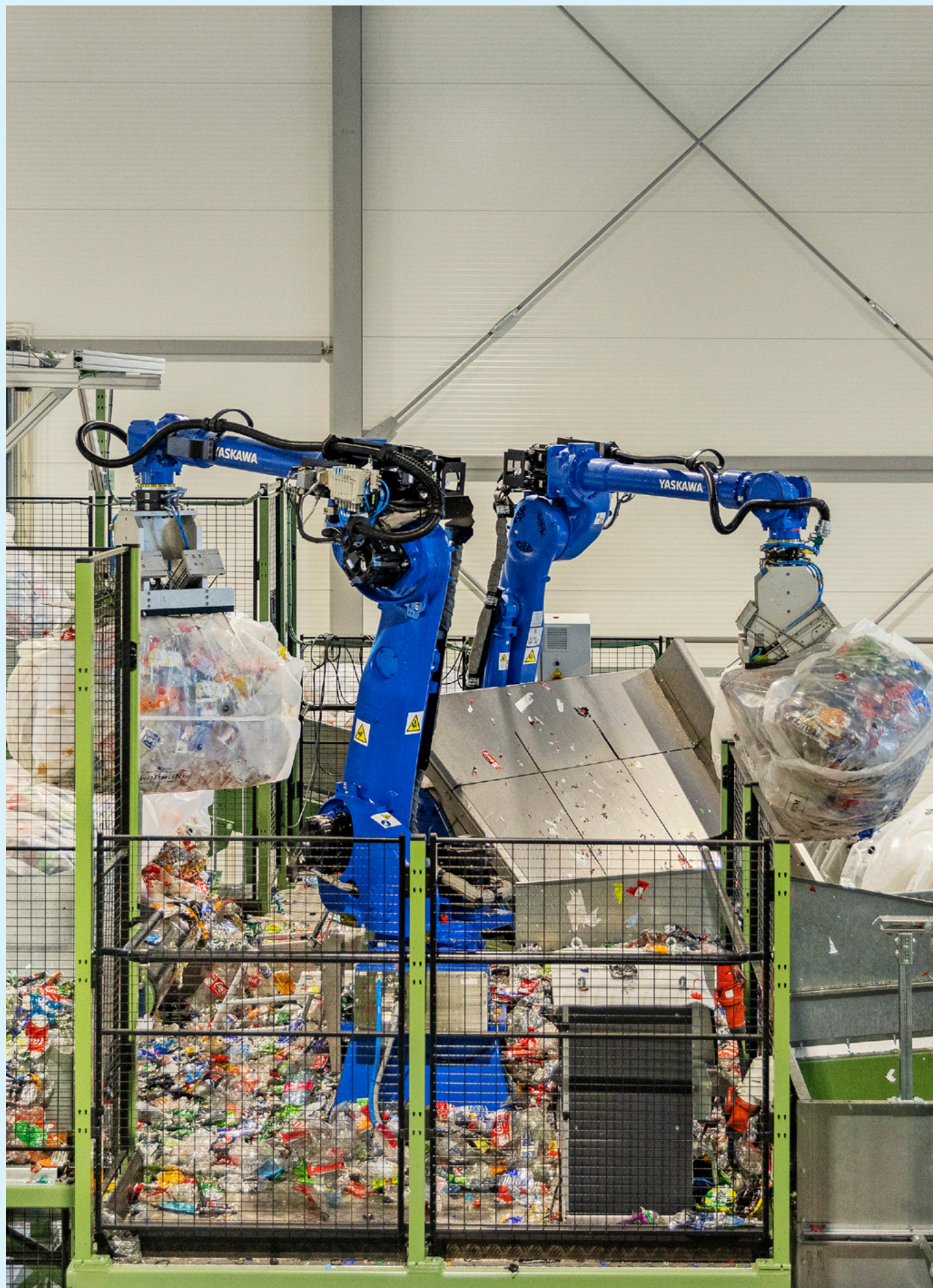
*Per Kristian Arntzen,  
former Deputy Mayor of Narvik*



A LEADER: Ole-Rolf Dahlberg is pleased to be the plant manager of such a state-of-the-art facility.







# Robot testing in Trondheim

**At their brand-new sorting facility in Trondheim, Infinitum is testing new robots for opening sacks of bottle and can returns.**

The new facility is located at Tanem, in the Vassfjellet industrial park, and spans 1,950 square metres. Previously, Infinitum had leased premises at Torgård. The facility started operations in November and is one of Infinitum's three sorting facilities. The facility employs eight people, who handle all returned bottles and cans from Molde to Bodø – currently totalling around 22 tonnes of bottles and cans per day.

“The new building represents a significant upgrade. It is both more compact and more efficient. This means we can sort better, obtain cleaner fractions and achieve higher profits,” says Torgeir Schawland, who has been the Department Manager in Trondheim since June 2023.

Now, the factory has implemented robots in the production line to streamline operations. They were developed in collaboration with Nordic Recycling Systems and Skala Robotech.

“When sacks of empty bottles and cans arrive at our facility, they are opened by robots. They shake them empty and sort the sack itself, ensuring

it also goes for recycling,” explains Schawland.

“We are currently testing this for a period, to see if the robots prove to be a better solution than manual labour. We are always looking for ways to improve, and that means trying out new things,” adds Schawland.



A LEADER: Torgeir Schawland is the manager of the new facility.







# Local recycling facility in Rogaland

The Stavanger facility will be Infinitum's fourth and will mainly receive all returned bottles in Rogaland. That will amount to around 200 million units a year.



"We're constantly working on improving our processes. This is a significant step towards becoming even more efficient and environmentally friendly. And it's fun to build factories," says Sten Nerland, Director of Logistics and Operations at Infinitum.

Until now, everything that has been returned for recycling in Western Norway has been sent to our main facility at Heia in Fetsund. The establishment of the new facility in Stavanger will alleviate pressure in Fetsund and reduce the transportation of empty DRS-labelled bottles and cans by many kilometres.

"Norwegians are the best in the world at recycling, so we need to expand, now in Rogaland," says Nerland.

The site is located outside Stavanger, between Ålgård and Gjesdal, and construction started in September. Betonmast is responsible for the construction. "This is the fifth facility Betonmast is building for us, and we are very satisfied," says Nerland.

The building is expected to be completed in May/June 2024, before being equipped with the latest and best factory equipment on the market. Infinitum expects to start operations in the autumn of 2024.

## Strategic location

The sorting facility will be approximately 1,600 square metres and handle five tonnes of empty bottles and cans per hour. Infinitum's facilities can operate around the clock, all year round. The main facility at Heia has not had any production stoppages for over ten years.

"The location of the facility is not random, as there are good transport options both southward and northward. This gives us a bit more flexibility to upgrade the other facilities from time to time without having to stop operations," says Nerland.

## New jobs

Each facility is an upgrade from the previous one, where lessons have been learned from mistakes and improvements made. In addition to better efficiency, the facility will also create new jobs in the Stavanger area.

"We expect to hire around seven people to operate the Stavanger facility and ensure that everything is sorted and sent for recycling. Everything that comes to us is recycled, including cans, bottles, caps and deposit bags," says Nerland.





# Colleagues across languages and cultures

In 2023, Infinitum's facility at Heia employed people from 18 countries, which has been a great learning opportunity for both staff and management.

COLLEAGUES: Fitsum Ghebreyasus, Slaven Vukadin, Ståle A. Maldum, Othman Allahmad and Mohamed Osman work together at the Heia production facility.





IN 2023, HEIA HAD EMPLOYEES FROM THE FOLLOWING COUNTRIES: Bosnia, Ivory Coast, Eritrea, Ethiopia, Congo, Croatia, Lithuania, Norway, Poland, Romania, Serbia, Somalia, Sri Lanka, Sverige, Syria, Ukraine, Hungary and Vietnam



“Here, everyone is kind to each other,” says **Fitsum Ghebreyasus** (50) from Eritrea.

He has been working at Heia for over ten years, after arriving in Norway as a refugee in 2009. Today, he lives in Skjetten with his wife and two children, aged 10 and 12.

“I enjoy my job. We do different things in the production facility every day, so the work isn’t boring,” he says.

Every day, around the clock, at Heia in Fetsund, Infinitum receives up to 90 lorries full of beverage containers returned for deposit. This corresponds to something like 10 tonnes an hour, divided between two loading bays. The employees work shifts and rotate tasks.

#### Established a family

**Othman Allahmad** (34) came to Norway after fleeing war-torn Syria. He has been working for Infinitum since 2015 and enjoys his job.



son were able to move from Syria to Rælingen, where the couple bought a house and had two daughters.

In 2023, employees from 18 different countries, such as Vietnam, Sri Lanka, Congo, Poland, Bosnia and Croatia, worked at Heia.

Ståle A. Maldum, Department Manager at Heia, says that they all work well together, across languages and cultures.

“It’s a good thing. We have many employees who don’t hesitate to pitch in and help out,” he says.

#### Offered Norwegian courses

The majority of them have come to Infinitum through staffing agencies or the Norwegian Labour and Welfare Administration (NAV). Others have taken the initiative themselves and applied independently, some with impressive resumes from their home

“It’s a good job. I’ll stay here as long as I can,” he says.

Before fleeing his homeland, Othman was a shepherd. When he got a permanent job in Norway, his wife and



countries, others without formal education or Norwegian language skills. “I’m committed to giving people an opportunity. They are my most important resource,” says Maldum.

Although there is little turnover among the staff, the department manager believes it is important that those who want to can eventually move on.

“I sometimes give those who have acquired both work skills and good enough Norwegian language skills a little push. For instance, we have previously employed a lawyer, a physiotherapist and an IT specialist,” he says.

If the employees cannot speak Norwegian, Infinitum ensures they receive language training.

“It is important to be able to speak Norwegian, especially with regard to HSE,” says Maldum.

#### Worked their way up

Most of our employees understand the

cars and stuff,” says **Slaven Vukadin** (44) from Serbia. He has worked at Heia for the last six years and has worked his way up to assistant shift manager.

“It’s not a difficult job, and I can also help out where needed,” he says.

“Slaven has a positive attitude, determination and the expertise we need,” says Maldum.

When the 44-year-old came to Norway, it was to give his son “a better life”.

“Norway offers better opportunities to succeed than Serbia. There are much better systems here than there,” he says.

**Mohamed Osman** (26), from Somalia, supports Slaven’s opinion. He fled alone to Norway at the age of 16 and has been employed at Heia for the last five years.

“No day is the same. One day I’m at the sorting station, another day I’m driving a lift truck,” he says.

importance of knowing the language.

“At work, we speak Norwegian together. During lunch, we can share stories from our home countries, talk about our culture or discuss women and







SEEING AND LEARNING: Nicholas Hodac from the European Beverage Association (Unesda) in Belgium believes that the Norwegian deposit return scheme involves a well-established mindset – throughout the population. Here, in conversation with Infinitum’s Managing Director, Kjell Olav Maldum.

## “Everyone” wants to learn about the Norwegian deposit return scheme

**Infinitum’s facility at Heia is a popular destination for beverage manufacturers, brewery associations and companies from around the globe. In 2023, Infinitum received delegations from 10 countries looking to learn about the Norwegian deposit return scheme.**

“It’s a very efficient system, perhaps the best in the world,” says Emmanuelle Caderas de Kerleau from Coca-Cola Europacific Partners (CCEP) in France.

Along with colleagues and representatives from beverage manufacturers in Spain, Germany, the UK and Belgium, she saw firsthand how thousands of bottles and cans are sorted, packed and sent further in the system.

“In France, there’s a big disagreement about what kind of system we should have. It will be important to bring back our experiences from Norway,” says de Kerleau, who works with government relations in her home country.

Over the past year, many delegations from various countries have visited Heia with the same goal as the guests from this particular international delegation, including representatives from Slovakia

and Korea.

Kjell Olav Maldum, Managing Director of Infinitum, describes the visits as educational and helpful.

“We often receive input that confirms we’re on the right path, but also questions that help us find better ways of doing things,” he says.

### Many questions

Is all PET plastic reused as new bottles? Who benefits from the scheme? What about glass bottles and drink cartons? And how eternal is a plastic bottle, really?

There are rarely shortages of questions when Kjell Olav Maldum explains the

Norwegian deposit return scheme to foreign delegations.

The meeting room at Heia has large windows into the production facility, allowing visitors to get a close-up look at the sorting belts.

“A similar facility could be built anywhere. It’s interesting to see the mindset and how the value chain works,” says Nicholas Hodac from Unesda in Belgium.

For him, it’s unthinkable to return bottles to stores in his home country.

“We sort bottles as regular waste and get nothing in return for it,” he says.

Neither Belgium, France, Spain or the UK currently have a system similar to the Norwegian deposit return scheme. In most of these countries, beverage containers are collected through regular municipal waste collection – without the consumer getting anything back.

### Born into it

According to deposit expert Ole Lund Haugen, Norwegian consumers have much greater environmental awareness than in these countries. He has worked with the Norwegian deposit return scheme for his entire career.

“We have long-standing deposit



IMPRESSED: Emmanuelle Caderas de Kerleau from Coca-Cola European Partners (CCEP) in France was among the guests who visited Infinitum’s facility in April.

traditions in Norway, and we have good incentives to make it work. Norwegians are born into a system where it’s natural to return used bottles to the store for the deposit. That’s not the case in other countries,” he says.

Tord Bergesen at CCEP Norway has taken brought delegations from the UK to Infinitum in the past year.

“We call it a ‘Learning Expedition’, and it generates great interest. Part of the reason is the EU’s new packaging

directive, which sets new requirements for collection and reuse,” he says.

Emmanuelle Caderas de Kerleau believes that in the long run, Europe-wide regulations will help achieve a higher level of collection – also in France.

“We often hear that it’s difficult to achieve, but it’s not. It’s about how we organise it,” she says.





# Deposit return schemes around the world

In 2023, Infinitum received visitors from at around the globe.





# Receiving deposit return tourists

**Tord Bergesen is Senior Manager Public Affairs at Coca-Cola Europacific Partners (CCEP). He also hosts delegations that visit Norway to learn about the Norwegian deposit return scheme.**



GAINED INSPIRATION: Top row, from left: Inger Marie Ingdahl, Kjell Olav Maldum, Delphine Close, Hedi Hichri, Ole Lund Haugen, Ignacio Calvo Martin, Rosie Bartram, Nicholas Hodac, Ana Gascón, Andreas Vetter. Bottom row, from left: Carlota Crespo, Beatriz Blasco, Emmanuelle de Kerleau, Tord Bergesen.

Since the current deposit return scheme was introduced in Norway in 1999, countries all over the world have wanted to visit to see and learn. Over the past four or five years, interest has been particularly high.

“This is due to a specific trend in Europe, where there is a move towards increased use of deposit return schemes. Those who come want to learn from markets that have working schemes,” says Tord Bergesen of CCEP.

He emphasises that there is a significant difference in how far different countries have come in developing such schemes and that it takes time to implement new solutions.



LOTS OF VISITORS: In 2023, Tord Bergesen received several visiting delegations at Heia.

“For example, the UK has sent several delegations to Norway. Now, they have decided to put the introduction of a new deposit return scheme on hold,” says Bergesen.

## Lots of questions

Other countries have introduced various deposit return schemes, which differ to a greater or lesser extent from the Norwegian scheme. They come to Norway to see potential opportunities for improvement.

“It is difficult to tailor something that suits every country, but we are constantly learning from each other,” says Bergesen.

He explains that foreign delegations always ask lots of questions, but one in particular keeps coming up: When and how will Norway achieve a 100 per cent return rate on cans and plastic bottles?

“Our answer is that even though everyone in Norway knows what a DRS-labelled bottles and cans are – and what to do with them – there is still a small percentage that end up in the wrong place, such as in residual waste. This is something we are continuously working to improve,” says Bergesen.

## Educational visit

According to him, CCEP is keen to showcase “their ambitions as the world’s

largest beverage producer”.

“We have set a goal to collect every can and bottle we put on the market. To achieve that, we must be able to show how we’re working to accomplish it,” he says.

All visiting delegations receive an introduction to the Norwegian deposit return scheme, from when a can or bottle is returned at a store until it ends up at Infinitum in Heia. “We always visit a few of stores, and sometimes a kiosk or gas station. We also occasionally visit a hospitality business to see what they do with glass packaging,” he adds.



# Little Norway inspires a big world

Slovakia, Australia and Portugal are three of many countries that have been inspired by Norway's deposit return scheme. "With this campaign, we wanted to show that what we do for the environment in Norway has an impact on the rest of the world," says Randi Haavik Varberg, Communications Director at Infinitum.

Delegations from around the world have been travelling to Norway for many years to visit Infinitum's facilities in Fetsund and learn the secrets behind the world's best deposit return scheme. Several countries have developed their own deposit return schemes, while others are in the planning stages. Many of them have returned home with valuable insights from their visits to Infinitum.

"The effort we put into the deposit return scheme in Norway proves to the world that what we are doing in little Norway works, and more countries are following suit," says Varberg.

In 2023, Infinitum ran a campaign focused on three of these countries: Slovakia, Australia and Portugal. Portugal has not yet implemented its own deposit return scheme but is currently working

on legislation that would require retailers to accept bottles and cans for recycling. On the other hand, Slovakia and Australia are well underway. Slovakia exceeded its own target of 60 per cent recycling in its first year of operation.

"The campaign has been very well received, and we also plan to run it again next year," says Varberg. OMD provides media advisory services for the campaign.



INSPIRING: Screenshot from the campaign, which ran on both TV and in cinemas in 2023.

# Norwegian recycling habits in Italian

IMPRESSED: The Italian reporter from Rai3 visited several places in Norway to illustrate how the Norwegian deposit return scheme works.

**In the spring of 2023, Italian TV viewers were given a detailed overview of the Norwegian deposit return scheme.**

The Italian TV channel Rai3 HD sent a film crew to Norway, where they met a Norwegian-Italian family living in Oslo.

At the family's home, the Italian reporter received an introduction to their recycling habits, where the responsibility for empty bottles and cans is given to their youngest son, Francesco.

In the TV segment, the eight-year-old reveals that he has earned NOK 4,036 from his recycling job, which he does once a week.

"Everyone uses the word 'deposit' for empty bottles and cans," explains the reporter, who is clearly impressed that she doesn't see a single empty bottle lying on the street.

Instead, she is wide-eyed when she meets a man with bags full of empty

bottles and cans, on his way to the store to return them.

"In Norway, everyone knows that bottles have value," emphasises the reporter.

**Far from the goal**

The TV segment refers to the new EU directive, which states that all member states must achieve a collection rate of 90 per cent for bottles and cans by 2029.

The reporter explains that they are in Norway to see how "the best recycling system in the world" works.

TV viewers are taken to Infinitum's facility at Heia, which receives 80 to 120 trucks of empties every day. At Heia, everything is sorted, cleaned and turned into pellets – which are then used to make new bottles, explains Managing Director Kjell Olav Maldum, whose voice is dubbed into Italian (!) for the occasion.

As of now, Italy has seven billion bottles and cans that are not being recycled, despite the country having an existing waste sorting system.

"Italy is at least 70,000 tonnes away from the goal of a 90 per cent collection rate," the reporter points out.

**Expensive and unnecessary**

The TV segment also features Enzo Favoino, Scientific Coordinator for Zero Waste Europe. Favoino is working to introduce a recycling system in Italy but is facing resistance, including from packaging manufacturers who believe such a system would be unnecessary and expensive. They point out that it would cost EUR 2 billion to install 100,000 recycling machines in Italy.

Favoino highlights the challenge facing the country: on one hand, they need to reduce the use of single-use plastics, and on the other hand, ensure that used plastic is reused as efficiently as possible.

"We know that no country will manage to reach the goal set by the EU directive without deposit systems," says Favoino.



# Working for future white winters

Will future winters have significantly less snow than now? That's a question on many people's minds, including at Infinitum. Together with the organisation Protect Our Winters, Infinitum is behind the campaign "Pant for Pudder" (Recycle for powder), aimed at engaging more people to recognise the importance of actions like returning bottles and cans for deposit.







ENGAGEMENT: The “Pant for pudder” (Recycle for powder) campaign has a presence wherever snow and winter enthusiasts gather. The goal is to generate engagement around climate initiatives, including by returning bottles and cans for deposit.

“Pant for pudder” (Recycle for powder) started in the winter of 2016/2017 and has since been present at Norway’s most important winter festivals. In the 2022/2023 season, Pant for pudder was present at events such as Torshovdalen Snowfest, Skitest Weekend in Hemsedal, the Norwegian Snowboard Championships in Hovden, the X2 Festival in Ørsta/Volda, Open Class in Myrkdalen, High Camp Turtagrø in Jotunheimen and Strynefestivalen.

At these events, Pant for pudder ensures that there are good solutions for collecting empty cans and bottles by setting up numerous bottle-shaped and well-marked collection bins. They also engage in awareness-raising activities, informing everyone present about the importance of returning all cans and

bottles for recycling, thus saving energy and reducing greenhouse gas emissions. Additionally, they ensure that the message is conveyed through the festivals’ own communication channels, such as websites and Instagram accounts.

The team working on Pant for pudder has also made sure to have Protect Our Winters incorporate the campaign’s messages into their activities throughout the year, including at second-hand markets and themed evenings.

The goal of Pant for pudder is to show everyone who loves snow and winter that they can influence the environment and climate through their actions, including by recycling. Hopefully, this will contribute to ensuring that future winters have enough snow for all types of winter activities.

## Protect Our Winters Norway

is the environmental and climate organisation for winter sports enthusiasts. They work to change attitudes and raise awareness of the environment and climate in the skiing and snowboarding community. Together with Infinitum, they operate the project “Pant for pudder” (Recycle for powder).







## Bottles and cans returned for deposit at Arendalsuka raised NOK 10,000 for the Arendal Red Cross

**In 2023, for the first time, there were 15 deposit return barrels scattered throughout Arendal city centre during Arendalsuka. "We raised over NOK 10,000, which has contributed to increasing our emergency preparedness," says Frans Thu of the Arendal Red Cross Search and Rescue Corps.**

Arendalsuka, an annual Norwegian political engagement event, has clear environmental requirements and has had a ban on single-use plastics since 2020. Last year, a new initiative involved a collaboration with the Red Cross and Infinitum to collect bottles and cans.

"We haven't had a scheme for collecting bottles and cans before. Our visitors have had to keep their bottles and cans and return them to stores for deposit, and there has been demand for a simpler solution. We are very pleased with the collaboration with the Arendal Red Cross Search and Rescue Corps and Infinitum for collecting bottles and cans. We found this to be a very good offer to our visitors," says Helle Ruhaven, Project Manager for Arendalsuka.

### More deposit return barrels in 2024

The deposit return barrels were heavily used and collected over NOK 10,000 for the Arendal Red Cross Search and Rescue Corps.

"The bins worked very well, and we

noticed that the weather affected the amount of bottles and cans we received. On sunny days, the bins were full, while on rainy days, we received less. It was an experiment last year, with 15 bins," says Frans Thu, Deposit Return Coordinator at the Arendal Red Cross Search and Rescue Corps.

"If the Arendal Red Cross wishes and has the capacity to have more bins during Arendalsuka in 2024, we would of course be pleased to make that happen," says Ruhaven about further collaboration.

### Almost 100,000 bottles and cans collected

The Arendal Red Cross Search and Rescue Corps collects bottles and cans returned for deposit at nearly 30 different locations in Arendal throughout the year, such as cottage areas, boat harbours and apartment block basements. They have been doing this since 2009, and after Arendalsuka last year, they had collected 100,000 bottles and cans, equivalent to between NOK 200,000 and 250,000. In 2022, a total of

80,000 bottles and cans were collected.

"We have a 20-foot container that we fill up before we send the bottles and cans to Infinitum. It typically takes two to four months between each shipment. The deposit money is very important to us. It goes to the Arendal Red Cross Search and Rescue Corps, and we use that money to buy important equipment, such as climbing gear and sea rescue equipment to ATVs. We also use the funds to train our volunteers. In addition, the money from 'Pantelotteriet' (the deposit lottery), which go to the entire Arendal Red Cross, are also an important source of funding," says Thu.

"It's great that Arendalsuka makes it easy for guests to return empty bottles and cans, ensuring they all go for recycling. It is the easiest thing you can do for the environment. And it's great that the money can go to the Red Cross's important activities," says Randi Haavik Varberg, Director of Communications at Infinitum.



DEPOSIT RETURN BARRELS At Arendalsuka in 2023, visitors could donate their bottles and cans for the first time. The money raised went to the Arendal Red Cross.



# Great numbers for festival cups

Over the past three years, around 50 festivals have implemented festival cups, which are collected and recycled. “People have been very enthusiastic,” says Eirin Martina Berg, Environmental Coordinator for Tons of Rock.



**POPULAR PLASTIC CUPS:** Festival cups go into the same deposit return scheme as regular recyclable plastic bottles. The Tons of Rock festival and Environmental Coordinator Eirin Martina Berg have positive experiences with these cups.



The annual hard rock and metal festival held at Ekebergsletta in Oslo is one of several festivals that have had positive experiences with festival cups. Last year, the rock festival had around 100,000 visitors, and a total of nearly 750 sacks of festival cups were collected. That corresponds to more than eight tonnes of plastic.

“People have been very enthusiastic and are good at recycling, as long as we give them good opportunities to do so. This year, we set up more collection points with clear signs, making it easier for people to sort recyclables,” says Eirin Martina Berg.

In 2024, Tons of Rock will be celebrating its 10-year anniversary as a rock festival. At the same time, Berg hopes that the festival will set a new record for the number of collected festival cups.

“The cups go into the same deposit return scheme as regular recyclable plastic bottles. This means that the plastic is recycled and reused. Festival cups are an effective contribution to reducing our environmental footprint,” says the Environmental Coordinator.

### Requires little effort

Every year, over 80 music festivals are held in Norway, and more and more of them are using the new, recyclable plastic cups. Last year, Infinitum collected over two million such cups, equivalent to nearly 28 tonnes of plastic.

“Recyclable cups are currently the most effective solution for festivals. They require little plastic, are easy to collect

and require less energy to recycle than the alternatives. It’s much better for the environment than discarding plastic as residual waste,” says Kjell Olav Maldum, Managing Director of Infinitum.

The scheme for the environmentally efficient collection of festival cups was introduced in 2019 but was first used in 2021. At present, the initiative targets festivals and comparable events constrained by both time and location, yet it holds potential for future expansion.

Maldum emphasises that Infinitum does not organise the deposit return scheme for festival cups. However, if desired, organisers can set up a deposit solution as an incentive to boost collection rates.

### Simple solution

At the same time, the festival cups must be collected in separate Infinitum bags containing only the correct type of plastic cups.

“The plastic in the cups must be of the same type as the plastic bottles currently used for soft drinks and bottled water,” says Maldum.

Erlend Fuglum, CEO of Norwegian Beer and Soft Drink Producers, has previously stated that the solution is both simple and un-bureaucratic.

“At a price all beverage suppliers and organisers are comfortable with, Infinitum will collect used plastic cups and recycle them. This helps to prevent littering, reduces the use of oil and strengthens the circular economy in Norway,” says Fuglum.



# DRS Growler on summer tour

Karsten Warholm and thousands of children and young people have already tried the DRS Growler. During the summer of 2023, the DRS Growler went on tour all the way from Trondheim to Mandal, with a stop at the Norway Cup.



The DRS Growler, developed by Infinitum in collaboration with Vitenparken science park in Ås, is a machine, or a hamster wheel if you will, that allows you to physically feel how much energy you save by returning a bottle. When you run inside the large wheel, energy is generated. The amount is quantified based on the number of bottles returned, and at irregular intervals, the machine emits a loud growl.

"It's quite tough to generate enough energy to equal many bottles, and it really is supposed to be easier to return them. However, most people who try it get carried away. We have examples of children and young people running so fast that they almost throw up," says Nina Croft, Sales and Marketing

Director at Vitenparken.

According to calculations made by Infinitum, the energy you save by returning one bottle, for example, is enough to fully charge a mobile phone 70 times.

"The DRS Growler is our way of showing just how efficient deposit return is for the environment," says Randi Haavik Varberg, Communications Director at Infinitum.

## Visits around the country

To make the competition even more fun, this year's DRS Growler was upgraded with a new timing system, which also displays the current high score.

"In addition, we have included some

fun facts that appear on the screen along the way," says Croft.

Infinitum sent the DRS Growler on a summer tour, visiting places such as Trondheim, Bergen, Kristiansand and Arendal. And one thing is for sure, there are many who are eager to try it.

## Popular "charging station"

"When we launched the DRS Growler a couple of years ago, it was programmed to run in a hundred bottles. We quickly found out that it was too little. At a scout camp, for example, they managed almost 4,000 bottles in three hours. This may be because they were able to charge their phones as they ran," says Herman Tandberg, the industrial designer behind the DRS Growler.

The machine he developed together with a small team has gradually become a small attraction. Tandberg believes that part of the success is because the DRS Growler is very easy to understand.

"Everyone wants to try running in it, both children and adults. Even though I am almost two metres tall, I fit in just fine. We realised the importance of including handles when we tested the first version, to put it that way.

Norwegian summers often mean experiencing four seasons in one day, but the DRS Growler stood up to both wind and rain. Despite heavy rainfall, there was a queue every day at the Norway Cup, with several lucky daily winners walking away with cinema gift cards."







# Most returned bottles and cans in Norway: “It’s fantastic!”

**Obs City Lade was the grocery store that received the most bottles and cans for recycling in all of Norway last year. A total of 8,624,173 empty bottles and cans were collected, marking a 17 per cent increase from the previous year. The store manager attributes this growth to a customer-friendly deposit return scheme.**

After many years among the top contenders, but not at the very top of the podium, Trøndelag and Obs City Lade emerged as the DRS winners for 2023. Obs Lillestrøm and Viken county held the title for several years, but it has now shifted northward.

“We are receiving truly enormous volumes,” says Store Manager Anders Næss, who isn’t particularly surprised.

“We are Norway’s largest grocery store, so it reflects in the numbers,” he adds.

He believes that the reason many in his area choose to return their bottles and cans at Lade is due to the R1 reverse vending machines, two machines that allow you to pour over 100 bottles and cans into the machine at once, instead of one by one.

“We have the reverse vending machines in a separate building, where customers can drive straight in and drop off their returns,” explains Næss.

### Important environmental initiative

Over 1.5 billion DRS-labelled bottles and cans were returned in Norway in 2023. This led to large amounts of plastic and aluminium being recycled into new cans and plastic bottles.

After being deposited into the machines at Obs City Lade, compacted bottles and cans are sucked straight into a container and sent off for recycling at Infinitem’s newest facility in Trondheim.

The store manager expresses his

satisfaction in contributing to such an important environmental initiative.

“I would estimate that we empty the container two to three times a week. In December, it’s even more frequent,” says Næss.

### More products from Vinmonopolet

In total, there are 7,600 DRS-labelled products registered with Infinitem. Well over 90 per cent of all DRS-labelled beverage containers are now being returned.

“The recycling of empty beverage

containers brings significant environmental benefits. This way, we save enormous amounts of energy and achieve a considerable reduction in greenhouse gas emissions,” says Randi Haavik Varberg, Communications and Marketing Director at Infinitem.

In 2019, Vinmonopolet initiated a focus on climate-smart packaging and began selling a range of products within wine and spirits with DRS labels. Currently, there are over 70 different types of wine and over 70 spirits products that can be returned for deposit.

“We also see that more and more products from Vinmonopolet are coming into our facilities, and the return rate for these products is increasing every year. So, a big thank you to everyone who returns bottles and cans and to all the store staff who forward all the empty containers to us,” concludes Varberg.

### Trøndelag top 10 list

1. Obs City Lade	8,624,173
2. Obs City Syd	7,940,915
3. EXTRA Stjørdal	3,848,698
4. Obs Steinkjer	3,684,044
5. EXTRA Verdal	3,550,032
6. EXTRA Namsos	3,397,159
7. EXTRA Brekstad	1,877,501
8. EXTRA Rissa	1,350,959
9. EXTRA Grilstad	1,331,042
10. EXTRA Melhus	1,227,006

Across Trøndelag, more than 141,500,000 million bottles and cans were returned for deposit in 2023.



# Top 20 stores in Norway

Number of returned bottles and cans

Obs City Lade, Trondheim:	8,624,173
Obs City Syd, Trondheim:	7,940,915
Obs Lillestrøm, Lillestrøm:	7,905,502
Obs Tromsø, Tromsø:	7,811,715
Obs Haugenstua, Oslo:	6,701,483
Obs Haugesund, Haugesund:	6,532,107
Obs Sørlandssenteret, Kristiansand:	6,482,042
Obs Mariero, Stavanger:	6,444,865
Obs Arendal, Arendal:	5,801,441
Meny Saga, Skien:	5,621,995
Obs Harstad, Harstad:	5,272,778
Obs Vinterbro, Ås:	5,267,082
Obs Bodø, Bodø:	5,169,847
Obs Bryne, Time:	5,120,390
Obs Jessheim, Ullensaker:	4,991,971
Obs Olrud, Ringsaker:	4,576,636
Kiwi XL Ligosenteret, Drammen:	4,523,833
Obs Mo i Rana, Rana:	4,326,829
Obs Rudshøgda, Ringsaker:	4,190,872
Obs Rygge, Moss:	4,180,742



## Obs Elverum

Last year, 2,556,348 bottles and cans were returned for deposit, compared with 1,989,275 the year before. That's an increase of 29 per cent.

*"Our customers have become accustomed to the new way of returning bottles and cans. Most of them come here with large bags that they pour into the machine. Receiving the most bottles and cans in Elverum is very good, especially because we've faced increased competition in the market over the past year."*

Obs Manager Simen Steigedal

## Kiwi Lundehaugen

Last year, 1,311,963 bottles and cans were returned for deposit, compared with 1,227,397 the year before. That is an increase of 7 per cent.

*"It's awesome! At the same time, we're a city district experiencing significant growth and have seen a large increase in the number of customers from year to year. The deposit return figures likely follow the flow of customers."*

Store Manager Tone Gustafsson



## Rema Røros

Last year, 655,642 bottles and cans were returned for deposit. That is the highest figure in the entire Røros area.

*"The electricity prices and the weather affect us a lot because we have many cabin tourists as customers. Fortunately, the majority of our DRS customers are local, and they return bottles and cans every day of the week. We get to meet a lot of lovely people in our work."*

Grocer Nils Martin Tidemann



# Top-tier reputation

The Norwegian people like and trust Infinitum. This is evidenced by the reputation measurement tool Traction, which gives the company a reputation score of 82, thus indicating an “excellent reputation” throughout 2023.

“We rely on trust and people liking us. That’s why we continuously measure our reputation,” says Randi Haavik Varberg, Communications and Marketing Director at the company. She is very pleased with the high score, which places Infinitum at the top tier among Norwegian companies.

The company’s reputation is measured by Norstat on an ongoing basis, providing Infinitum with a

comprehensive overview of how the population perceives the company.

**Top tier**

Apeland communications agency measures the reputation of over 100 companies and organisations on an ongoing basis. Infinitum is among the companies that consistently comes out on top.

“Infinitum has a reputation score

above 80, which means the company has an excellent reputation. Only a handful of companies, such as Vinmonopolet, Finn.no, TINE and Vipps, have the same position among the population,” says Apeland’s Miriam Gressli Edvardsen.

An analysis of the results shows that Infinitum’s reputation is slightly better among women than among men and better among those under the age of 40 than over.

“It is quite common for women and younger people to be more positive towards companies, but Infinitum holds a strong position among all groups. In addition to a good reputation score based on emotional questions, the company receives an excellent score on rational questions about quality, management, innovation, ethics and climate efforts,” tells Edvardsen.

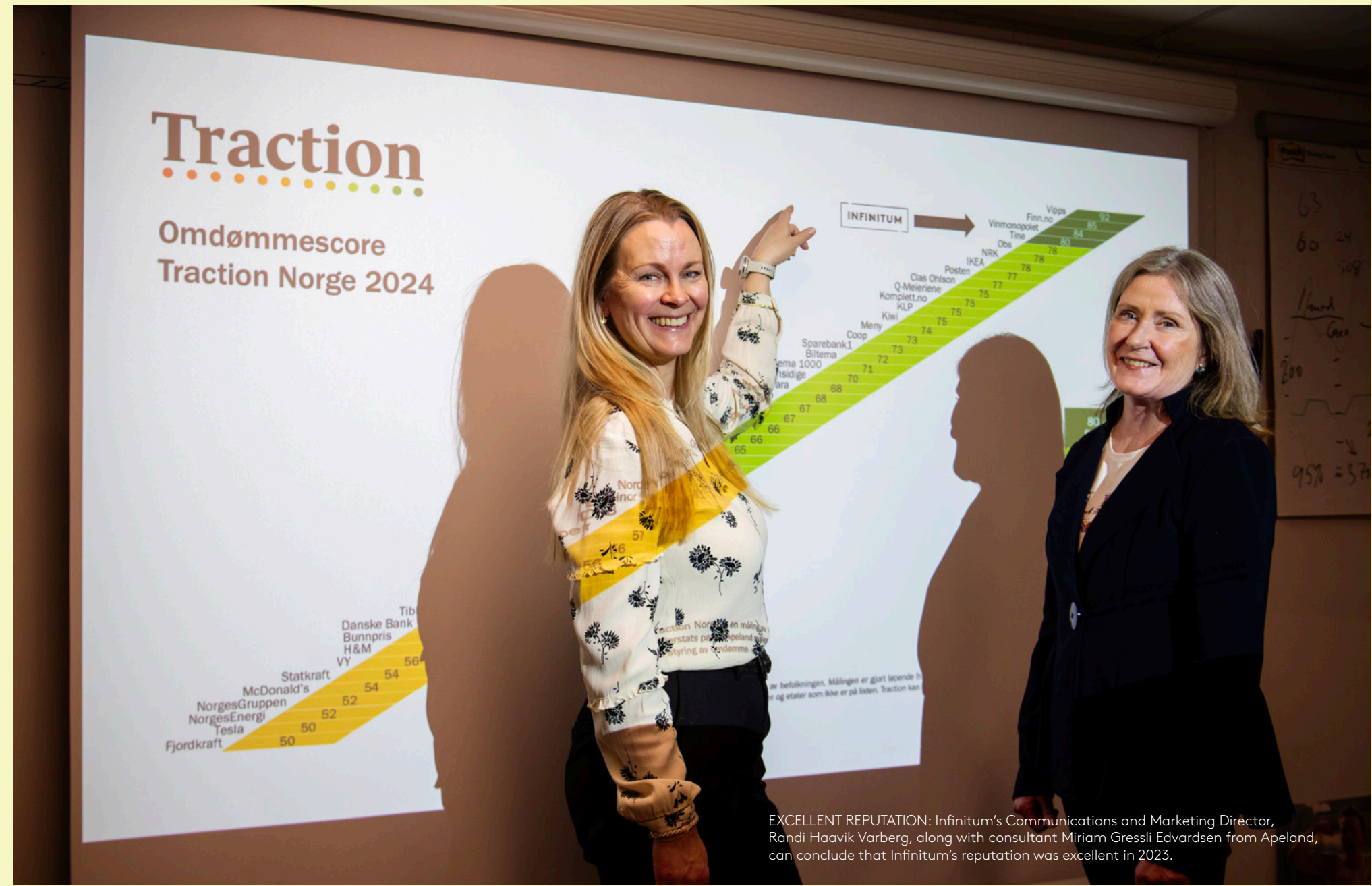
**People see the climate effect**

Edvardsen notes that Infinitum’s score in the area of climate efforts is among the best registered in Traction.

“Many companies are not believed when they say they contribute to solving climate problems, but Infinitum is believed. People understand that returning bottles and cans for deposit makes a positive contribution,” says Edvardsen.

Randi Haavik Varberg is particularly pleased with these results.

“Recycling contributes to lower consumption of materials, lower energy use and lower emissions. All of which are beneficial for the climate. This is what we try to convey in our communication, and the results in Traction confirm that our message is getting through,” concludes Varberg.



EXCELLENT REPUTATION: Infinitum’s Communications and Marketing Director, Randi Haavik Varberg, along with consultant Miriam Gressli Edvardsen from Apeland, can conclude that Infinitum’s reputation was excellent in 2023.



# Major engagement in animal welfare

A local newspaper article about empty soft drink cans in nature was the most shared on Facebook in Norway in 2023.



Last summer, local Norwegian newspaper Alvda midt i vøla ran the headline “Take this seriously now, stop throwing empty cans in nature!” The quote is from Geir Lohn, board member of the Norwegian Farmers’ Union in Innlandet, who had found six empty cans of energy drinks in the middle of the road. In the article, Lohn emphasises that this type of littering can have significant consequences for livestock. The article also refers to a recent incident where a cow had to be euthanised after ingesting what is known as “kvast” in Norwegian (pieces of aluminium).

### Went viral

When the story was first published on the newspaper’s website, it received 114 reactions, four comments and 28 shares. However, it gained even more traction after being shared by the Norwegian Farmers’ Union in Innlandet and the organisation Hold Norge Rent (Keep Norway Clean). The story about the empty cans of energy drinks garnered a total of 61,331 reactions, comments and shares on Facebook last year. By

comparison, the second-most shared post was an article on NRK Ytring about the education system, with 60,253 reactions, followed by a story on Nettavisen about issues with electric snowploughs, with 57,857 reactions.

### Consequences can be severe

Alvda midt i vøla’s Editor-in-Chief, Liv Maren Møhre Vold, told the professional periodical Journalisten that the story was the newspaper’s second most-read article last year, with over 15,000 page views.

“We see that the consequences for animals can be severe. Many people may not understand the consequences of discarding empty cans in nature until they

see a story like this. This is something that farmers here are very concerned about, especially around harvest times,” says Vold.

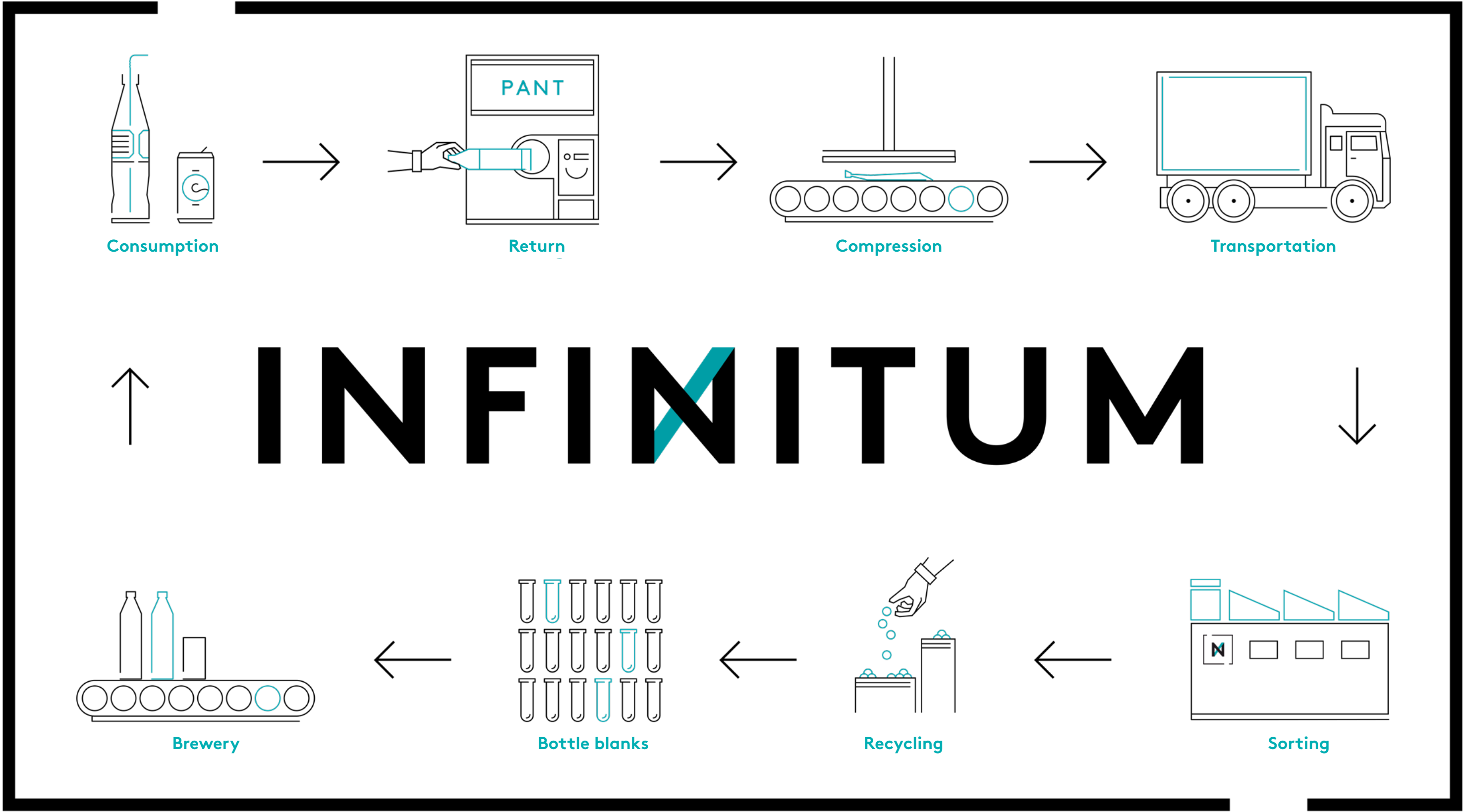
Infinitum has been running a “Recycle for animals” campaign in recent years, focusing on “kvast”, a complex condition where animals ingest sharp or pointed foreign objects.

“For cows and other animals in the countryside, it can actually be the beginning of the end,” said Randi Haavik Varberg, Communications Director at Infinitum.

The “Recycle for animals” campaign aims to shed light on the issue and provide additional motivation to return cans and bottles for recycling.









# The deposit return story

**Norway's deposit return scheme for reusable bottles was set up in the early 1900s. When, in the 1980s, retailers wanted recyclable disposable packaging that could be crushed before being returned, it became the start of the present deposit return scheme. Jan Tore Sanner, former Minister of Finance, returned the very first bottle for recycling in 1999.**

**1995:**  
The DRS is approved by the Norwegian Pollution Control Authority, now the Norwegian Environment Agency.

**1996:**  
Norsk Resirk is founded with retailers and industry as equal shareholders through their industry associations.

**1999:**  
**Norsk Resirk's deposit return system for drinks cans and bottles is set up. The system is open to all. The first can is returned through the system on 3 May 1999.**

**2000:**  
The first recyclable bottles are registered in the DRS. Norsk Resirk opens its own facility at Alnabru in Oslo.

**2003:**  
In just the fifth year of operation for the company, 92 per cent of all cans and 77 per cent of all drinks bottles are collected through the DRS.

**2004:**  
Norsk Resirk has another successful year with an increase in the number of both drinks cans and recyclable plastic bottles collected, leading to a reduction in the environmental tax of 93 per cent on cans and 80 per cent on PET.

**2006:**  
A production facility opens in Bjerkvik to serve Northern Norway.



In 1999, former Minister of Finance Jan Tore Sanner returned the very first can to Norsk Resirk's new DRS for bottles and cans. The then chairman Øyvind Winther and Managing Director Jarle Grytli were also present.

**2007:**  
Kjell Olav Maldum takes over from Jarle Grytli as Managing Director.

**2008:**  
TINE, Norway's largest producer, distributor and exporter of dairy products, launches drinks bottles for the first time in 40 years. The decision to use bottles is down to the DRS.

**2009:**  
The Norwegian Climate and Pollution Agency gives its approval for DRS-labelled bottles and cans used in waste-to-energy recovery to count towards

Infinitum's collection rates as well. These drinks containers account for around 4 per cent of the overall collection rate for cans and around 8 per cent for bottles.

**2011:**  
The environmental tax on bottles is removed because the collection rate has exceeded 95 per cent of packaging sold. Small importers are invited to join the DRS.

**2012:**  
The environmental tax on cans is abolished because the verified return rate has exceeded 95 per cent of

packaging sold. Mack Bryggerier, Ringnes and Coca Cola Enterprises switch from refillable bottles to recyclable PET. The other drinks manufacturers follow suit.

A new production facility opens in Heimdal, just outside Trondheim, to serve Central Norway.

**2013:**  
A new production facility opens at Heia in Fetsund to serve Southern Norway. A new production facility opens in Bjerkvik to serve Northern Norway.

**2014:**  
Norsk Resirk changes its name to Infinitum. The name and logo are inspired by the infinite number of times bottles and cans can be recycled in the DRS.

**2017:**  
Producers worldwide change their mind and take a positive view of deposit return systems and their responsibility as producers. Sky News broadcasts a piece on the Norwegian DRS, generating an influx of visitors from all over the world wanting to learn more about Infinitum's deposit return scheme. The Ministry of Climate and Environment decides to increase deposit rates from NOK 1.00 and NOK 2.50 to NOK 2.00 and NOK 3.00.

**2018:**  
Infinitum achieves its highest ever collection figures, with 88.6 (95.1) per cent of bottles and 87.3 (98.9) per cent of cans collected. Vinmonopolet, Norway's state-owned alcohol retailer, requires manufacturers to switch to PET and cans with a deposit.

The EU is pushing towards a circular economy, adopting ambitious targets and strict requirements for both collection and material recycling. PET bottles must be made from at least 25 per cent recycled plastic by 2025 and 30 per cent by 2030. The collection

rate for drinks bottles must be at least 77 per cent by 2025 and 90 per cent by 2029.

The deposit on bottles and cans is doubled from NOK 1.00 to NOK 2.00, the first increase since 1986. The deposit on bottles and cans larger than 500 ml also increases from NOK 2.00 to NOK 3.00.

**2019:**  
**Infinitum celebrates the 20th anniversary of the current deposit return scheme and achieves a collection rate for both bottles and cans of 90 per cent, ten years before the EU requires 90 per cent.**

Construction of the recycling plant at Heia in Lillestrøm Municipality begins. Extended producer responsibility becomes an increasingly important element in the EU's efforts to create circular economies for packaging. Deposits on DraughtMaster beer kegs are introduced.

**2020:**  
In the year of Covid-19, Infinitum sets a record with a deposit return rate of 92

per cent and more than 1.4 billion cans and bottles for recycling. Deposits on festival cups and recycling at Infinitum. Deposits on KeyKeg beer kegs are introduced.

**2021:**  
New partnership with Novelis for aluminium, plastic bottle recycling plant opens at Heia, and recyclable plastic beer glasses introduced.

**2022:**  
A new sorting plant at Bjerkvik in Narvik Municipality, full-scale use of recyclable festival cups at various events, large and small, and several foreign delegations visit the Heia plant after the pandemic.

**2023:**  
A new facility becomes operational at Klæbu in Trondheim, and the construction of Infinitum's fourth facility in Rogaland commences. Towards the end of the year, NORSUS completes its report, concluding that recycling bottles has a lower carbon footprint than reusing them.



SITE: Infinitum will be constructing its fourth sorting facility here in Rogaland.



# The Board of Directors



**Svein Sollie**  
Chair  
DMF (Asko Norge AS)



**Svein Serck-Hanssen**  
Deputy Chair  
BS (Ringnes AS)



**Martine S. Bjørnstad Malterud**  
Board member  
BS (Coca-Cola Enterprise European Partners Norge AS)



**Helge Hasselgård**  
Board member  
DLS (DLF Norway)



**Tore Nygaardsmoen**  
Board member  
CNH (Coop Norge SA)



**Synnøve Gautesen Berg**  
Board member  
MF (Rema 1000 Distribusjon AS)

## Deputy board members 2023:

**Jens Olav Flekke**  
DMF (DMF)

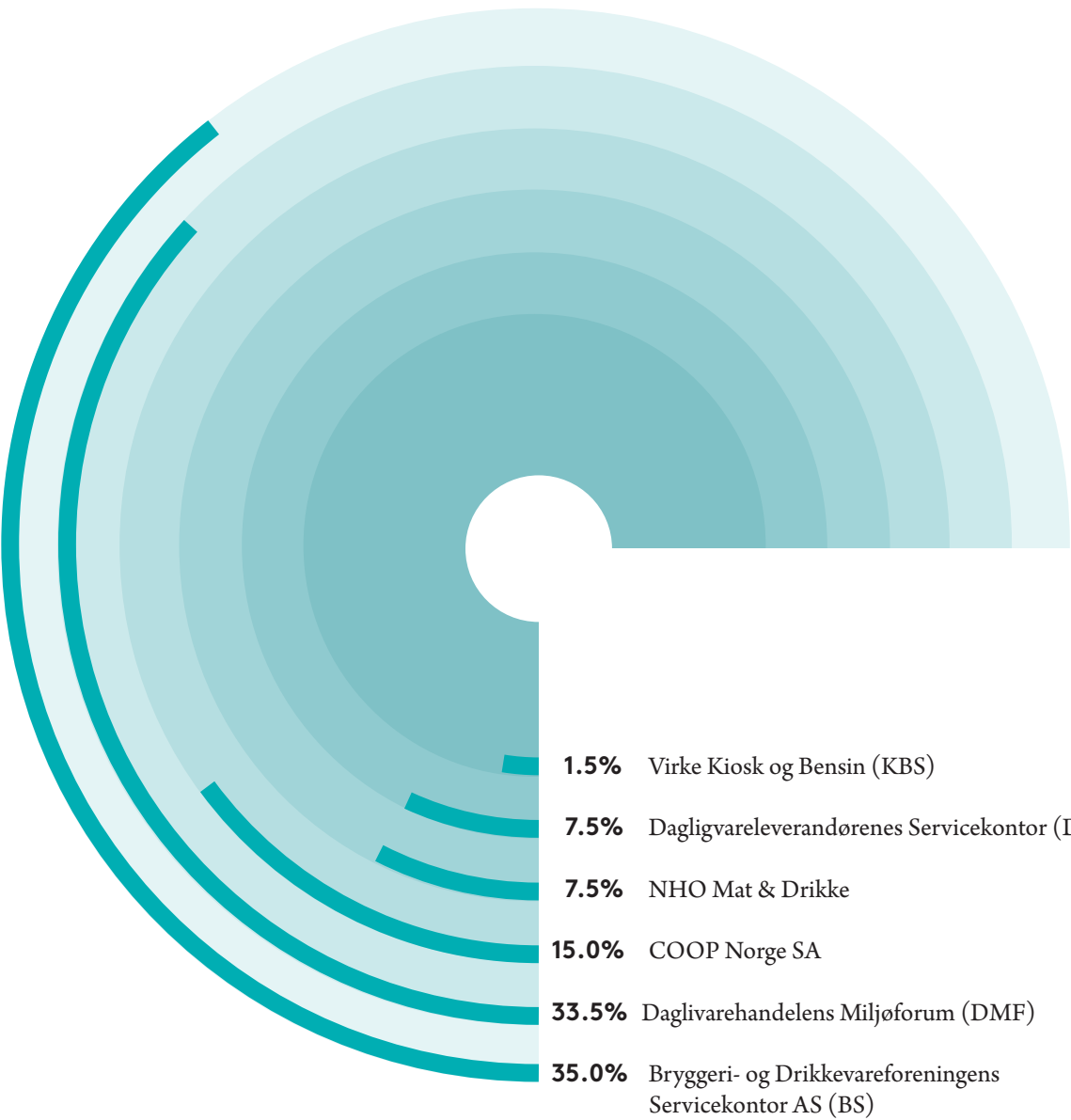
**Torgeir Løftingsmo**  
CNH (CNH)

**Siv Grønning**  
BS (Ringnes AS)

**Erlend Fuglum**  
BS (BROD)

**Petter Haas Brubakk**  
DLF Norway (NHO Mat og drikke)

# Infinitem's owners





# Financial statements

Infinitum AS - Income statement (figures in NOK 1,000)

Operating revenue and expenses	2023	2022
EPR cost	48,887	49,500
Deposit return revenues	3,694,433	3,679,057
Sale of collected materials	366,572	455,850
Other operating revenues	89,994	49,821
<b>Net operating revenues</b>	<b>4,199,886</b>	<b>4,234,228</b>
Deposit return expenditure	3,330,544	3,360,150
Handling fees	315,354	318,868
Transport costs	229,869	208,653
Other production costs	124,587	95,075
<b>Total operating expenses</b>	<b>4,000,354</b>	<b>3,982,746</b>
<b>Profit from operating activities</b>	<b>199,532</b>	<b>251,482</b>
Admin, marketing and depreciation	78,705	81,112
<b>Operating profit</b>	<b>120,827</b>	<b>170,370</b>
<b>Net financial items</b>	<b>18,006</b>	<b>9,496</b>
<b>PROFIT AFTER FINANCIAL ITEMS</b>	<b>138,833</b>	<b>179,866</b>

## Key figures

Supply chain	No. of cans	Tonnes of cans	% added to market	No. of PET	Tonnes of PET	% added to market
Total sales	1,026,473,206	13,629	-	638,526,251	23,354	0%
Change in value chain inventory	7,383,797	96	-	7,874,045	305	0%
Added (Sales + Change in value chain inventory)	1,033,857,003	13,724	100%	646,400,296	23,659	100%
<b>Total returned through reverse vending machines</b>	<b>954,297,941</b>	<b>12,689</b>	<b>92.5%</b>	<b>589,992,750</b>	<b>21,833</b>	<b>92.3%</b>
Recycled from central sorting plant	6,189,304	81	0.6%	490,209	16	0.1%
Recycled from slag sorting	36,089,136	477	3.5%	-	-	0.0%
Recycled from waste sorted at source	6,792,283	89	0.6%	1,057,032	35	0.1%
Waste-to-energy	8,786,651	116	0.8%	25,009,837	798	3.4%
<b>Total recycled from waste</b>	<b>57,857,373</b>	<b>764</b>	<b>5.6%</b>	<b>26,557,078</b>	<b>849</b>	<b>3.6%</b>
<b>Total recycled</b>	<b>1,012,155,314</b>	<b>13,453</b>	<b>98%</b>	<b>616,549,828</b>	<b>22,682</b>	<b>95.9%</b>
Incineration waste in bottom ash	13,220,036	175	1.3%	-	-	-
Energy recycling incineration	1,628,684	22	0.2%	4,531,820	145	0.6%
Unknown allocations and uncertainty in analysis	6,852,969	75	0.5%	25,318,648	832	3.5%
<b>Total not returned</b>	<b>79,559,062</b>	<b>1,035</b>	<b>7.5%</b>	<b>56,407,546</b>	<b>1,826</b>	<b>7.7%</b>
<b>Total</b>	<b>1,033,857,003</b>	<b>13,724</b>	<b>100%</b>	<b>646,400,296</b>	<b>23,659</b>	<b>100%</b>
Foreign items	35,702,636	413		4,049,957	146	

Balance sheet as at 31 December (figures in NOK 1,000)

Assets	2023	2022
<b>Non-current assets</b>		
<b>Plant and equipment</b>		
Land, buildings and other property	286,685	229,003
Plant and machinery, equipment, fixtures, etc.	138,236	84,949
<b>Plant and equipment</b>	<b>424,921</b>	<b>313,952</b>
<b>Non-current financial assets</b>		
Net plan assets	0	0
Non-current financial assets	0	0
<b>Total non-current assets</b>	<b>424,921</b>	<b>313,952</b>
<b>Current assets</b>		
<b>Receivables</b>		
Accounts receivable	343,624	357,336
Other receivables	41,644	22,491
<b>Total receivables</b>	<b>385,268</b>	<b>379,827</b>
<b>Cash at bank and in hand, etc.</b>	<b>301,304</b>	<b>377,110</b>
<b>Total current assets</b>	<b>686,572</b>	<b>756,937</b>
<b>TOTAL ASSETS</b>	<b>1,111,493</b>	<b>1,070,889</b>

Equity and assets	2023	2022
<b>Equity</b>		
<b>Contributed equity</b>		
Share capital (200 shares in denominations of NOK 7,500)	1,500	1,500
<b>Total paid-in capital</b>	<b>1,500</b>	<b>1,500</b>
<b>Retained earnings</b>		
Other capital	264,872	126,039
<b>Total retained earnings</b>	<b>264,872</b>	<b>126,039</b>
<b>Total equity</b>	<b>266,372</b>	<b>127,539</b>
<b>Liabilities</b>		
Pension liability	485	1,435
Total provisions	485	1,435
<b>Current liabilities</b>		
Accounts payable	208,766	199,996
Public duties payable	3,922	3,443
Other current liabilities	10,206	8,734
Provision for deposit liability	621,742	729,742
<b>Total current liabilities</b>	<b>844,636</b>	<b>941,915</b>
<b>Total liabilities</b>	<b>845,121</b>	<b>943,350</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>1,111,493</b>	<b>1,070,889</b>



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2

## Production plant

Heia industrial park

**Southern Norway**  
38 employees

Department Manager:  
Ståle Maldum

Address:  
Heiasvingen 59  
1900 Fetsund

+47 900 91 896

3

## Production plant

Bjerkvik

**Northern Norway**  
6 employees

Department Manager:  
Ole-Rolf Dahlberg

Address:  
Salomonsvei 25  
8530 Bjerkvik

+47 986 30 059

4

## Production plant

Vassfjellet industrial park

**Central Norway**  
7 employees

Department Manager:  
Åge Skagen  
Torgeir Schawland  
(from December 2023)

Address:  
Torgårdstrøa 5  
7072 Heimdal

+47 920 51 399

5

## Logistics centre

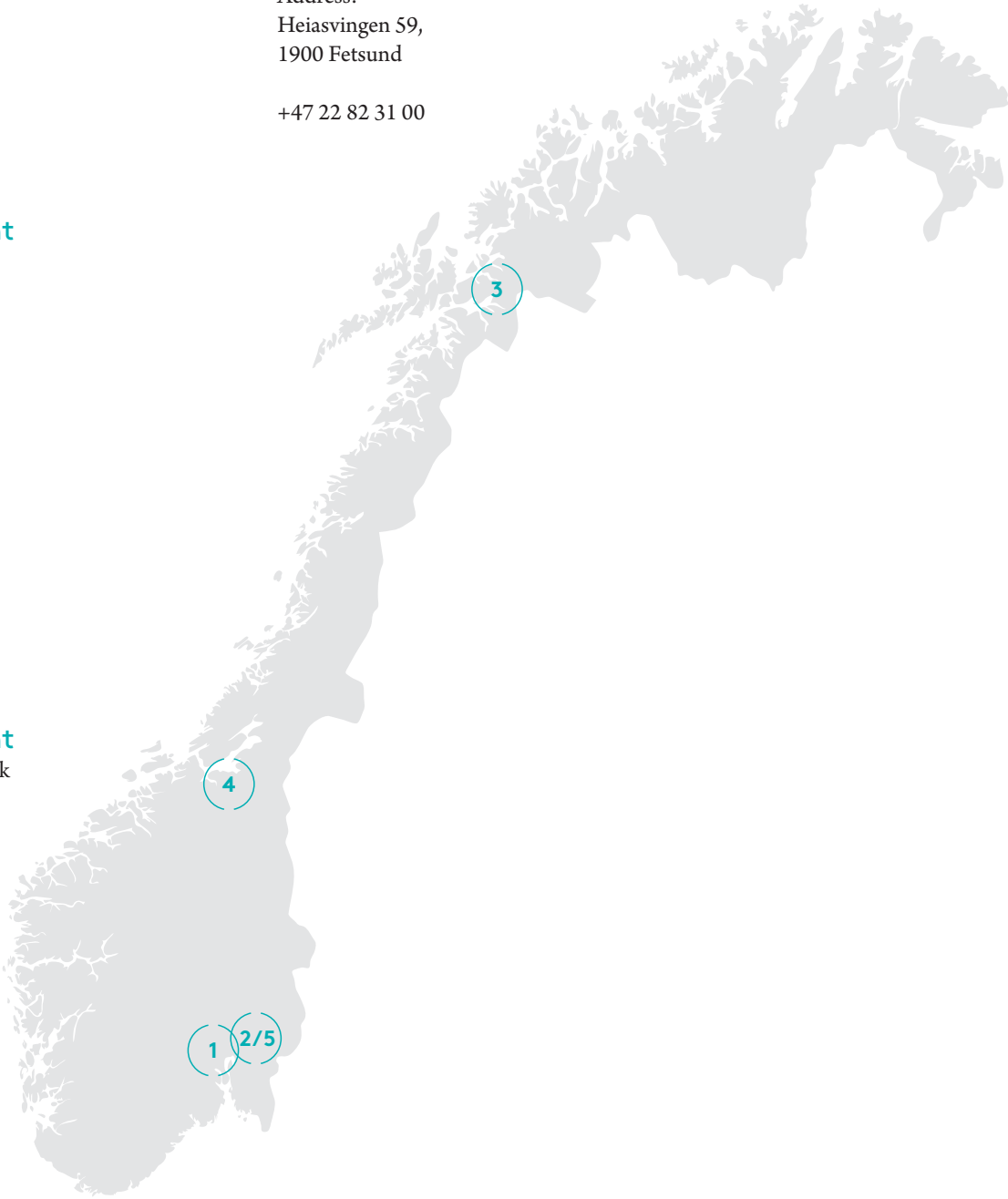
Heia industrial park

**Nationwide**  
5 employees

Logistics Centre Manager:  
Yngvar Aarnes

Address:  
Heiasvingen 59,  
1900 Fetsund

+47 22 82 31 00







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Vitensenteret science park (p. 54–55)  
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Printing:  
Trykksakdesign





INFINITUM