

A woman with long blonde hair and a child are standing on a rocky outcrop, looking out over a vast, deep blue lake. The lake is surrounded by lush green forests and towering, rugged mountains. The scene is captured in a cinematic style with soft lighting. The woman is pointing towards the lake, and the child is holding her hand. The overall mood is serene and majestic.

INFINITUM

ANNUAL REPORT  
2025



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.

In 2025, Infinitem achieved a deposit return rate of 93 per cent and a total collection rate of 98 per cent. All returns are recycled, and Norway is a role model for other countries.

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

Return everything.

INFINITEM



## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# Use the knowledge we already have

**At Infinitem, the sustainable handling of beverage packaging is what we live for. We think about bottles, cans, transport and logistics around the clock, and we follow a wide range of news sources from across the world to stay updated on developments in our field.**

We also invest heavily in generating new knowledge. The mathematicians at the Norwegian Computing Center, the plastics specialists at Norner and the sustainability researchers at Norsus (the Norwegian Institute for Sustainability Research) have been helping us confirm and disprove hypotheses for years. We are continually gaining new insights into collection, recycling and the entire circular value chain that gives packaging a new life.

Practically all this knowledge is

available to everyone, usually through a simple search. That is why it is frustrating to see serious actors put forward claims and launch projects without using the knowledge we already have.

Let me give three examples:

**Reintroducing refillable bottles:** The EU wants to introduce requirements for refillable bottles because some there believe it is environmentally friendly. And it is, if you compare reuse with throwing everything in the bin. But

if you compare reuse of bottles with reuse of materials, as we do in Norway, the result is different. Fortunately, the Norwegian authorities understand this and are trying to convince the EU that our solution is better. But shouldn't the EU have figured this out before proposing the requirement?

**Reuse of plastic cups:** Several actors in Norway are working to develop systems for collecting and reusing plastic cups at festivals. Some want to create similar systems to replace paper coffee cups with

reusable plastic cups that are collected in dedicated machines. The intention is probably good, but had they taken the time to look at the lifecycle analyses and other available data, they would have seen that recycling is far more climate-friendly and more cost-effective. Why don't they do that?

**Toxins in plastic bottles:** News stories regularly appear claiming that plastic bottles or cans contain something toxic or otherwise harmful. Last year, Norwegian TV2 reported that "Recycled

plastic leaks chemicals" and illustrated the story with a Norwegian soft drink bottle. This is, of course, misleading, because Norwegian bottles are not toxic. But the journalist had not taken the time to find out that the study referred to was not about beverage bottles, and not from Norway. What does this do to people's trust in the media?

I appreciate that you are taking the time to read this annual report. Perhaps you will learn something new about the world's best deposit return system. And if

you ever consider creating a new system, or writing a critical article, I have one request: Use the knowledge we already have! Or call me, and I will help you.

Kjell Olav Maldum  
Managing Director Infinitem  
Mobile: (+47) 90 96 39 99



## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



**A BIT OF AN OPTIMIST:**  
 Erlend Vagnild Fuglum is  
 Director of the Association  
 of Norwegian Beer and  
 Soft Drink Producers.

# The year when everything turned around

**2025 was the year when the PPWR debate took a U-turn, and the mood among the association's members improved considerably. "There is still a lot of work ahead, but we are starting to allow ourselves to be cautious optimists," says Director Erlend Vagnild Fuglum.**

At the same time, he admits that uncertainty was high at the start of the year, in both Norway and Brussels.

"There was significant doubt about whether it would be possible to maintain and strengthen one of the world's most effective deposit return systems while new European requirements were being introduced," he says.

The new requirements, which are scheduled to enter into force during 2026, call for 10 per cent reusable packaging by 2030 and 40 per cent by 2040. For Norway, this would in practice mean a return to a system that was phased out in 2017, when the country moved away from refillable bottles and over to reuse of materials instead.

### A Christmas gift from the minister

"Throughout last year, many expressed their concern, from the smallest breweries to shopkeepers and store managers across Norway," says Fuglum.

Many believed the game was up if the

requirement to reintroduce washable bottles into the Norwegian deposit system became a reality.

Descriptions included "like going from a Tesla to a horse and cart" and "a bad April Fool's joke".

The messages from breweries and retailers were heard. Just before Christmas, an important clarification came from Norwegian Minister of Climate and Environment Andreas Bjelland, who publicly acknowledged that a return to washable bottles would be problematic. At the same time, he signalled a willingness to find solutions in dialogue with the agency.

"This was a new tune, and a clear sign that the arguments about climate impact, resource use and system efficiency had gained traction. Towards the end of the year, we saw a far more constructive national dialogue, and a political willingness to ensure that the regulations actually support circular solutions that work," says Fuglum.

## Innhold

- Use the knowledge we already have
- The year when everything turned around
- Every single bottle and can counts
- Brutal to make a sad Christmas film
- “Just one” becomes millions
- Growing fast with “adult soft drinks”
- The deposit system depends on trust
- The world’s best deposit system needs the world’s best knowledge
- Where Norwegians recycle the most: “Growth has been extreme”
- Enthusiasm for recycling across Norway
- Huge increase in deposit returns via Oda
- Record year for LOOP’s sustainability school: 52,000 schoolchildren learnt about the deposit system
- Emergency preparedness tested in “Operation BBQ”
- Working to change attitudes towards plastic
- Thousands of festival cups recycled
- Streamlining operations at Heia
- Welcoming the world to brewery visits
- The solution is to think differently
- A new hub in the deposit return system: “We’re in a very good place now”
- Italian climate journalists impressed by the deposit system
- People are our most important resource
- Historic expansion of the deposit system
- The world’s best recyclers
- Recycling everywhere – even in prisons
- The deposit return story
- Board of Directors and owners
- Statistics
- Contact



FEARING MAJOR CHANGES: Both breweries and retailers have been active in their efforts to retain today's deposit system.

### Still a lot of work ahead

The mood in Brussels also changed markedly over the course of the year. “While we met considerable scepticism early in 2025 when arguing for continued investment in modern deposit systems rather than reintroducing washing solutions, the debate gradually shifted,” Fuglum explains.

According to him, the EU system has become increasingly concerned with Europe’s competitiveness and the risk of regulating itself out of growth and innovation. In that context, the PPWR has become part of a broader discussion about how environmental requirements can be designed to deliver real emission cuts while still being feasible for businesses.

“We sense a growing curiosity about Norway’s experience, and an increasing understanding that regulation must be based on documented effect. We are still not there yet, and there is still a lot of work ahead. But at the end of 2025,

we are starting to allow ourselves to be cautious optimists,” says Fuglum.

### Costly and complex

Managing Director of Infinitem Kjell Olav Maldum is keen for the authorities and the EU to recognise that the current Norwegian model is already the best available.

“The Norwegian deposit system already delivers very high material recycling and a documented low climate impact per unit. Introducing reuse requirements into a system that works so well would in practice weaken both efficiency and the overall environmental benefit. Today’s model is optimised so that packaging is compressed and enters a clean material stream for recycling. Building a parallel infrastructure for reuse would be costly and complex, and would result in significantly higher material use and emissions overall,” says Maldum.

He emphasises that a shift to reusable packaging would require substantial

investment across the entire value chain, from new solutions in shops and logistics to establishing filling lines and washing facilities.

“It would mean major structural changes to a system that is already coherent, efficient and well established. For us, this is about preserving and further developing a circular model that works in practice, rather than returning to solutions that were phased out for good reasons. The goal must be the lowest possible overall climate footprint, not changing a system that already delivers documented results,” says Maldum.

Just before this annual report was finalised in March 2026, Norwegian Minister of Climate and Environment Andreas Bjelland Eriksen announced that the government will grant an exemption from the reuse requirement for beverage packaging and will present a solution to safeguard the current system.



Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



IMPORTANT MESSAGE: "Every bottle and can counts," says Randi Haavik Varberg. It is the sum of individual choices that determines whether bottles and cans are returned, and that makes Norway's deposit system the best in the world.

# Every single bottle and can counts

**2025 was the year when Infinitem set out to explain why bottles and cans are not always returned, and why every single choice matters.**

"Most people want to do the right thing," says Randi Haavik Varberg, Director of Marketing and Communication at Infinitem AS. "Yet bottles and cans still go unreturned. Often it comes down to habits, availability and split-second decisions."

The campaign film "*Det er bare én*" ("It's Just One") was based on the idea that one bottle or can does not make a difference.

"It is an understandable sentiment," Varberg says. "But when enough people think the same way, it matters."

The film showed how many bottles and cans are not returned each day, and was named the winner of the September advertising index. It also became the most liked advertisement of 2025.

"The response suggests that many people essentially recognised themselves. That is often where change begins," Varberg says.

**Choices that are not always visible**

This year's Christmas film also focused on everyday choices. Created using traditional hand-drawn animation, it showed how bottles and cans left outdoors can harm small animals such as mice and other rodents.

"The film is about consequences you don't necessarily think about in the moment," Varberg says. "Bottles and cans that are not collected can cause harm."

By the end of the year, the film had eight million views and hundreds of comments and shares, as well as coverage in international media.

"It is clear that the film struck a chord

and that the issue resonates with a global audience. We deliberately chose to use traditional craftsmanship in the animation, and the comments gave us a lot of praise for that," Varberg says.

**Meaningful partnerships**

During the year, the "*Pant for pudder*" ("Recycle for powder") collaboration with Nikolai Schirmer was continued in connection with his first feature film, *SKI*.

"Schirmer is clearly passionate about nature and the outdoors," Varberg says. "When recycling is linked to that passion, it becomes relevant to more people."



A MILLION-VIEW SUCCESS: The animated film about mice and discarded bottles resonated strongly.

2025 also saw many local initiatives to collect empty bottles and cans.

"Sports clubs and volunteers have put in a tremendous effort," Varberg says. "In addition, returning bottles and cans has been used as a meaningful activity in prisons. It shows that the deposit system has value in many contexts."

Recyclable festival cups were used at a wide range of events throughout the year.

"Festivals are places where people make quick decisions," Varberg says. "When the solutions work well in practice, it becomes easier to do the right thing. The experiences from 2025 give us a solid basis for further work in 2026."



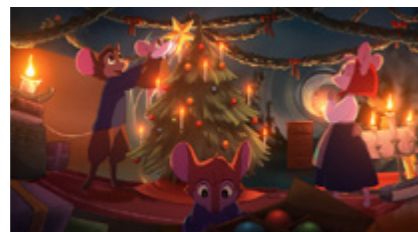
FIRST FILM: Nikolai Schirmer's film *SKI* premiered at the start of the year.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



PAINSTAKING EFFORT: The film was created using traditional techniques. Every frame was hand-drawn and the music was recorded with a live orchestra. By the end of the year, the film had been shared organically across the world.



POWERFUL STORY: In a hand-drawn animated film, we follow a family of mice seeking shelter in a discarded bottle, before the story takes an unexpected turn.

**Before Christmas, Infinitem released an animated Christmas film highlighting what can happen when bottles and cans end up as litter instead of in a reverse vending machine. The film shows how packaging can become deadly traps for small animals and forms part of the "Pant for dyra" ("Recycle for the animals") campaign.**

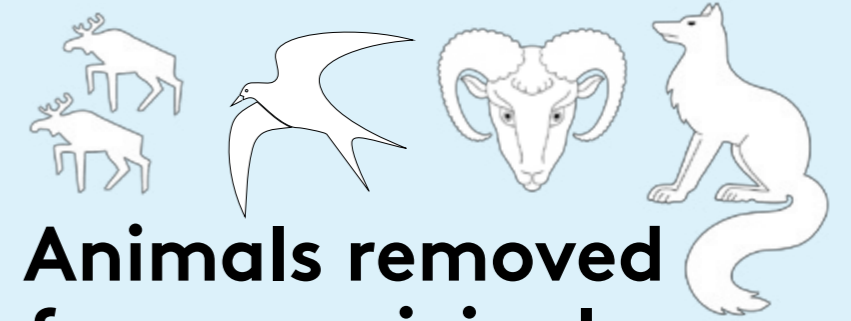
"It felt brutal to make a sad Christmas film, but it is even worse to see what actually happens in nature. Through dialogue with activists and naturalists, we have learnt that the problem is not limited to forests and fields. Along the coast, fish and shellfish are also found trapped in aluminium cans. There are countless good reasons to return bottles and cans, and we keep discovering

more," says Randi Haavik Varberg. The issue is not new. Since 2021, Infinitem has used the "Pant for dyra" campaign on TV and radio and in cinemas to raise awareness of how littering affects wildlife.

**Simple solutions exist**  
Figures from the Norwegian Animal Health Portal show that veterinarians

reported more than 3,700 cases of cattle with symptoms of *kvast* (ingestion of foreign objects) between 2023 and 2025. The figures are uncertain, as the symptoms may also stem from other illnesses and post-mortems are rarely carried out, but they indicate the scale of the problem.

"We want to both reduce the number of animals suffering from this problem and increase the return rate. When someone throws a bottle or can out of a car window, it can have serious consequences. At the same time, the solution is simple. You can return your empty bottles and cans at your nearest shop or petrol station," says Haavik Varberg.



## Animals removed from municipal coats of arms

As part of the campaign, Infinitem also introduced a powerful symbolic gesture in 2025 in collaboration with the advertising agency Pulse. Several Norwegian municipalities temporarily covered the animals in their municipal coats of arms as a reminder of what is at stake when bottles and cans are discarded.

"The animals in municipal coats of arms are strong symbols of local pride and biodiversity. By temporarily removing them, we wanted to show what we risk losing if we don't return bottles and cans," says Preben Øiamo, adviser and partner at Pulse.

The municipalities of Aremark, Flå, Gjesdal, Værøy, Vegårshei and Tvedestrand took part in the stunt. In Vegårshei, the fox in the coat of

arms was covered, while the tern disappeared from the Tvedestrand coat of arms.

"The municipality is taking part in this campaign because it is important to help ensure that our wildlife is not harmed, and that we can save more animals from pain and death," Mayor of Tvedestrand Marianne Landaas told the local newspaper *Tvedestrandsposten*.

According to Infinitem, the municipalities' engagement shows how strongly the issue resonates.

"We were impressed by how many mayors wanted to contribute and took ownership of the cause. It shows that this is an issue that engages people both locally and nationally," says Haavik Varberg.



# INFINITUM

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 “Just one” becomes millions
- 9 Growing fast with “adult soft drinks”
- 10 The deposit system depends on trust
- 11 The world’s best deposit system needs the world’s best knowledge
- 13 Where Norwegians recycle the most: “Growth has been extreme”
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP’s sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in “Operation BBQ”
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: “We’re in a very good place now”
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world’s best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# “Just one” becomes millions

**Every day, more than 340,000 bottles and cans are thrown into Norwegian rubbish bins, most of them into household residual waste. “Every bottle and can that is not returned is a lost resource,” says Kjell Olav Maldum.**

Even though Norwegians are the best in the world at returning bottles and cans, around 340,000 are still thrown away every single day. That amounts to roughly 120 million bottles and cans a year.

To highlight this issue, Infinitem launched the “*Det er bare én*” (“It’s just one”) advertising campaign on TV and in cinemas last autumn. Today, more than 93 per cent of all deposit-bearing products are collected, recycled and used in the production of new bottles. The goal, however, is a 100 per cent return rate.

“Every bottle and can that is not returned is a lost resource. That’s why we wanted to remind people how much that one bottle or can actually means,” Maldum says.

### Committed to facts

The campaign film was a major success

among the Norwegian public. It was the most liked film in the September advertising index and finished in third place among the 123 films measured throughout 2025, according to Essence Mediacom.

Randi Haavik Varberg is proud of the results.

“We like to call our films information films because we try our best to convey truth. We are committed to facts, and this time we wanted to show how much is thrown away. Many small things become one big ‘Oh’. The film also shows honesty and situations that I think many people recognise,” Varberg says.

### Met with surprise

The film was created by the agency Pulse, in collaboration with OMD, Patrese Film and Motion Blur, and filmed in Otta. Preben Øiamo, adviser and partner at Pulse, is pleased that the campaign

resonated with Norwegian TV viewers.

“When we spoke to consumers, we realised that most people see themselves as dutiful recyclers. And for the most part, we are. It is when we ‘just tidy the kitchen a bit’ before guests arrive, when we clear out the car or when we are on public transport that things go wrong,” Øiamo told *Kampanje*.

He says they were met with surprise when they presented the figures to consumers.

“It is easy to think: ‘I return almost everything’, but when everyone thinks like that, we lose our grip a little – and 341,166 bottles and cans, to be exact,” Øiamo says.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# Growing fast with "adult soft drinks"

"When we started in 2018, it was because we missed having more good, alcohol-free alternatives," says General Manager Ida Konradsen (31). Today, soft drinks from Grimstad Brusfabrikk are sold across Norway.

She is currently the only permanent employee at the soft-drink factory, but the same group of five friends who started the project are still behind it. All have backgrounds in the restaurant industry, wine importing and beer production, and share an ambition to make the world's best soft drinks. The result is a range the group call "adult soft drinks" – clean, fresh flavours made from natural ingredients. "We use organic lemons, oranges and bergamot from Sicily, among other things. Bergamot is an incredibly fun fruit to work with," Konradsen says.

**Named best soft drink**  
The company's first bottles were produced at Arendals Bryggeri. The factory is now based in a former transformer station which, in addition to being home to one of the founders, also serves as production kitchen, office and shop. This is where the team experiments with new flavours and recipes. Grimstad Brusfabrikk now has four permanent flavours and a seasonal Christmas soft drink. It has already made its mark in taste tests. "The national newspaper DN has named our Christmas soft drink the best several times. It has a grown-up flavour



that you need to approach with an open mind," Konradsen explains. So far, the bestseller among the other flavours is lemon and ginger.

**Selling one soft drink in cans**  
Agder has a long tradition of making craft beverages. The brewery Nøgne Ø also started in Grimstad, and Konradsen believes the local roots have been important. "We have been very well received locally. At the same time, we are now distributed across Norway, including through NorgesGruppen.

"Most of our sales today are through the Horeca market and selected Meny and Spar stores, but the products are available elsewhere, too. Several upper secondary schools in Agder have taken in one of our drinks. "In that environment, it is important that the packaging can be recycled. That is why we have also chosen to focus on cans with the deposit return label," Konradsen says.

She describes the organic orange soda as "the gentlest" in the range.

**Production at Sollihøgda**  
Production of the canned soft drinks currently takes place at FLO at Sollihøgda, outside Oslo. The site also has a development laboratory where new recipes can be tested. From 2026, all production will take place there. "It gives us far better opportunities to experiment and develop new flavours," Konradsen says. One example of their creativity came in summer 2025, when Grimstad hosted Pride for the first time. "We made a rainbow soft drink – also in cans – flavoured with bergamot."

**Looking to trends**  
Although Grimstad Brusfabrikk has grown, they are still small in the beverage industry.



"When we compare ourselves with the big players, we can't really compare ourselves at all. But we see that there is a market for what we do," Konradsen says. She points to the trend towards more alcohol-free alternatives and consumers who want clean flavours and high-quality ingredients. That creates space for new players. "We are small, but we have a lot of ideas. The goal is to keep growing, hire more people and develop more products," says the General Manager.



• Grimstad



Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# The deposit system depends on trust

**With a Traction score of 85, Infinitem enjoys a top-tier reputation among Norwegian companies, on par with favourites such as Vipps and Vinmonopolet. "We depend on people trusting the deposit system so that everyone contributes to the high return rate we have," says Randi Haavik Varberg.**

The Traction survey is conducted by the communications company Apeland. It continuously measures the reputation of more than one hundred companies and organisations. The survey is carried out through Norstat's panel throughout the year and provides a comprehensive overview of how the public perceives these companies and organisations. Infinitem is among the companies that consistently comes out on top.



**HIGH SCORE:** Randi Haavik Varberg, Director of Communications at Infinitem, is pleased that the public has strong trust in the deposit return scheme.



**PROUD OF THE DEPOSIT RETURN SCHEME:** Miriam Gressli Edvardsen presents the reputation survey results for Infinitem.

**Good choices made**

"Infinitem has an exceptionally strong reputation, ranking as highly as Tine, Vipps and Vinmonopolet. This shows that Infinitem has made good choices, in both its operations and its communication," says adviser Miriam Gressli Edvardsen at Apeland.

"When a company enjoys high trust and is well liked, its communication has greater impact. People believe the messages and share them. That's why we also see from the data that Infinitem scores very highly on being perceived as truthful and credible," Gressli Edvardsen says.

Infinitem also has an unusually high score on the statement "Climate – Actively contributes to solving climate challenges". Many companies score low on this aspect.

**Proud of the deposit return scheme**

The highest scores in the survey (above 90 points) are linked to the question of whether people are proud of Norway's deposit return scheme.

"The deposit return scheme is built on consumers trusting that bottles and cans are actually recycled. Trust is the foundation of long-term relationships,

with everyone who returns bottles and cans, the grocery chains, the authorities and the other partners we work with to create what we like to call the world's best deposit system," says Haavik Varberg.

"We see that our key messages are getting through, including those that help drive further recycling. It is a fact that returning bottles and cans reduces our energy use, and that deposit returns in general have a significant environmental effect," she says.



## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

PIONEERING: Thor Kamfjord presents plastic flakes from the research work that will help improve the quality of plastic bottles in the future.

# The world's best deposit system needs the world's best knowledge

Increasing the use of recycled plastic is essential for the climate, but it also introduces new and demanding quality requirements. A new pilot facility designed to safeguard the plastic bottles of the future has now been established in Porsgrunn.



# INFINITUM

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 “Just one” becomes millions
- 9 Growing fast with “adult soft drinks”
- 10 The deposit system depends on trust
- 11 The world’s best deposit system needs the world’s best knowledge
- 13 Where Norwegians recycle the most: “Growth has been extreme”
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP’s sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in “Operation BBQ”
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: “We’re in a very good place now”
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world’s best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



Infinitem’s current material specifications state that plastic bottles should consist of up to 80 per cent recycled PET and 20 per cent virgin plastic. At the same time, new material types are being developed, including chemically recycled plastics, and producers are continuously adjusting the composition of their bottles.

“Many thought PET was a simple material. It turns out it is not that simple after all. Small changes in one place can have consequences elsewhere in the value chain. This demands insight and quality control at every stage,” says Kjell Olav Maldum, Managing Director of Infinitem.

**A research boost in Porsgrunn**  
To meet this challenge, Infinitem has established a pilot facility for small-scale PET recycling in collaboration with the plastics research institute Norner and the

recycling company Veolia at Fetsund. The facility is essentially a miniature version of Veolia’s full-scale plant. Used plastic bottles are shredded, washed, cleaned, cut into flakes, melted and transformed into new pellets, a raw material used to produce new preforms and bottles.

The difference is that the researchers can now test and analyse materials at every stage of the process before they are introduced into full-scale production.

“The pilot facility allows us to study how different material blends actually behave throughout the entire recycling process. We can identify weaknesses and quality challenges before they cause problems at an industrial scale,” says Thor Kamfjord of Norner.

He emphasises that they have learnt a lot over the past year.

“We now have far better insight into how a higher proportion of

recycled material affects properties such as crystallisation, strength and processability. This is research at a level that few other countries have access to.”

**A basis for new requirements**  
The results from the pilot facility will form the basis for updating Infinitem’s technical material specifications, i.e. the requirements producers must meet for packaging to function in the Norwegian deposit system.

Today, additional costs are incurred if bottle materials deviate from the specifications – for example, if the share of recycled PET is too high or if unwanted changes in material properties affect the recycling process.

“If you adjust one lever, it has consequences elsewhere. That’s why we need to understand the whole picture before we change the requirements,” Maldum says.

Under the standard terms, producers are responsible for documenting that their packaging does not contain substances or have properties that could harm the collection process, recycling or the end product. The knowledge base underpinning these assessments is now being strengthened.

“Increasing requirements for circularity also mean increasing requirements for quality. If we are to use more recycled plastic, we must be certain the material can withstand circulating again and again,” Maldum says.

**International significance**  
Norway’s deposit system is among the most efficient in the world. Precisely for that reason, even small reductions in quality become visible quickly.

“Our system is so efficient that we detect even minor deviations. That makes Norway an important laboratory for the rest of Europe,” Maldum says.

International industry organisations, including the European PET Bottle Platform (EPBP), are now working to further develop requirements for plastic

*This is research at a level that few other countries have access to.*

Thor Kamfjord

bottles in circular systems. Experience from Norway is already being used in this work.

“The knowledge we are building here is relevant for everyone producing PET bottles for food and beverages. The goal is not only to stay ahead nationally, but to help ensure that all of Europe avoids quality challenges as the proportion of recycled plastic increases,” Kamfjord says.

**More than technology**  
Behind the pilot facility lies an ambition for plastic bottles to circulate in closed loops without gradual loss of quality.

“To manage the complexity of

circularity, close collaboration is required across the entire value chain. When one actor makes a change, it affects everyone. That’s why we must develop the knowledge together,” Maldum says.

He is clear that Norway should not only have the world’s most efficient deposit system, but also be a leader in research and quality assurance of the materials the system relies on.

“If we are to have the world’s best deposit system, we must also have world-leading knowledge. What we are now developing in Porsgrunn and at Fetsund is crucial for the plastic bottles of the future, in Norway and internationally,” Maldum says.



VEOLIA IN MINIATURE: At Norner in Porsgrunn, researchers can examine how different material blends behave throughout the entire recycling process.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



NEW DEPOSIT RETURN KINGS: Morten Nordal (centre) celebrates Obs Mariero collecting the most bottles and cans in Norway in 2025, here with Store Manager Roar Brekke (left) and Team Leader Mustafa Ali (right).



## Where Norwegians recycle the most: "Growth has been extreme"

**No sales manager in Norway collects more bottles and cans than Morten Nordal at Obs Mariero. In 2025, he received more than 9.7 million empty cans and bottles – a new record.**

"It's incredible that we are now at the top nationwide," says Morten Nordal, Assistant Store Manager and Sales Manager at Obs Mariero in Stavanger.

An 18 per cent increase, which is equivalent to almost 1.5 million bottles and cans, has pushed Obs Mariero past

Obs Lade in Trondheim on the national leaderboard.

"When I started four or five years ago, we were at around four million returned bottles and cans a year. The growth has been nothing short of extreme. For us, it means we now have several employees

working on this full time," Nordal says, adding:

"This is a great recognition of the fantastic effort from our skilled employees."

**A new milestone in sight**

Obs Mariero built a new bottle and can return room in 2024, equipped with two R1 machines and a conveyor machine. In the R1 machines, customers can pour bottles and cans directly into the reverse vending machine. These machines need to be cleaned and serviced daily, which takes around two hours, according to Nordal. In addition, the containers where the bottles and cans end up are emptied three times a week.

"We moved the deposit room down into the car park, away from the shop. We were very curious about how customers would react, but the response has been very positive. Now, they can drive right up to the recycling area and easily bring in lots of bags," Nordal explains.

He adds that many volunteer organisations and sports clubs run recycling drives in the region and benefit greatly from the new room. He believes that collecting 10 million bottles and

cans is a realistic target for 2026.

"We are always looking for new ways to make returning bottles and cans a better experience for our customers and to help increase recycling. One option is to reduce potential downtime even further, which could mean investing in another super-machine," Nordal says.

**Challenged by EU rules**

At the same time, upcoming EU rules leave Nordal uncertain about how the deposit return scheme will function in the future. Norway's system is based on bottles and cans being crushed in the machine and then recycled. The EU's new packaging regulation, scheduled to enter into force during the year, requires 10 per cent reusable packaging by 2030, and 40 per cent by 2040.

For Norway, this would in practice mean returning to a system abandoned many years ago, when the country moved from reusing bottles to reusing materials.

"I started out as a 'bottle boy', responsible for stacking bottles on trays and in crates in the back room. It was extremely time-consuming. Since then, the development has been phenomenal,

and Norwegians are now the best in the world at returning bottles and cans. I hope we don't go back to a solution we rightly left behind decades ago," Nordal says.

**Hoping for an exemption**

In 2025, a total of 1,661,628,450 cans and plastic bottles were returned for deposit – an increase of 4.5 per cent from the previous year. Everything collected is recycled into new products.

"The efforts of both shop employees and their customers are crucial to Norway having the world's best deposit system. Everything that is returned is recycled into new cans and bottles, helping us make the most of our resources," says Randi Haavik Varberg, Director of Communications at Infinitem.

"We now hope the EU recognises that we already have a system that works well, and that the Norwegian authorities succeed in securing an exemption from the new rules. That would allow us to keep the world's most environmentally friendly solution," Haavik Varberg says.

**TOP 20 STORES IN NORWAY**

Obs Mariero	9,730,217	Obs Vinterbro	5,377,997
Obs City Lade	9,488,989	Obs Olrud	5,367,841
Obs Haugesund	9,061,882	Bunnpris & Gourmet Bossekop	4,911,173
Obs Tromsø	8,992,761	Obs Bodø	4,801,150
Obs Lillestrøm	8,727,373	Obs Harstad	4,700,598
Obs City Syd	7,787,190	Obs Alnabru	4,684,619
MENY Saga	5,961,747	Obs Sandefjord	4,628,001
Obs Haugenstua	5,959,573	Obs Arendal	4,503,210
Obs Bryne	5,753,589	Extra Stjørdal	4,443,706
Obs Jessheim	5,454,612	KIWI XL Ligosenteret	4,309,202



# Enthusiasm for recycling across Norway

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



### Agder

**NEW RECORD:** The reverse vending machine has become very popular. Kate Windsland (left), Store Manager Frank Raymond Nilsen and Ann Cecilie Bjerkelid at Extra Lillesand topped the deposit return rankings in Lillesand in Agder. Over the past year, deposits at the store increased by an impressive 31 per cent.



### Vestfold

**BIG PLANS:** Store Manager Øystein S. Viken (left) and Fredrik Kvent at Meny Klokkejordet collected the most bottles and cans in Sande in Vestfold last year. "We want to grow even further on deposit returns and are looking at opportunities that will require some investment. One option is a dedicated deposit return building like the one in Sandefjord," says Viken.



### Vestland

**A HAPPY TRIO:** "Being at the top in Vestland again this year is fantastic. We do everything we can to make returning bottles and cans quick and easy," says Store Manager Kim Hopland (right) at Kiwi Storebotn, here with Fredrik Heggøy (left) and Jarl Knutsen (centre).



### Møre og Romsdal

**WANTING TO GROW:** "Being among the top stores for deposit returns is great news. We do what we can to make the process quick and easy, and our ambition is to grow further and reach the very top," says Acting Store Manager Katarina Holmåker at Meny Lerstad, number two in 2025 in Møre og Romsdal, here with Vanessa Aamås.



### Innlandet

**DRIVING FOR MILES:** No shop in Skarnes collects more bottles and cans than Eurospar. In 2025, they received almost 1.5 million empty bottles and cans, which is a new record and a major increase from the previous year. "People return a lot of bottles and cans, and the numbers just keep growing. Some even drive 50 or 60 kilometres to return their bottles and cans here," say Hege Sundby and Rita Lindstad.



### Trøndelag

**REBUILD NEEDED:** Frode Helsø and Cathrine Christiansen at Extra collect the most deposit returns in all of Stjørdal. In 2025, the store received 4,443,706 empty bottles and cans, a 6 per cent increase from the year before. Now the store is taking steps to handle the volume and customer traffic even better. The store will undergo a rebuild in 2026 with a new external recycling room.



### Finnmark

**TOP IN FINNMARK:** With nearly five million bottles and cans collected, Store Manager Asgeir Knutsen saw a 20 per cent increase in 2025. The shop is number one for deposit returns in Finnmark and number 13 nationwide. "Customers drive long distances to empty whole bags of bottles and cans into the super-machine, and Pepsi Max and energy drinks dominate," Knutsen says.



### Akershus

**AT THE VERY TOP:** Obs Lillestrøm receives the most deposit returns in all of Akershus, with a 4 per cent increase from last year. They also hold a solid fifth place nationally. Deposit activity is high throughout the week. "The newest machine arrived just before last summer, and we clearly see how much customers appreciate it," says Grocery Manager Fredrik Eisenträger, here with Fredrik, Christoffer, Patrick, Nipa, Petter and Adal.



### Troms

**GOING FOR SILVER:** Store Manager Ann-Katrin Rustand and Fresh-food Manager Angelica Tuasic at Kiwi Finnsnes report great success with their new reverse vending machine. In 2025, the store placed third in Troms, but next year the goal is to take second place. "The machine is especially popular among local clubs and associations," Rustand says.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

The increase in recent years has been formidable // and shows that the need is growing.

Sigurd Karlsen

# Huge increase in deposit returns via Oda

**In just five years, the amount of empty bottles and cans returned through Oda has soared from around three million to well over ten million a year. This makes Oda Norway's largest recycler.**

In 2025, Oda collected more units than the highest-ranking physical stores. This shows how quickly new solutions can change our recycling habits, and how much potential there is when empty bottles and cans can also be collected from people's homes.

"It has become a very popular scheme that contributes to increased recycling," says Sigurd Karlsen, Head of Retail at the Oda Group.

To receive their deposit refund from online shopping, customers buy a roll of large bags labelled with a barcode. Once the bag is full of empty bottles and cans, it is picked up by Oda's drivers, who ensure it is sent to Infinitem, which operates the deposit return scheme. The deposit is then returned as store credit.

**Dependent on such schemes**

Infinitem is very pleased with the high numbers from Oda's customers.

"We are completely dependent on such schemes to collect all plastic bottles and aluminium cans so that the largest possible share of these resources is recycled. Oda and their customers taking part means we can increase the return rate even further. I didn't expect the numbers from online shopping

to grow to this scale. It is impressive and important for us," says Infinitem's Managing Director Kjell Olav Maldum.

Oda has more than 65 per cent of the online grocery market and has seen strong growth in recent years.

"We are constantly working on new environmentally friendly and sustainable solutions, and we are pleased that this deposit return scheme has been so well received. The increase in recent years has been formidable and shows that the need is growing," says Karlsen.

"We are proud to use our extensive distribution network to support the deposit return scheme. When our

drivers take the empty bottles and cans with them, we contribute to the circular economy by ensuring the materials return to the loop. Our vehicles also make fewer trips with empty cargo space, and customers get their deposit money back, as they should. It is a win-win for everyone," he says.

According to the Norwegian Customer Barometer, conducted by BI Norwegian Business School, Oda has the most satisfied grocery customers.

"I believe the deposit return solution helps solve everyday challenges and contributes to customers continuing to be satisfied with us," Karlsen says.



FAST AND EFFICIENT: Home-collection of bottles and cans for deposit has grown enormously in recent years and helps ensure that the largest possible share of resources is recycled.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



RECYCLING EXPERTS: Pupils at Auli School took part in Sustainability School Live, competing to sort waste and return bottles and cans correctly – all against the clock.

## Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system

**Interest in the deposit system among Norwegian schoolchildren is rising sharply. In 2025, more than 52,000 schoolchildren took part in Sustainability School Live, more than double the year before.**

"It is important that new generations understand how an empty bottle can actually become a new one. When children learn how the system works, it becomes easier to make good choices in everyday life," says Randi Haavik Varberg at Infinitem.

Sustainability School Live is held nationally every year in the last week of September and offers primary schools a free digital teaching programme on sustainability. Through a week of live

broadcasts, tasks and activities, the children learn about resources, waste and the circular economy.

**Participation doubled in one year**  
The programme was developed by LOOP Environment School, and interest has grown year by year.

In 2025, 52,703 pupils and teachers took part, up from 25,682 the year before – an increase of more than 105 per cent.

"It is incredibly inspiring to see

how many schools want to join the programme. When so many children participate at the same time, we get a unique opportunity to create engagement around sustainability," says Stine Helgeland, Managing Director of LOOP.

More than 1,000 schools from across the country participated, representing around 20 per cent of all children in Years 4–7 in Norway.

"Teachers tell us that the children sit

completely captivated during the live broadcasts," Helgeland says.

**"Black belt in recycling"**

Sustainability School Live begins with three online school shows led by teacher and communicator Håvard Tjora. The shows combine teaching, short videos and new segments produced specifically for the sustainability week.

After the broadcasts, teachers receive tasks for the children to work on in the classroom – everything from reflection questions and fact-based assignments to Kahoot quizzes that give pupils a "black belt in recycling".

**Investment in the future**

Infinitem has supported LOOP's initiative from the beginning.

"If we are to succeed with the circular economy, we must start with knowledge. Children and young people need to understand why we return bottles and cans, what happens to them afterwards, and why the system works so well in Norway," Varberg says.

She believes teaching about recycling

can have a greater effect than many expect.

"When children learn about the deposit return scheme at school, they often bring the knowledge home. That means they influence their parents, too. In that way, a single lesson can create ripple effects far beyond the classroom."

**25 years of knowledge**

This year marks LOOP's 25th anniversary as Norway's national foundation for waste sorting and recycling. Through teaching resources, campaigns and collaboration with schools across the country, the organisation has helped build knowledge about resources and waste.

Sustainability School Live is one of the newest initiatives and also one of the fastest growing.

With record participation in 2025, it is clear that more and more schoolchildren are gaining a better understanding of how resources can be reused and why the deposit system plays an important role in the circular loop.

Facts about



- LOOP is Norway's national foundation for waste sorting and recycling. Infinitem is one of its founders and main partners. Founded in 2000.
- The foundation works to help people sort more and throw away less.
- LOOP Environment School develops free educational materials for schools and kindergartens, aligned with the national curriculum.
- The goal is to give children and young people an understanding of the resources and emissions behind the things they use every day.



STARTING WITH THE YOUNG: LOOP Managing Director Stine Helgeland with Infinitem Communications Director Randi Haavik Varberg.

# Emergency preparedness tested in "Operation BBQ"



FIRE AND FLAMES: Department Manager Ståle A. Maldum fires up the grill as part of the "Operation BBQ" exercise at Heia.

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



IMPORTANT REVIEW: Tom Normann, Head of HR, HSE and Security at Infinitem, leads the evaluation after the crisis exercise at Heia.

ALWAYS PREPARED: "Operation BBQ" also included a scenario requiring first aid.

Last autumn, Infinitem carried out a major emergency preparedness exercise at Heia. "Our goal was not to uncover mistakes, but to identify opportunities for improvement. We are learning a great deal from this," says Tom Normann.

When Department Manager Ståle A. Maldum lit the grill, it marked the start of "Operation BBQ". The exercise consisted of two realistic scenarios: a fire on the second floor of the facility and an unconscious person in the workshop. It lasted less than half an hour and was followed by an internal evaluation with all participants.

"We wanted to train for real situations. It is important to see how both our people and our systems function in practice," Maldum says.

"Industrial emergency preparedness" refers to companies' own emergency preparedness against fires and accidents. Infinitem is required to conduct an exercise at least every six months.

"The exercise showed that we have good procedures and strong competence in terms of emergency preparedness, but that there are also areas for improvement, particularly in the technical systems. Such findings are valuable because they help us get even better. The most important thing is a safe workplace," Maldum says.

### More exercises planned

Tom Normann organised the exercise and has since prepared an evaluation report to follow up on actions and improvement points.

"Our goal was not to uncover mistakes, but to identify opportunities for improvement. We are learning a great deal from this," says Tom Normann. He emphasises that this will not be the last exercise.

"We want to be confident that our emergency preparedness works when it really matters. We will continue to test ourselves, learn from the experience and keep improving," he says.

### The most important thing is daring to act

HSE adviser and occupational health nurse Emma Silfver observed the exercise with a particular focus on the first-aid component.

"Not everything went exactly according to plan – but that is good. That is why we train. It is in these situations that we test how we think and react. It is useful, and more organisations should test their systems and procedures and

### Five overarching goals

Infinitem set five overarching goals in advance of the exercise:

- Test technical preparedness systems in practice.
- Assess coordination and role clarity within the industrial emergency team.
- Measure evacuation time and quality.
- Identify improvement points and propose concrete actions.
- Strengthen first-aid preparedness.

have regular first-aid courses," Silfver says.

She offers clear advice to anyone who may find themselves in a situation requiring first aid.

"We all have a duty to act, whether that means calling for help or starting first aid. The most important thing is daring to act. It is better to make a mistake than to do nothing at all," she says.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 “Just one” becomes millions
- 9 Growing fast with “adult soft drinks”
- 10 The deposit system depends on trust
- 11 The world’s best deposit system needs the world’s best knowledge
- 13 Where Norwegians recycle the most: “Growth has been extreme”
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP’s sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in “Operation BBQ”
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: “We’re in a very good place now”
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world’s best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# Working to change attitudes towards plastic

**Twenty-five years after Norway introduced recyclable plastic bottles, Infinitem still encounters prejudice against plastic. This summer, at Aker Brygge in Oslo, they set out to show the public why plastic is actually a good solution.**

POPULAR ACTIVITY: Passers-by at Aker Brygge could test their aim with a bean-bag toss and get a glimpse into the deposit return system. The photo shows pellets and bottle preforms used in the recycling process. The preforms are heated and blown into full-size bottles by producers.



“Many people are unsure how plastic packaging is handled and whether it is actually recycled, and we wanted to address that. Deposit-grade plastic stands out because it is designed to be recycled,” says Randi Haavik Varberg.

**An undeserved bad reputation**

Thousands of people stopped by Infinitem’s stand at Aker Brygge this summer, where they could see what makes deposit-grade plastic so effective and what happens to bottles after they are returned.

“Plastic has an undeserved bad reputation. Plastic is only a problem when it ends up in the wrong place. As long as it is collected and recycled into new products in a closed loop, it is actually the most environmentally friendly beverage-packaging option we have,” Varberg says.

**Efficient and modern**

In 2025, it was 25 years since Norway switched to recyclable plastic bottles, i.e. bottles that are melted down and formed into new ones, instead of being washed and reused as before.

“The transition to recyclable bottles has been absolutely crucial for establishing an efficient and modern deposit return system with the lowest possible impact on climate and nature,” reports Varberg.

The stand was part of Infinitem’s summer campaign aimed at challenging misconceptions about plastic, and specifically plastic bottles. While other types of plastic packaging often consist of multiple plastic types that make them difficult to process, deposit bottles are made from a single type of plastic (PET) that can be recycled again and again into new bottles.

**Insight and knowledge**

“A lot happens in the deposit return system that people don’t know about. Bottles are crushed flat in the machine so that 140,000 bottles can be transported on a single heavy goods vehicle. That produces lower emissions than transporting whole bottles. The plastic is then shredded, washed and melted down. The result is new bottles, where up to 80 per cent of the material is recycled plastic,” Varberg explains.

The activity stand gave visitors the chance to look inside the process that takes place after a bottle enters the reverse vending machine, and to see and feel the different stages of the recycling process.

“Deposit-grade plastic is the most environmentally friendly beverage packaging we have today, but it depends on one thing: that the bottles are actually returned,” Varberg says.

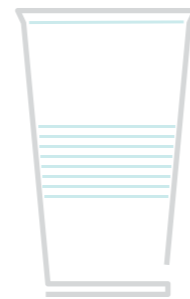
Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



POPULAR INITIATIVE: Eirin Martina Berg works as environmental coordinator for Vaulen Open Air.

# Thousands of festival cups recycled



**At Vaulen Open Air in Stavanger in June, around 12,000 people gathered in front of the stage each day. With festival cups and well-designed waste systems, the organisers ensured that large amounts of plastic, glass and food waste were collected and recycled.**

"In recent years we have made it increasingly easy to sort waste and recycle. This year we had eight environmental stations that accepted food waste, plastic cups and residual waste. A big plus is that the plastic cups people drink from can be recycled," says Environmental Coordinator Eirin Martina Berg.

Vaulen Open Air introduced the recyclable festival cups a couple of years ago, in collaboration with Infinitem.

**Part of the deposit return system**

"The festival cups are part of the same deposit return system as ordinary plastic bottles. That means the plastic can be recycled and used again, which is an effective way to reduce the

environmental footprint," Berg explains.

During the festival, Vaulen Open Air recycled around 80 large sacks of festival cups. That corresponds to almost one tonne of plastic. The plastic is recycled into new bottles or cups.

The festival cups carry an environmental fee of NOK 20, and festivalgoers avoid paying a new fee when they return the cup at the bar. They receive a clean cup with a new drink, without the environmental fee.

"We want to avoid littering, and an environmental fee is an effective way to ensure the cups are collected. We also have staff on site who pick up cups that have not been returned," Berg says.

Recyclable festival cups and food-waste collection are two of several measures Vaulen Open Air has introduced to make the festival greener.

"We have environmental stations with clear signs to make sorting easier. Our environmental hosts try to be available to the audience and help them sort their waste. We now sort plastic into several fractions, as well as glass and metal, cardboard and residual waste. We also encourage suppliers to use packaging that is either biodegradable or recyclable," Berg says.

**3.4 million cups recycled**

More and more festivals and events are adopting the new recyclable plastic cups. In 2025, Infinitem collected 3.4 million such cups, equivalent to almost 47 tonnes of plastic.\*

"Recyclable cups are now the most effective solution for festivals. They require very little plastic, are easy to collect, and the recycling process uses less energy than other alternatives. This is, of course, far better for the environment than single-use plastic that ends up in the bin," says Kjell Olav Maldum at Infinitem.

"We are therefore very pleased that more and more events are choosing these cups, and we hope to recycle even more this year," Maldum says.

\* One sack of festival cups contains roughly 800 cups and weighs around 11 kg. In 2025, Infinitem collected 4,268 such sacks.

## Festivals and concerts using recyclable cups in 2025

- |                             |                                   |
|-----------------------------|-----------------------------------|
| AC/DC (Bjerke Race Track)   | Palmesus                          |
| Bergenfest                  | Parkenfestivalen                  |
| Bruce Springsteen           | Piknik i Parken                   |
| Buktafestivalen             | Pstereo                           |
| Seljord Country Festival    | Rakettnatt                        |
| Drøbakfestivalen            | Robbie Williams                   |
| Ekstremспортveko            | Slottsfjellfestivalen             |
| Feelings festival           | Sommerbris                        |
| Festidalen                  | Sommerfest                        |
| Festningen festival         | Stavernfestivalen                 |
| Findings                    | Steinkjerfestivalen               |
| FOMA                        | Tons of Rock                      |
| Fredvikfestivalen           | Trollrockfestivalen               |
| Gladmatfestivalen           | Trondheim Rock/Event&More         |
| Gyllene Tider               | Tydalsfestivalen                  |
| Idyll festival              | Tysnesfest                        |
| Kongsberg Jazzfestival      | Utopia                            |
| Landstreff Stavanger        | Vaulen                            |
| Majesty festivalen          | VG-lista                          |
| Molde Jazz                  | Vinjerock                         |
| Neon/Event&More             | Vinstra                           |
| Oi! Trøndersk mat og drikke | Ypsilon (formerly Elvefestivalen) |
| Oslo Pride                  | Øyafestivalen                     |
| Over Oslo                   |                                   |

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# Streamlining operations at Heia

Infinitem has purchased new plots at Heia, next to its own sorting facility and Veolia's recycling plant. One of the buildings already houses the vocational enterprise Heia Vita, which will now take on additional recycling-related tasks.

It has been more than 12 years since Infinitem established its facility at Heia in Fetsund. In 2025, the company purchased two new plots in the business park Fet Næringspark. At the same time, several modernisations are being made to the production line, which is now the oldest of Infinitem's facilities.

"The establishment here at Heia has been very successful, and for us this is an excellent location where we can efficiently receive and recycle empty bottles and cans from across Eastern Norway. There is no doubt that we will be here for a long time, and we are therefore choosing to invest even more in Heia. With the new plots, we will be able to offer more efficient logistics, storage space for Veolia and a solution for recycling products withdrawn from the market," says Kjell Olav Maldum.

**A strong partnership**

The two plots together cover nearly 2.5 acres, and one of them already has two buildings. This is where Heia Vita is based, employing nearly 40 people who need work training. In total, around 70 people are connected to the site in various ways.

"We already have an excellent collaboration with Heia Vita, which delivers important, high-quality services to us. This purchase strengthens the partnership even further," Maldum says.

More than four years ago, Veolia opened its facility at Heia, only a few metres away, where it produces plastic granulate from the bottles it receives from Infinitem. The granulate is used again in Norwegian deposit bottles. The site also houses a warehouse operated by Heia Vita, storing Veolia's finished goods. Veolia and Infinitem are Heia Vita's largest private customers, purchasing

services such as catering, sorting-quality analysis, workwear washing, cleaning and more. They also have agreements for personnel working full-time in Infinitem's production. The agreement has now been expanded further.

"We have an excellent partnership with Infinitem. They have given our employees meaningful tasks and a sense of contributing to an important environmental initiative. Now we will take on new tasks that will mark the beginning of a new industrial chapter for us. For those of us working with adapted workplaces, it is unique to be so close to industry and such an important part of it," says Yngve Ausland, Managing Director of Heia Vita.

**Products withdrawn from the market**

The new tasks for Heia Vita's employees will involve handling DRS-labelled

beverages that, for various reasons, must be withdrawn from the market. This may be due to expired shelf life or other defects in the product or packaging.

"When we receive this type of product, both the contents and the packaging must be separated and handled properly, and the packaging must enter Infinitem's reuse system. The new premises allow us to start this operation, making it easier to ensure that everything is recycled correctly. This new activity will involve a number of processes where Heia Vita's staff will play an important role," Maldum says.

The tasks include handling the contents of beverage packaging, managing cardboard and plastic film, and processing plastic bottles and aluminium cans that go to Infinitem's facility for recycling and reuse in new bottles and cans.

The building is being sold by Einar Schultz, CEO of Fjellseter, who has owned it for 23 years.

"It is bittersweet to sell it, but everything has its time. I am proud of what we have built and that the building

has always been part of sustainable projects. It is reassuring that Infinitem is taking over and further developing their partnership with Heia Vita," Schultz says.



INVESTMENT: Kjell Olav Maldum of Infinitem and Yngve Ausland of Heia Vita look forward to expanding their collaboration. Einar Schultz, CEO of Fjellseter, is selling the Heia properties after owning them for 23 years.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
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- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



ATTRACTION: Lofotpils receives daily visitors at the brewery in Svolvær, most of them tourists arriving with the Hurtigruten coastal ship.

# Welcoming the world to brewery visits

• Svolvær

**Lofotpils is the largest brewery in Nordland and a well-known attraction in Svolvær. Now the family-run business is also looking beyond Norway's borders.**

The story of Lofotpils began in 2006, but it took several years to build the necessary expertise and establish production. The brewery was finally completed in 2014. Since then they have seen steady growth.

"We currently have five employees and produce between 20 and 25 different varieties of beer a year," says CEO Andreas Thorvardarson.

He is the son of founder Thorvardur Gunnlaugsson and has led the company since 2018.

But it was his father who established Lofotpils, driven by a longing for beer from his home county of Nordland.

"My father is the founder, a food enthusiast and deeply rooted in tradition. At the same time, several of us siblings want to help take Lofotpils further," Andreas says.

**The world's second-softest water**

Although the range is broad, one style stands closest to the brewery's heart.



"We have specialised in pilsner styles. That is partly due to the type of water we have here," says the brewmaster.

When water from Lofoten was sent for testing, the results were remarkable.

"We were told it was the second-softest water they had ever analysed. The softest apparently comes from Melbourne in Australia," Andreas says.

The Lofoten water gives the brewery a unique foundation for producing balanced and elegant beers. At the same time, they constantly experiment with new flavours.

"Right now, I am most pleased with a Belgian dark ale we have called Golden Ratio. It is good to drink almost anytime, anywhere," he says.

**Early adopters of cans**

Today, the main product is Lofotpils in 500 ml cans, and the canning line is an important part of the brewery's identity.

"We invested early in cans, which can be returned through the deposit system like other beverage packaging. That's the future," Andreas says.

The brewery also supplies beer to bars and restaurants in so-called KeyKegs, which are modern, lightweight single-use plastic kegs that replace traditional steel kegs. Once emptied, the kegs enter the deposit return system and are collected for material recycling and production of

new containers.

"This approach results in simpler logistics and a lower climate footprint," Andreas explains.

In addition to its own production, Lofotpils also hosts guest brews for other microbreweries.

**Steady flow of tourists**

The location on the quay in Svolvær makes the brewery more than a production site. It is also an experience centre.

"We depend on good cooperation with local businesses. Many of our visitors arrive with the Hurtigruten coastal ship. We are an alternative to heading straight into the mountains," Andreas says.

In 2025, the brewery welcomed several thousand visitors, and the number is increasing every year. A typical tour may include guests from eight or nine different nations.

"We welcome a lot of Italian, French and Spanish visitors, as well as visitors from across Asia. In Lofoten, the high season runs from March to October, but we see that it is entirely possible to extend the season to the whole year," Andreas says.

Tours usually last around half an hour, followed by tastings.

"We tell visitors about the ingredients, the production process and the different

**FACTS:**

Lofotpils AS is owned by Kneifar Holding AS, DNG Norge AS, Thorvardur Gunnlaugsson, Alsosgården AS, Svolværgaite Invest AS, Vidkunst 33 AS, Gudmann Bjørnson, Tannlege Alsos AS and Sverre Alsos.



beer styles before they get to try the range themselves," he says.

According to him, guests often leave their own mark on the visit.

"We have had several choirs stop by. When an Irish men's choir breaks into shanties, the atmosphere becomes electric," he says.

One of the more memorable episodes involved two Finnish women in their nineties.

"They may have received slightly more than the allotted tasting samples. In the end, we had to drive them the 150 metres back to the ship and help them on board," Andreas laughs.

**Lofotpils in Italy**

Lofotpils is sold across Norway, but Lofoten remains the biggest market. At the same time, the family business has established itself in northern Italy through an agreement with a grocery chain and is aiming for further growth there.

"We started in the north and are seeing how it goes. Lofoten already has a strong brand in Italy through stockfish exports. We are building on that," Andreas says.

With a weak Norwegian krone, exports have become more attractive.

"It could become very big. We often go to Italy to promote the beer and meet the restaurants that serve it," he says.

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# The solution is to think differently

**Nikolai Schirmer has, in recent years, become known as a skilled skier, filmmaker and environmental activist. In 2025, he released his latest film, SKI, where a central theme is creating exciting content in an environmentally friendly way, without travelling the world. "Many challenges can be solved if you simply think differently," Schirmer says.**

Schirmer has built a career filming himself and friends on spectacular ski descents down steep mountains. He has combined his passion for skiing with a strong commitment to the environment. His many adventures can be followed on his YouTube channel, in the media and in the NRK TV series *Ekspnert* ("Exposed").

### Highly dangerous and extreme

Last year, much of his time was devoted to the new film. The idea for *SKI* came three years ago, when Schirmer heard about an ambitious project by childhood friend Vegard Rye. Vegard planned to climb and ski down 27 mountains in the Lyngen Alps in one continuous four-day effort. That is the equivalent of running four marathons while also climbing Mount Everest from sea level – three times.

"I have known Vegard since childhood, when we skied together a lot. When I heard about the project, I wanted to understand what drove him to such an

inhuman goal. Eventually I realised it had to be documented. Vegard himself did not care about that. He does it for his own sake, which makes it even more fascinating, especially for someone like me who makes a living filming ski adventures," Schirmer says.

Rye and Schirmer experienced several highly dangerous moments during the expedition, and Schirmer has no plans to expose himself to anything similar again.

"It was extreme, and I hope I have managed to capture that in *SKI*. There were major human and technical challenges, and it was steep both up and down," he says.

### Personal challenges

The official premiere took place on 31 January 2025, and the film was screened in 100 cinemas across the country. Audiences also got to see Schirmer's personal challenges and goals. The film was sold to several other countries, including the United States and Italy. In 2026, it is available

for streaming through the Norwegian national broadcaster NRK.

"I am very focused on skiing in a sustainable and environmentally friendly way. That can be challenging, because it is easier to get spectacular footage by travelling the world and using helicopters during filming," Schirmer says.

"So I have challenged myself, both over the past few years and in this film, to create exciting, high-quality content without travelling far and without using helicopters. It requires thinking differently and finding other solutions. But once you start thinking in new ways, you often end up thinking smart," he says.

### Chasing stories

For Schirmer, the solution was to look for strong stories that resonate.

"I realised the stories could just as easily be created in my local mountains. And they actually became better and more engaging when I stopped relying on foreign locations. It also turned out



// *The Norwegian deposit return scheme has shown that it is possible to create good circular solutions as long as people work together.*

Nikolai Schirmer

that when I climb the mountains myself, without helicopter assistance, it creates even more engagement and interest. In that way, climate becomes a central theme in the film and essential to the narrative," he says.

Schirmer is also an ambassador for Protect Our Winters, an environmental organisation of outdoor enthusiasts working to limit climate change so that future generations can still enjoy snowy winters. He has also been involved in the "Pant for pudder" ("Recycle for Powder") campaign in collaboration with Infinitem. His message is that even simple actions, like returning bottles and cans, can make a difference for the environment.

"The Norwegian deposit return scheme has shown that it is possible to create good circular solutions as long as people work together. It is inspiring and gives hope that others will create similar solutions to major environmental challenges," Schirmer says.

### Response exceeded all expectations

"The audience has given extremely positive feedback on all aspects of the film. There is spectacular skiing, tough personal challenges and big questions about how we can take better care of our planet. It is great to see that all the elements I try to highlight can resonate in this way," he says.

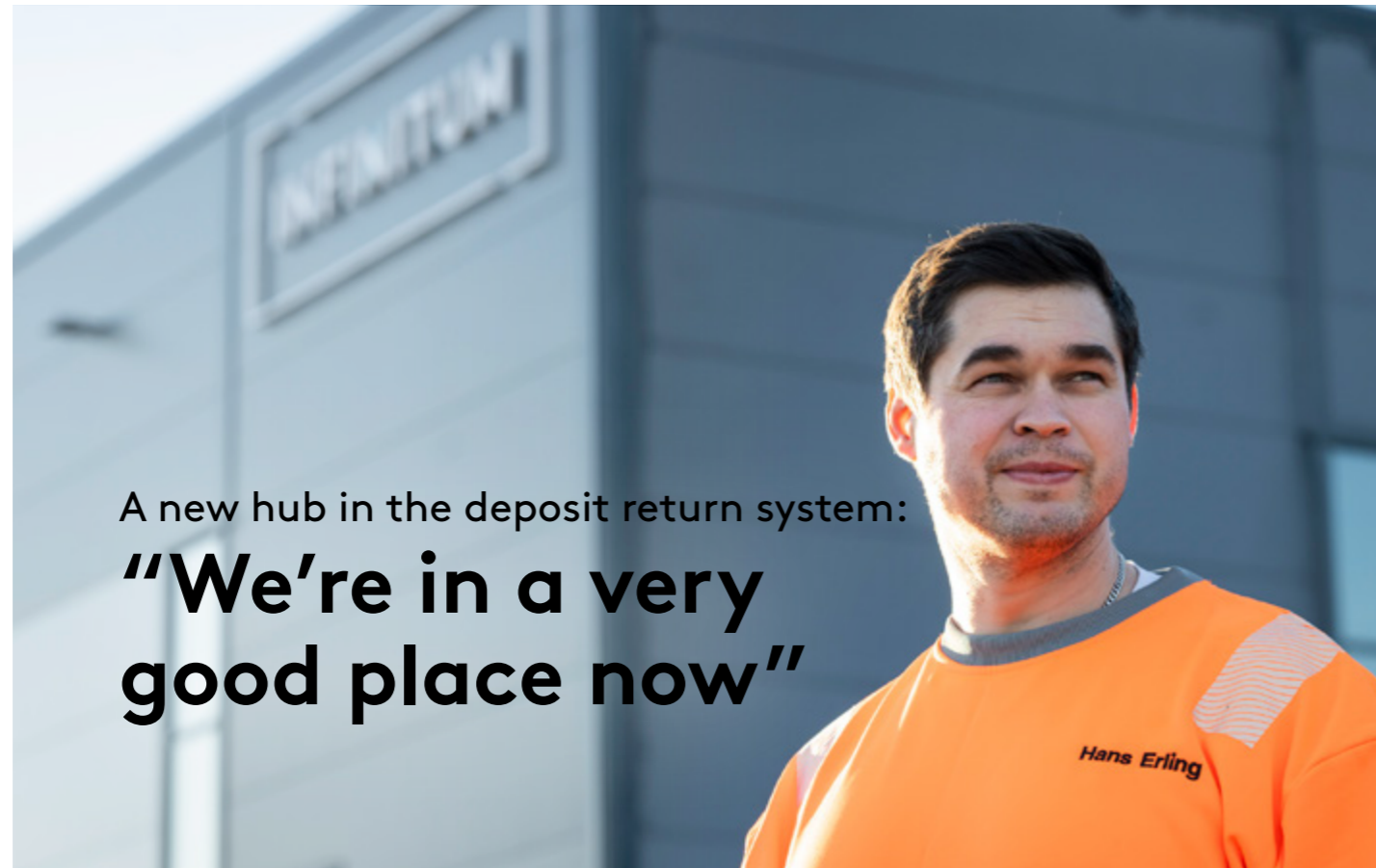
### Impressed by his dedication

Infinitem's Director of Communications Randi Haavik Varberg has collaborated with Schirmer for several years and is impressed by his dedication.

"Nikolai is genuinely passionate about inspiring us to make better, more environmentally friendly choices. He has been a fantastic ambassador for Protect Our Winters and their work to safeguard our planet. Our collaboration has resulted in films about the deposit return scheme and the "Pant for pudder" campaign, showing how both small and large choices shape our future. Nikolai's film is both thought-provoking and engaging," Haavik Varberg says.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



A new hub in the deposit return system:  
**"We're in a very good place now"**



• Skurve

**At Skurve in Rogaland, Infinitem has put its newest facility for receiving and handling empty bottles and cans into operation. After a period of testing and adjustments, the site is now running at full capacity, with an engaged team working every day to make the system even more efficient.**

The Skurve facility opened in November 2024 and has been in full operation since January 2025.

"The first year has been about getting familiar with the facility. Where things run smoothly, and where we have bottlenecks – literally," says Department Manager Hans-Erling Myrvang Larsen.

He joined Infinitem in August 2024 and took over as department manager at the turn of the year. The role involves close follow-up of technology, operations and people.

**Continuous improvement in practice**

The work is characterised by ongoing evaluation and dialogue. Together with employees, drivers and a dedicated mechanic, processes are reviewed

regularly to identify improvement opportunities.

"We constantly monitor how the facility behaves. It is all about small adjustments, testing and streamlining. Our mechanic is hands-on and sees a lot we can learn from," Larsen says.

Good cleaning routines are an important part of this work. The facility is washed one to three times a week to ensure stable operations and quality throughout the process.

**A team with different strengths**

The department consists of eight employees with different backgrounds, ages and working styles. According to Larsen, this mix is a strength.

"We have a good blend of people. Younger and older, more reserved and

more outgoing, perfectionists and those who take things as they come. That covers many needs and they all work very well together," he says.

For many employees, this is the first facility they have worked at. That has created curiosity and ownership of the solutions developed along the way.

"There is a great interest in understanding how things fit together and how we can make them even better. That willingness means a lot," says Larsen.

**Open doors and strong interest**

There has also been considerable interest from outside the modern facility. Over the past year, Larsen and the team have hosted visits from professionals and curious locals. School classes have stopped by, and in September a particularly enthusiastic visitor received a tour as a birthday present.

"He was turning 26 and was very interested in the Norwegian deposit return system and material reuse. For

him, this was perfect. Many are surprised when they see the full loop in practice," Larsen says.

The doors are generally open for visits when operations allow.

"Most people who walk through our office door are offered a tour. It is great to show what we are working on," he says.

**A facility in full operation**

In 2025, 5,578 tonnes of DRS packaging passed through the Skurve facility. That corresponds to 705 full articulated lorries, or 2,594 containers. That is around 15 containers a day.

"In one week we processed around 112 tonnes. That equals 19 lorry loads, or 56 containers. For a new facility, those are solid numbers," Larsen says.

The ambition going forward is to utilise the capacity even better.

"We're in a very good place now. At the same time, we constantly ask ourselves: How can we make this even more efficient? It is a continuous process," he says.

**FACTS ABOUT THE SKURVE FACILITY**

- 1,600 m<sup>2</sup> site
- Eight employees
- Collection area from Haugesund in the north to Flekkefjord in the south
- Capacity of five tonnes of bottles and cans per hour, or 9,000 tonnes per year
- Equivalent volume of approx. 800,000 units per day, or around 200 million units per year
- Processed 5,578 tonnes in 2025, equal to 705 lorry loads or 2,594 containers



**A UNITED TEAM:** According to Department Manager Hans-Erling Myrvang Larsen, the employees at the facility are a dedicated group. Since start-up, the focus has been clear: ensuring that every part of the facility and organisation works as well as possible together. From left to right: Ruben Henry Utnes, Ådne Malmstrøm, Andreas Jensen, Janne Tjentland, Helene Sunde Bergerud, Pål Garpestad and Markus Hægland.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# Italian climate journalists impressed by the deposit system

**“Deposit return is a new topic in Italy, and we are here first and foremost to learn,” says Virginia Olgiati from the Norwegian Embassy in Rome. Together with two Italian climate journalists, she visited Infinitem’s facility at Heia.**

The visit was part of a broader press programme on carbon capture and storage, but the three also wanted to learn how Norway has managed to build one of the world’s most efficient deposit return systems. It is not the first time journalists from Italy have visited Infinitem. Previous visits have resulted in TV segments and feature articles explaining how the system works. “The journalists usually cover climate

and environmental issues. At Heia they had the opportunity to see how Norway works with the circular economy in practice,” Olgiati says. **Reuse abandoned decades ago** According to Olgiati, Italy has only just begun discussing a future deposit system, and so far the topic has received little attention. Discussions are currently taking place between the beverage industry and the recycling sector, while

the authorities have not yet committed to anything. She believes it is unlikely that Italy will introduce a deposit return scheme before 2030. “We had a kind of reuse system 40 years ago, but Italians moved away from it,” she says. **Seeing the process up close** At Heia, the Italian delegation was shown how bottles and cans are collected, sorted and turned into new



products in a closed loop. They also toured the facility, where between 60 and 70 per cent of all deposits in Norway are processed. The visitors were clearly impressed by the scale and efficiency of the operation. “It was fascinating to see how quickly it all happens, from the moment the bottles arrive at the facility to them being sorted, compacted and ready to be melted down,” Olgiati says.

**A well-known recycling attraction** Director of Marketing Randi Haavik Varberg says international interest is significant. Since 2011, Infinitem has welcomed visitors from almost every part of the world. “In 2025, we received delegations from France, Saudi Arabia, China, Spain and Latin America,” Varberg says. She believes the Norwegian deposit system attracts attention

because it works and is cost-effective, environmentally friendly and open to everyone. “The strong interest from Italian media confirms that deposit return and the circular economy are high on the international agenda. It inspires us to continue sharing our experience,” Varberg says.



## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



BRINGING THE TEAM TOGETHER: Infinitem put mental preparedness on the agenda in October. Here, Department Manager Ståle A. Maldum gives a presentation on the topic to employees at Heia.

# People are our most important resource

**On 10 October, Infinitem marked World Mental Health Day. "Take that extra moment to talk to a colleague. Saying hello and smiling at each other can mean a lot," says Ståle A. Maldum.**

In October, Infinitem placed extra focus on mental preparedness. At Heia, Maldum used the occasion to remind employees of the importance of seeing and listening to one another. The day was marked with waffles, coffee and a short talk on the topic.

Similar gatherings were held at the facilities in Bjerkvik, Vassfjellet and Skurve. "People are our most important resource, and it is with them we have the greatest opportunity to make a positive difference," Maldum says.

**The door is always open**  
The event at Heia was organised by Operations Coordinator Susanne Heggelund. "We hope that events like this help our employees feel a little more seen, and that it encourages them to share more

about how they are really doing, both at work and in their free time," Heggelund says. Maldum agrees. "It is about asking that small question. Be curious and interested in the people around you. My door is always open to employees – this is incredibly important. I have a mantra: If people enjoy their work, they do a better job, whether they intend to or not," Maldum says.

**"Get to know your colleague"**  
Infinitem works with mental health throughout the year. In 2025, this resulted in the initiative "Get to know your colleague", launched by HR Manager Tom Normann.

On the information screens in the various departments, employees' candid stories have been highlighted, ranging from life experiences to hobbies.

The local newspaper *Romerikes Blad* wrote about the initiative this autumn. In the article, Michael Teame shared his story of arriving in Norway as a refugee from Eritrea in 2011 – and what he experienced along the way.

Both Teame and Normann have backgrounds in the armed forces, something that has brought them closer.

"For me, life is not just about surviving, but about contributing. Norway became my lifeline, a country that reunited me with my family and gave me the opportunity to be myself,"



GOOD COLLEAGUES: Maldum describes his employees as Infinitem's most important resource. He is shown here with Operations Coordinator Susanne Heggelund.

Teame told the newspaper.

**Feeling heard**  
Teame and his colleagues are pleased that mental health is high on Infinitem's agenda.

"Many people think it is normal to feel a bit low, but it can build up, and then everything comes out at once. It is good to be reminded that you can talk about it, with management or with a colleague," says mechanic Robin Rye.

He feels that employees at Infinitem are good at sharing their challenges – and that people are listened to when they

have something on their mind. "Whether you have a problem with your car or with your partner, there is an opportunity to talk about it. Management is also good at picking up signals, and I appreciate that," Rye says.

**Diversity makes us stronger**  
He describes himself as a cheerful and positive person. But even if you personally feel fine, the people around you may not, he points out. "It is good to be reminded of that," he says. Heia has employees from many different cultures, something Rye sees as a major strength.

"People here come from different backgrounds and experiences, and that makes us stronger," he says.

"No matter where we come from, we all benefit from being seen and heard. That is exactly what World Mental Health Day is about," Maldum concludes.



SATISFIED EMPLOYEE: Robin Rye works as a mechanic at Heia. He appreciates Infinitem's particular focus on mental health.

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
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- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# Historic expansion of the deposit system

**In 2025, Infinitem opened the deposit return system for the first time to bottles that have not contained beverages. Sana-sol became the very first such product, and the producer, Orkla Health, was recognised with an award for the collaboration.**

It was Ingeborg Lislerud Jacobsen from the children's environmental organisation Miljøagentene (Environment Agents) who had the honour of returning the very first bottle at the end of June. The milestone took place at Meny Ringnes Park in Oslo. "This was an important and historic expansion of the deposit return scheme. It opens the door to an entirely new

group of products with deposits, which can help solve major environmental challenges, not only in Norway. We are pleased that the first product was such a well-known Norwegian brand that many people have a connection to," says Kjell Olav Maldum.

**Hoping others will follow**  
The Sana-sol bottle has been part of

Norwegian childhoods since 1933 and remains one of the country's best-selling dietary supplements. Orkla sells around 300,000 bottles a year. "Many people have a strong attachment to Sana-sol, and we wanted to take responsibility as one of Norway's most popular supplement brands. We hope this makes it easier to make environmentally friendly choices, and

that more products follow. We are very pleased that Infinitem opened the system for this, and that Sana-sol became the first non-beverage product in the world to enter a deposit return scheme," says Line Berg Dørum, Head of Sustainability and Innovation at Orkla Health. "Since the beginning – almost a hundred years ago – we have updated the supplement many times. Now the time was right to rethink the packaging, and we are pleased to contribute to a more circular solution with a DRS bottle," Dørum says.

**Deposit on 7,600 different products**  
Today, more than 7,600 different

products carry a deposit – from cordial and mulled wine to plastic wine bottles. In total, more than 93 per cent of all DRS products are collected, recycled and used in the production of new bottles. Maldum says it is the contents of Sana-sol that make the product unique in this context. "New products come with challenges, especially those containing sticky or dairy-based liquids. They require more cleaning and cannot yet enter the system. Sana-sol, however, has plastic packaging and a consistency that make it well suited," Maldum says.

**Recognised with an award**  
The expansion received significant attention in Norwegian media, and in the

autumn Orkla was honoured with the sustainability award from the Grocery Suppliers' Association. The jury described the expansion as: "A historic innovation that can inspire the entire industry, strengthen a return system that is already an international role model – and pave the way for lasting change towards a more circular economy." "It was really gratifying to receive the award. We think it is fantastic that a sustainability project gets so much positive attention. Our collaboration with Infinitem has been excellent, and now we are dreaming of getting more products into the deposit system," says Jakob Strømner, Head of Sustainability & Innovation Tech at Orkla Health.

## Public views on future deposit opportunities



**Maren (29)**  
from Kristiansand

"The Norwegian deposit system is very good. I have lived in Spain and seen how plastic packaging is often just discarded. In Norway, I'm glad to say, most people are good at returning bottles and cans. "If I could add a product to the system, I would choose shampoo bottles, and maybe bottles of cooking oil."



**Kjetil (42)**  
from Kristiansand

"The deposit system is good. It has become a well-established habit in Norway. Once you have lived here for a while, you understand that you don't just throw bottles and cans away. I probably mostly return beer cans, to be honest. "I would introduce deposits on more grocery products, like ketchup and mustard bottles, and bottles of cooking oil. There are countless examples."



**Mathias (27)**  
from Bærum

"I think the Norwegian deposit system is great. There are far fewer bottles and cans in the streets and the countryside here compared with other countries I have visited. "I wish you could return snus boxes. They contain a lot of plastic, and I often see them lying on the ground. I would have no problem paying five kroner extra for that. After all, it's not money you lose – it's money you get back, while also helping the environment."

Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# The world's best recyclers

Across the country, sports clubs and school bands raise significant sums by collecting bottles and cans. Kjell Olav Maldum is proud of Norway's volunteer spirit.



EARNING GOOD MONEY FROM DEPOSITS: IL Bjarg collected more than 200,000 bottles and cans in 2024.

The major grocery chains collect the highest number of bottles and cans each year, but Infinitem's figures also show the enormous potential in organised collection drives.

IL Bjarg, Trysil FK, Stryn TIL, Kolvereid IL and Selbu School Band are among the clubs and bands that each returned empty bottles and cans worth more than NOK 100,000 in 2024.

"The effort is truly inspiring. These initiatives provide much-needed funds for children and young people – and major environmental benefits. This shows why Norway is home to the world's best recyclers," says Kjell Olav Maldum.

**Collecting at Bergen Airport**

The handball and football players of IL Bjarg collected more than 200,000 bottles and cans in 2024, adding up to over NOK 400,000.

"The young people's effort impresses

me. I often read that Norway's volunteer culture is fading, but I disagree," says Torbjørn Birkelund, Head of Football at IL Bjarg.

The Bergen club has benefited from a collaboration with Avinor, which allows the team to collect empty bottles and cans at Bergen Airport, Flesland.

**Cabin owners support Trysil FK**

Trysil FK is another club that has earned well from deposit returns. Friends Øivind Løberg and Bjørn Erik Berg, both board members, have collected empty bottles and cans for the past three years.

In 2024, their efforts resulted in around 75,000 returned units – meaning over NOK 150,000 for football club funds. Løberg and Berg have placed two collection bins on each side of the Trysil mountain to gather bottles and cans left behind by cabin owners.

"We often have to empty the bins

several times in just a few days. The generosity is incredible – people are genuinely happy to contribute. It supports a good cause and is good for the environment. We meet so much positivity. The cabin owners are fantastic," Løberg says.

**Worth its weight in gold for small communities**

Per Arne Aftret, Chair of Selbu School Band, recounts the extraordinary generosity of the small village, located an hour south-east of Trondheim.

In 2024, band members and their parents collected nearly 133,000 bottles and cans, equating to over NOK 265,000.

"Selbu is a small community, with two primary schools making up the band, so we are not a large group. The money ensures a good programme for the children and gives them the opportunity to go on trips," Aftret says.



# Recycling everywhere – even in prisons

**Norwegian regulations state that bottles and cans must be returnable everywhere beverages are sold. That includes Halden Prison. Here, inmates have their own small shop, and last year the amount of returned bottles and cans increased by 60 per cent. The reason was a type of drink that suddenly became legal to sell.**

Around 150 of the roughly 200 inmates have the freedom to shop in the high-security prison's store. It stocks around 3,000 items covering their basic needs.

"Coming here to shop is the highlight of the week for many inmates. Tuna and eggs are big sellers, as many want protein when they exercise. But vegetables and steak are also popular, especially among those who are not too fond of the meals served in the prison," says prison officer Rakel Andersen, who runs the shop together with another employee and four inmates who have earned the responsibility.

"We also sell a lot of chocolate and sweets. Some think our prices are high because they have seen TV adverts for four large chocolate bars for a hundred kroner. We are not part of a chain

and cannot match those offers, but most understand when we explain it," Andersen says.

**Selling 20–30 cases a week**

Drinks are also popular. When energy drinks finally became legal to sell in the shop just over a year ago, things changed quickly.

"The inmates love energy drinks, and I think we sell 20–30 cases a week. They are ordinary cans with DRS labels, so everything is returned and they get their deposit back. We are actually required to accept returns, just like any other place that sells beverages," she says.

From 2023 to 2024, the number of bottles returned increased by 60 per cent in the prison shop. That amounts to nearly 50,000 cans and bottles returned

last year. That's worth between NOK 100,000 and 150,000, depending on the mix of large and small containers.

"Here in the prison, every krone counts, so the inmates are very focused on getting their deposit back. The return rate is probably close to 100 per cent. We want them to experience things they will recognise when they return to society. Small details like the deposit system matter, too," Andersen says.

**Influenced by role models**

The prison also sees trends driven by its own version of influencers.

"If an inmate who is seen as a role model, maybe because they are particularly strong, starts buying spinach, suddenly everyone wants spinach," Andersen says.



A POPULAR ACTIVITY: In the small shop at Halden Prison, inmates can buy much of what they need. Prison officers Rakel Andersen and Sjur Myrstad also pay out deposits on empty bottles and cans – just like any other place that sells beverages.

The prison is divided into four floors, and each floor has its own shopping day. Nine inmates at a time can visit the shop between 5:00 and 6:30 pm.

"They generally behave very well. I have only experienced three or four incidents in the seven years I have worked here. If something happens, they can lose shopping privileges. No one

wants that – having the freedom to shop means a lot to those who are allowed," she says.

Hearing that deposit returns also take place in prisons is warmly welcomed by Infinitem's Director of Communications, Randi Haavik Varberg.

"It is very positive to see that the deposit return scheme also applies in

places like this, and that inmates actually receive the deposit they are entitled to. It also highlights that even small amounts can have great value for many," Haavik Varberg says.

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact

# 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, who later served as 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 what is 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 by 93 per cent on cans and 80 per cent on PET.

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



**THE VERY FIRST CAN:** In 1999, Jan Tore Sanner (later Minister of Finance) 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 Infinitem's collection rates as well. This equates to around 4 per cent of the overall collection rate for cans and around 8 per cent for bottles.

**2011:**  
The environmental levy 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 in Heia in Fetsund to serve Southern Norway. A new production facility opens in Bjerkevik to serve Northern Norway.

**2014:**  
Norsk Resirk changes its name to Infinitem. 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 schemes 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 Infinitem'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:**  
Infinitem 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 materials 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:**  
**Infinitem 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, Infinitem 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 are introduced, with recycling at Infinitem. Deposits on KeyKeg beer kegs are introduced.

**2021:**  
A new partnership begins with Novelis for aluminium, a plastic bottle recycling plant opens at Heia, and recyclable plastic beer glasses are introduced.



**NEWCOMER IN 2025:** In June, the Sana-sol bottle received the DRS label, marking a historic expansion of the deposit system. At the end of the year, the Norwegian Minister of Climate and Environment acknowledged that returning to refillable bottles would be problematic.

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

**2023:**  
A new facility enters operation at Klæbu in Trondheim, and the construction of Infinitem'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.

**2024:**  
The 25th anniversary of the current deposit return scheme is celebrated in grand style aboard the *Christian Radich*, together with contributors, owners, partners and friends.

**2025:**  
In June, the Sana-sol bottle received the DRS label, marking a historic expansion of the deposit system. At the end of the year, the Norwegian Minister of Climate and Environment acknowledged that returning to refillable bottles would be problematic.

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



# The Board of Directors

# Infinitem's owners

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



**MARTINE S. BJØRNSTAD  
MALTERUD**  
Chair  
BS (Coca-Cola Enterprise European Partners Norge AS)



**SVEIN SOLLIE**  
Deputy Chair  
DMF (Asko Norge AS)



**SVEIN SERCK-HANSEN**  
Board member  
BS (Ringnes AS)



**HELGE HASSELGÅRD**  
Board member  
DLS (DLF Norway)



**INGVILL STØRKSEN**  
Board member  
CN (Coop Norge AS)



**SYNNØVE GAUTESEN BERG**  
Board member  
MF (Rema 1000 Distribusjon AS)

## Deputy board members for 2025:

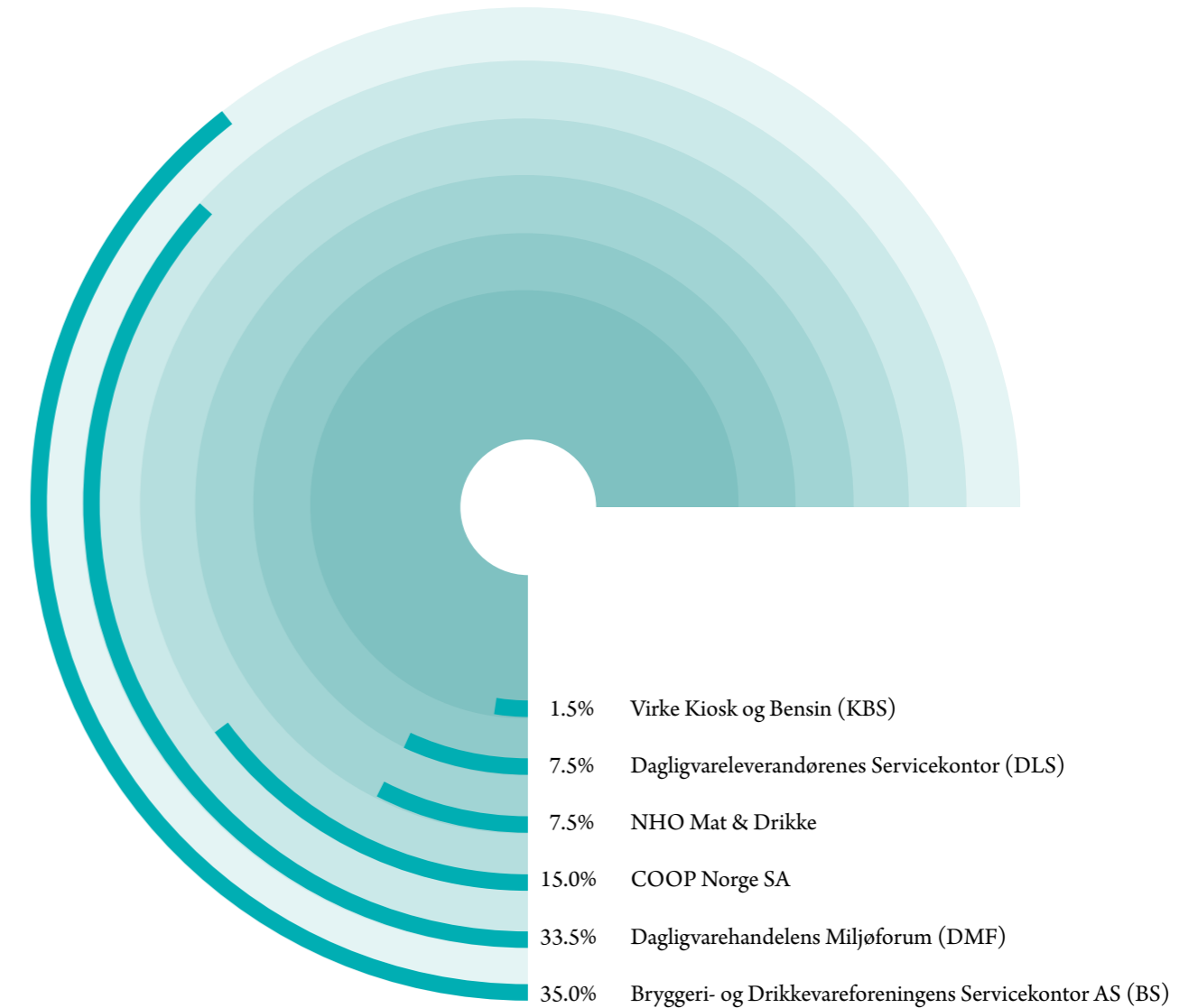
**Anne Cathrine Berger**  
DMF (DMF)

**Torgeir Løftingsmo**  
CNH (CNH)

**Siv Grønning**  
BS (Ringnes AS)

**Erlend Fuglum**  
BS (BROD)

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





# Statistics for 2025

## Innhold

- 3 Use the knowledge we already have
- 4 The year when everything turned around
- 6 Every single bottle and can counts
- 7 Brutal to make a sad Christmas film
- 8 "Just one" becomes millions
- 9 Growing fast with "adult soft drinks"
- 10 The deposit system depends on trust
- 11 The world's best deposit system needs the world's best knowledge
- 13 Where Norwegians recycle the most: "Growth has been extreme"
- 14 Enthusiasm for recycling across Norway
- 15 Huge increase in deposit returns via Oda
- 16 Record year for LOOP's sustainability school: 52,000 schoolchildren learnt about the deposit system
- 17 Emergency preparedness tested in "Operation BBQ"
- 18 Working to change attitudes towards plastic
- 19 Thousands of festival cups recycled
- 20 Streamlining operations at Heia
- 21 Welcoming the world to brewery visits
- 22 The solution is to think differently
- 23 A new hub in the deposit return system: "We're in a very good place now"
- 24 Italian climate journalists impressed by the deposit system
- 25 People are our most important resource
- 26 Historic expansion of the deposit system
- 27 The world's best recyclers
- 28 Recycling everywhere – even in prisons
- 29 The deposit return story
- 30 Board of Directors and owners
- 31 Statistics
- 32 Contact



**1,082,588,284**

cans returned\*

**93.1%**  
of all cans sold

**14,188**  
tonnes of aluminium were  
returned and recycled



**579,010,741**

plastic bottles returned\*

**92.4%**  
of all bottles sold

**21,285**  
tonnes of plastic were  
returned and recycled



**1,661,599,025**

total returns

## KEY FIGURES

Supply chain	NO. CANS	TONNES CANS	% OF ADDED	NO. PET	TONNES PET	% OF ADDED
Total sales	1,166,087,964	15,267	-	628,932,853	22,856	0%
Withdrawals from value chain inventory	-2,610,632	-33	-	4,288,775	176	0%
Added (Sales and withdrawals from value chain inventory)	1,163,477,332	15,233	100%	633,221,628	23,032	100%
<b>Total returned through reverse vending machines</b>	<b>1,082,588,284</b>	<b>14,188</b>	<b>93.1%</b>	<b>579,010,741</b>	<b>21,285</b>	<b>92.4%</b>
Recycled from central sorting plant	8,150,116	108	0.7%	906,903	29	0.1%
Recycled from slag sorting	32,579,005	435	2.9%	-	-	0.0%
Recycled from waste sorted at source	5,620,782	72	0.5%	1,428,454	48	0.2%
Waste-to-energy	8,079,577	108	0.7%	40,455,261	1,252	5.4%
<b>Total recycled from waste</b>	<b>54,429,479</b>	<b>723</b>	<b>4.7%</b>	<b>42,790,617</b>	<b>1,330</b>	<b>5.8%</b>
<b>Total recycled</b>	<b>646,272,516</b>	<b>14,911</b>	<b>97.9%</b>	<b>621,801,358</b>	<b>22,615</b>	<b>98.2%</b>
Incineration waste in bottom ash	11,934,218	159	1.0%	-	-	-
Inefficient use of energy	1,322,734	18	0.1%	6,374,007	198	0.9%
Unknown allocations and uncertainty in analysis	13,202,617	145	1.0%	5,046,263	219	0.9%
<b>Total not returned</b>	<b>80,889,048</b>	<b>1,045</b>	<b>6.9%</b>	<b>54,210,887</b>	<b>1,747</b>	<b>7.6%</b>
<b>Total</b>	<b>1,163,477,332</b>	<b>15,233</b>	<b>100%</b>	<b>633,221,628</b>	<b>23,032</b>	<b>100%</b>
Foreign items	41,651,974	481		3,939,508	142	

\* COLLECTION FIGURES FOR REVERSE VENDING MACHINES



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- 11 The world's best deposit system needs the world's best knowledge
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- 31 Statistics
- 32 Contact

## Contact

1

### Head office

Skøyen, Oslo

Visiting address:  
Karenslyst allé 9c  
0278 Oslo, Norway

Postal address:  
Postboks 447 Skøyen  
0213 Oslo, Norway

13 employees

Email: [info@infinitem.no](mailto:info@infinitem.no)  
[www.infinitem.no](http://www.infinitem.no)

**Gina Rojahn**  
Finance Consultant  
[gina@infinitem.no](mailto:gina@infinitem.no)

**Kjell Olav A. Maldum**  
Managing Director  
[kjell.olav@infinitem.no](mailto:kjell.olav@infinitem.no)

**Marlene Bergh Farstad**  
Finance Consultant  
[marlene@infinitem.no](mailto:marlene@infinitem.no)

**Oscar Zio**  
Project Manager  
[oscar@infinitem.no](mailto:oscar@infinitem.no)

**Plamena Nikolaeva**  
Finance Consultant  
[plamena@infinitem.no](mailto:plamena@infinitem.no)

**Randi Haavik Varberg**  
Director of Communications and Marketing  
[randi@infinitem.no](mailto:randi@infinitem.no)

**Roger Hushovd**  
Controller  
[roger@infinitem.no](mailto:roger@infinitem.no)

**Sten Nerland**  
Head of Logistics and Operations  
[sten@infinitem.no](mailto:sten@infinitem.no)

**Svein Rune Haugsmoen**  
Controller  
[svein.rune@infinitem.no](mailto:svein.rune@infinitem.no)

**Tom Normann**  
Head of HR, HSE and Security  
[tom@infinitem.no](mailto:tom@infinitem.no)

**Tor Guttulsrud**  
Finance Director  
[tor@infinitem.no](mailto:tor@infinitem.no)

**Vesna Cakarevic**  
Accounting Manager  
[vesna@infinitem.no](mailto:vesna@infinitem.no)

**Vibeke Kjølle Scansani**  
Finance Consultant  
[vibeke@infinitem.no](mailto:vibeke@infinitem.no)

2

### Production plant

Heia industrial park

**Southern Norway**  
38 employees

Department Manager:  
Ståle Maldum

Address:  
Heiasvingen 59  
1900 Fetsund, Norway

5

### Production plant

Skurve industrial area

**Western Norway**  
7 employees

Department Manager:  
Cathrine Sundt

Address:  
Skurvebakkane 60  
4331 Ålgård, Norway

3

### Production plant

Bjerkvik

**Northern Norway**  
8 employees

Department Manager:  
Ole-Rolf Dahlberg

Address:  
Melbymoene 1  
8530 Bjerkvik, Norway

4

### Production plant

Vassfjellet industrial park

**Central Norway**  
8 employees

Department Manager:  
Torgeir Schawland

Address:  
Brøttemtsvegen 803  
7540 Klæbu, Norway

6

### Logistics centre

Heia industrial park

**Nationwide**  
5 employees

Logistics Centre Manager:  
Yngvar Aarnes

Address:  
Heiasvingen 59,  
1900 Fetsund, Norway



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