

Nasjonale merkeordning for avfall

I dag:

Bakgrunn

Optimaliseringer

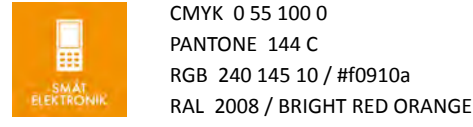
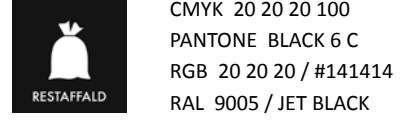
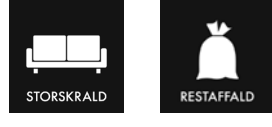
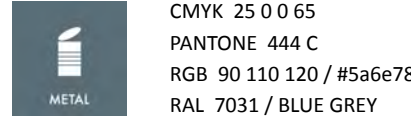
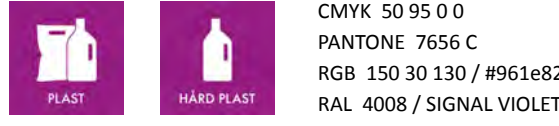
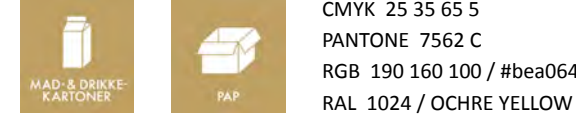
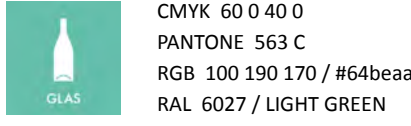
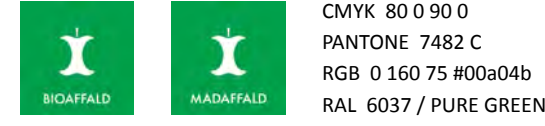
Eksempler &

aktiveringer

Bakgrunn

HENTEORDNING FARVEKODER

CMYK / Pantone / RGB / RAL



GENBRUGSPADSER FRAKTIONSNAVNE OVERSAT

Nedenfor og på de følgende sider kan du se overfraktioner og fraktioner oversat til engelsk og tysk:

Natur Nature Natur	Mad- & Bioaffald Food & Biowaste Lebensmittelabfälle / Biomüll	Genbrug Reuse Wiederverwendung	Glas & porcelæn Glass & china Altglas & Porzellan
Haveaffald Garden waste Gartenabfälle	Kaffegrums Coffee grounds Kaffeesatz	Cykler Bicycles Fahrräder	Fladt glas Flat glass Flachglas
Jord Soil Erde	Kompost Compost Kompost	Genbrug Reuse Wiederverwendung	Glas Glass Altglas
Kompost Compost Kompost	Træstammer & rødder Stumps & roots Baumstämme und Wurzeln	Reparation Repair Reparatur	Porcelæn Porcelain & china Porzellan
Træstammer & rødder Stumps & roots Baumstämme und Wurzeln	Sko Shoes Schuhe	Tøj Clothing Altkleider	

GENBRUGSPADSER FRAKTIONSNAVNE OVERSAT

Pap Cardboard Altpappe	Elektronik Electronics Elektronik
Pap Cardboard Altpappe	Elektronik Electronics Elektro Altgeräte
Pap Cardboard Altpappe	Små elektronik Small electronics Elektro Kleingeräte
Pap Cardboard Altpappe	Køleudstyr Refrigeration equipment Kühlgeräte
Pap Cardboard Altpappe	Solpaneler Photovoltaic panels Photovoltaikmodule
Pap Cardboard Altpappe	Ledninger & kabler Cables & wires Kabel & Leitungen
Pap Cardboard Altpappe	Stort elektronik Large electronics Elektro Grossgeräte
Pap Cardboard Altpappe	Mellemstort Elektronik Medium-sized electronics Mittelgrösse Elektroaltgeräte
Pap Cardboard Altpappe	TV & skærme TV sets & screens Fernsehgeräte und Bild
Pap Cardboard Altpappe	Printerpatroner Printer cartridges Druckerpatronen
Pap Cardboard Altpappe	Røgalarmer Fire alarms Rauchmelder

GENBRUGSPADSER FRAKTIONSNAVNE OVERSAT

Farligt Hazardous Sondermüll	Med tekstil With textiles Mit Textilien
Asbest Asbestos Asbest	Fyrværkeri Fireworks Feuerwerk
Batterier Batteries Altbatterien	Spraydåser Spray cans Spraydosen
Bilbatterier Automotive batteries Kfz-batterien	Polstrede møbler Upholstered furniture Polstermöbel
Brandslukkere Fire extinguishers Feuerlöscher	Trykflasker Pressure bottles Druckbehälter
Elpærer Light bulbs Glühbirnen und Lampen	Lysstofrør Fluorescent tubes Leuchtstoffröhre
Farligt affald Hazardous waste Sondermüll	Maling Paints Farben
Farligt affald Hazardous waste Sondermüll	Teksstiler Textiles Alttextilien
Farligt affald Hazardous waste Sondermüll	Medicin Pharmaceuticals Medizin
Farligt affald Hazardous waste Sondermüll	Oliefiltre Oil filters Ölfilter
Farligt affald Hazardous waste Sondermüll	Spildolie Waste oil Altöl

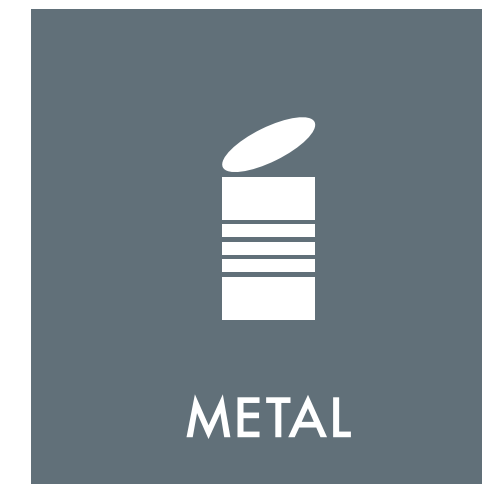
GENBRUGSPADSER FRAKTIONSNAVNE OVERSAT

Papir Paper Altpapier	Byggeri Building & construction Baubetrieb	Træ Wood Altholz
Bøger Books Bücher	Asfalt Asphalt Asphalt	Mursten & tegl Bricks & tiles Ziegelsteine und Dachziegel
Papir Paper Altpapier	Beton Concrete Beton	Stenuld Rockwool Steinwolle
Papir til makulering Paper for shredding Altpapier zur Makulierung (Akten)	Gips Plaster Gips	Sanitet Sanitary ware Sanitärkeramik
	Glasuld Glass wool Glaswolle	Sten & grus Stone & gravel Steine und Kies
	Hele mursten Whole bricks Ganze Ziegelsteine	Tagpap Roofing felt Dachpappe
	Mineraluld Mineral wool Mineralwolle	Vinduer Windows Fenster
		Indendørs malet træ Wood - indoors, painted Innenholz – gestrichen
		Indendørs umalet træ Wood - indoors, unpainted Innenholz – ungestrichen
		Indendørs træ Wood - indoors Innenholz
		Paller Pallets Paletten
		Udendørs træ Wood - outdoors Aussenholz

GENBRUGSPADSER FRAKTIONSNAVNE OVERSAT

Plast & gummi Plastics & rubber Kunststoffe	Metal Metal Metall	Resten The rest Der Rest
Blød plast Soft plastics Weiche Altkunststoffe	Hård plast Rigid plastics Harte Altkunststoffe	Drikkedåser Beverage cans Getränkedosen
Blød PVC Soft PVC Weiches PVC	Hård PVC Hard PVC Hartes PVC	Metal Metal Altmetall
CD & DVD CDs & DVDs CD und DVD	Klar blød plast Transparent soft plastics Transparente weiche Altkunststoffe	Olieholdige maskiner Oily machinery Ölhaltige Maschinen
Dæk Tyres Altreifen	Mælke- og brødkasser Milk and bread boxes Milch- und Brotkisten	Rest efter sortering Residues after sepa Sortierungsreste
Farvet blød plast Coloured soft plastics Farbige weiche Altkunststoffe	Plasthavemøbler Plastic garden furniture Kunststoffgartenmöbel	Små brændbart Small burnable iter Brennbarer Restmü
Flamingo Styrofoam Styropor	VHS- & kasettebånd VHS & cassette tapes VHS und Audio Kassetten	Til nedgravning For burying Zum Vergraben

Dagens fokus



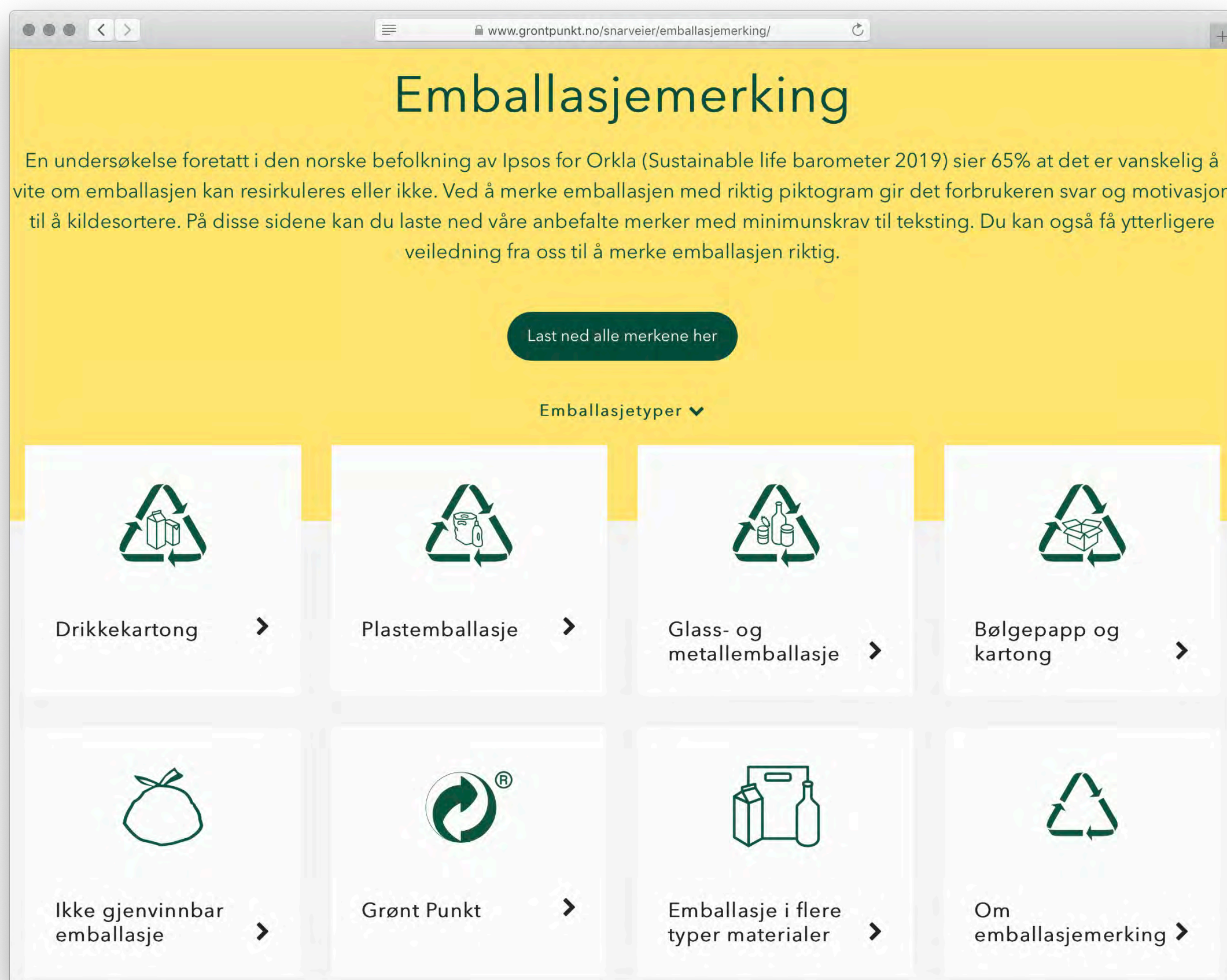
Designmål

Justere danske ikoner til norske systemer

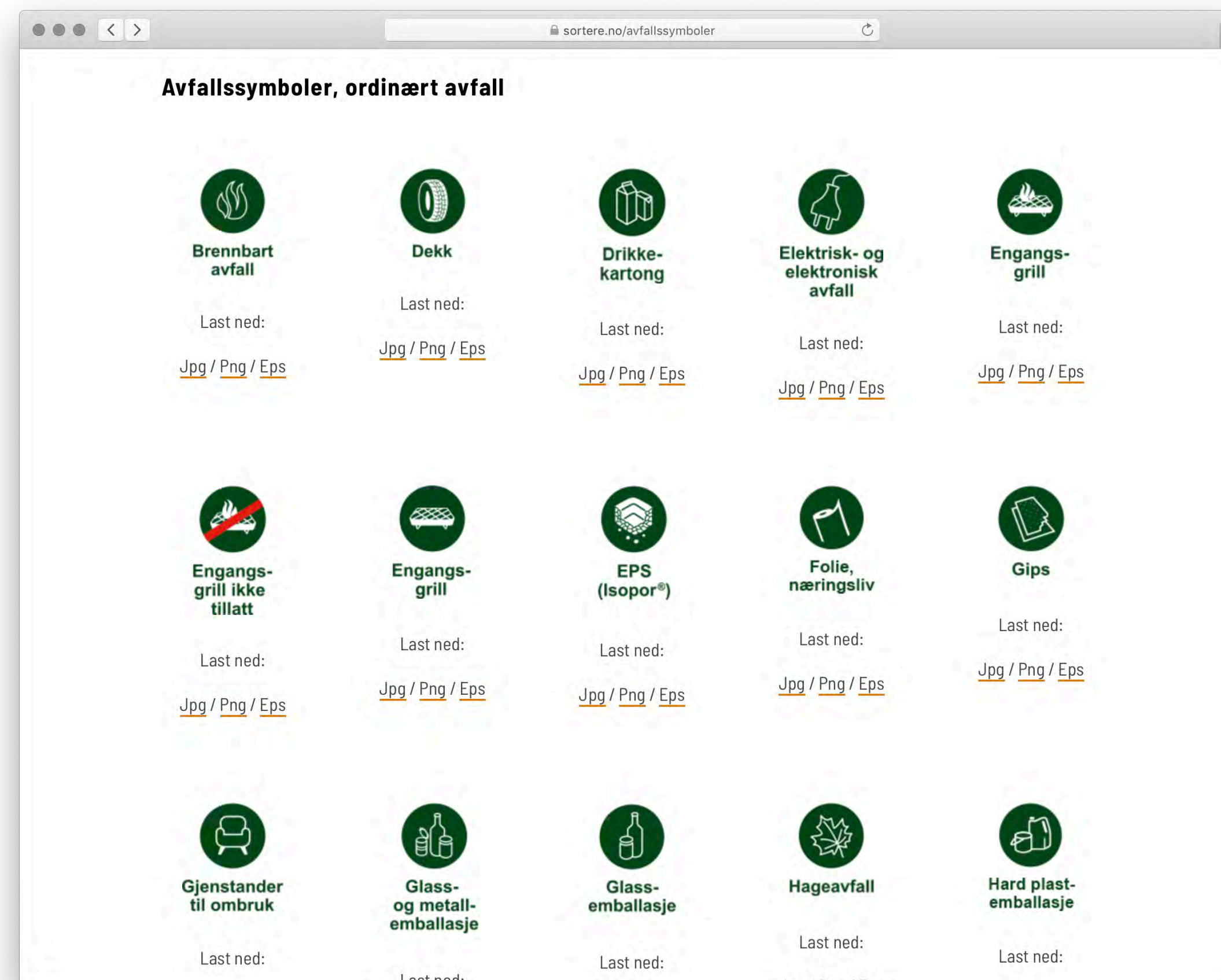
Utvikle fra et ikonsett til et system og en logikk som er fremtidssikker

Finne nye måter å få budskapet ut

Visuell avfallsmerking i dag



grontpunkt.no



avfallssymboler.no/sortere.no

Bruksområder

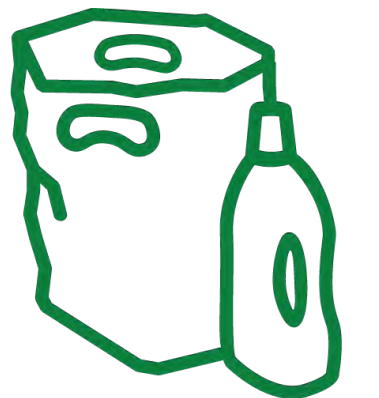
I hjemmet



Det offentlige rom



Gjenvinningsstasjoner



**Plast-
emballasje**

Optimaliseringer

Optimaliseringer

Bruksområder

Merkingens bruksområder i dag

I hjemmet



Det offentlige rom



Gjenvinningsstasjoner



**Plast-
emballasje**

Ett nytt system, to brukssituasjoner

Produkt



Innsamling

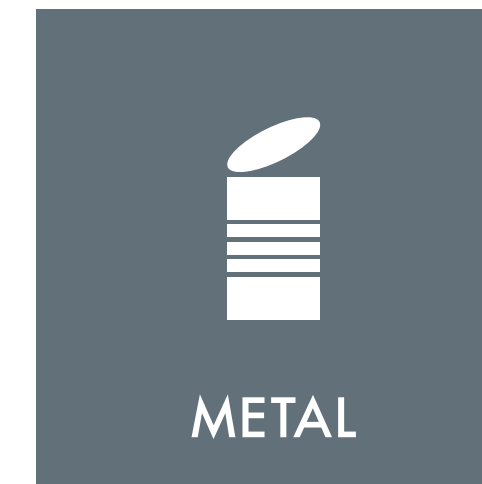


**Plast-
emballasje**

Optimaliseringer

Farger

En felles skandinavisk fargelogikk



En felles skandinavisk fargelogikk





Luminans

27,5

9,3

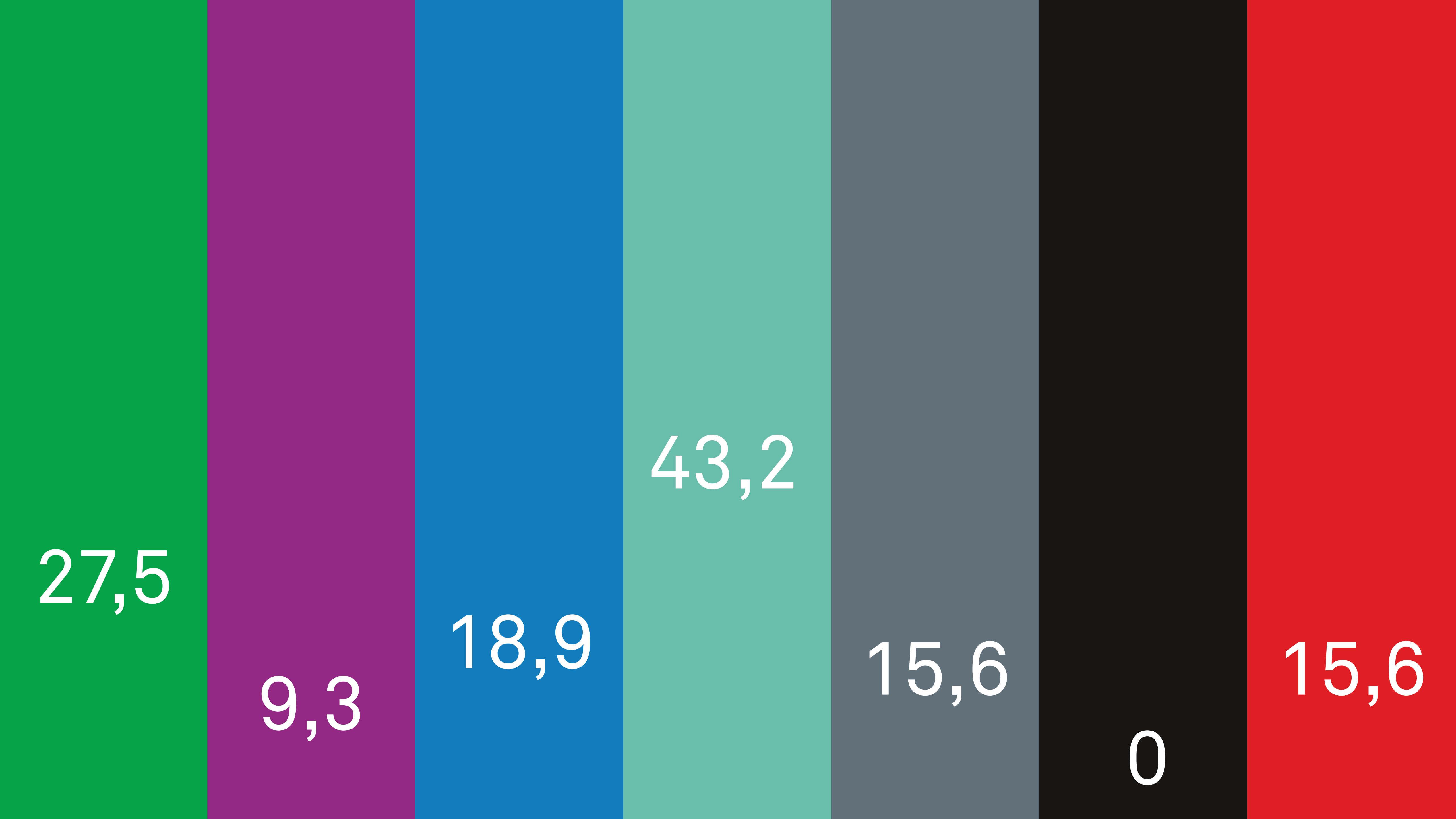
18,9

43,2

15,6

0

15,6



27,5

9,3

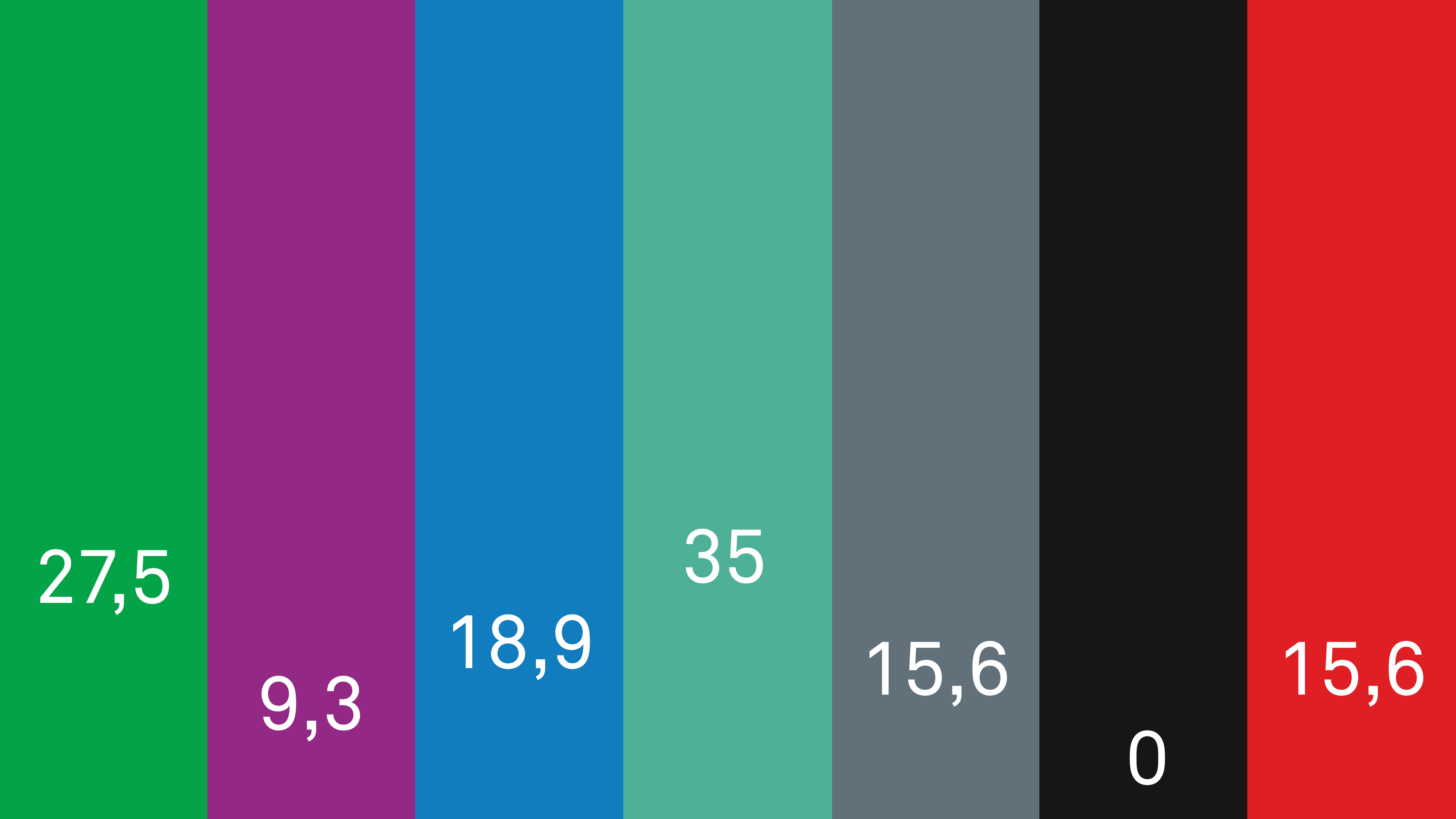
18,9

43,2

15,6

0

15,6



27,5

9,3

18,9

35

15,6

0

15,6

Optimaliseringer

Synlighet

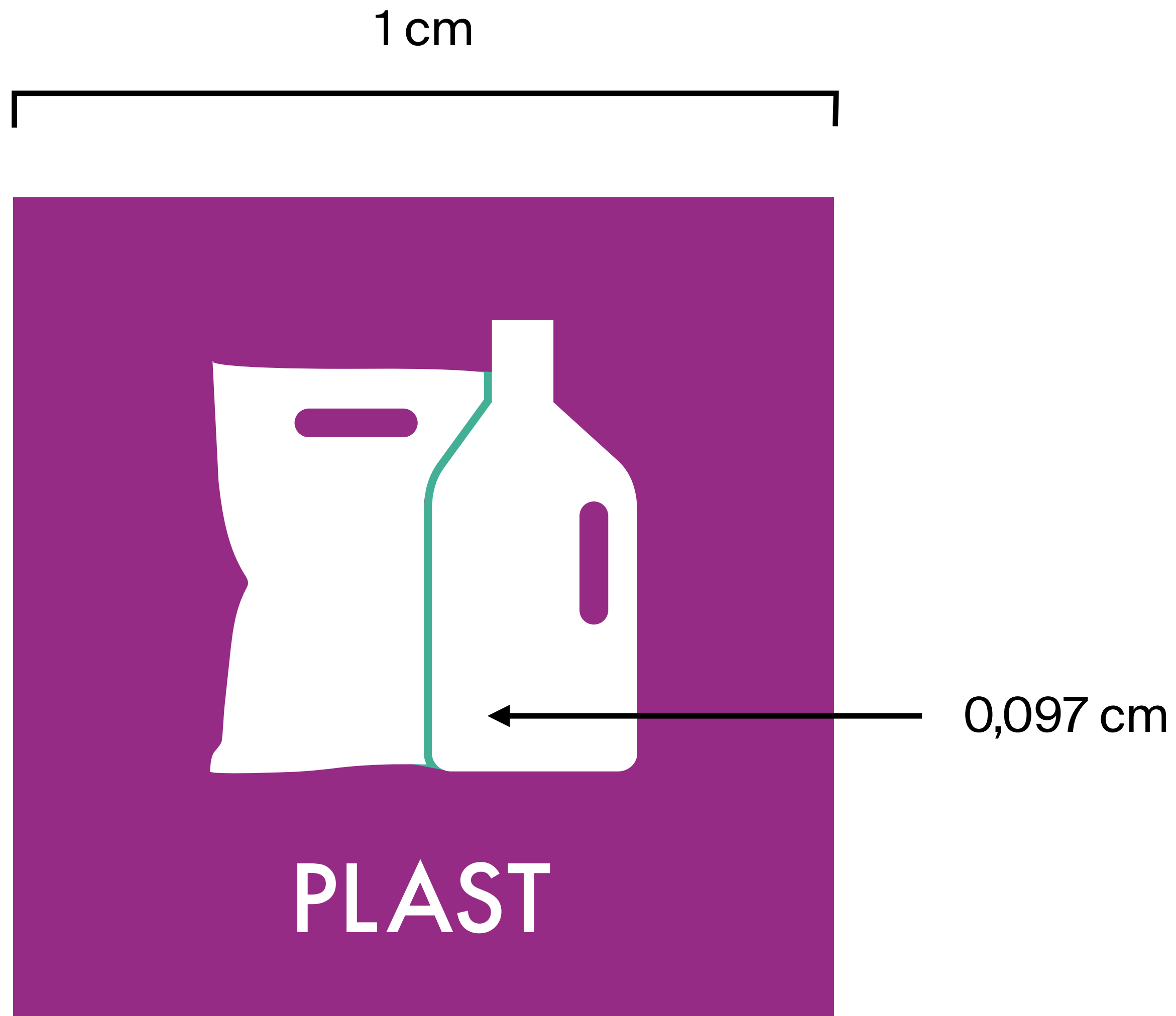


Dansk symbol for plast

1 cm

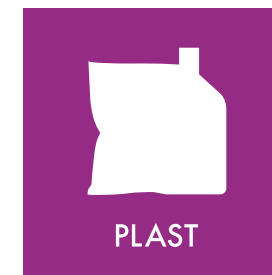


Bruk på emballasje



Meget små detaljer





Uklar silhuett



Gammelt og nytt symbol i liten størrelse



Stor størrelse

Optimaliseringer

Eksisterende

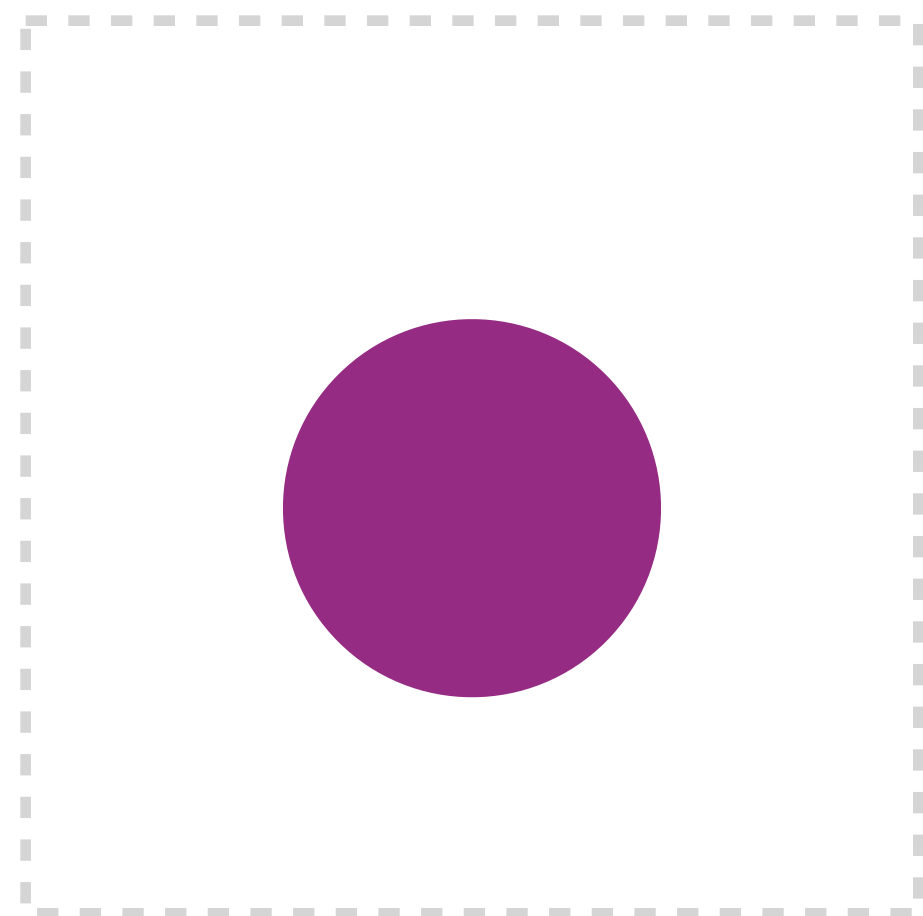
emballasjemerking



Eksisterende emballasjemerking



Dårlig utnyttelse av plass



Dårlig utnyttelse av plass





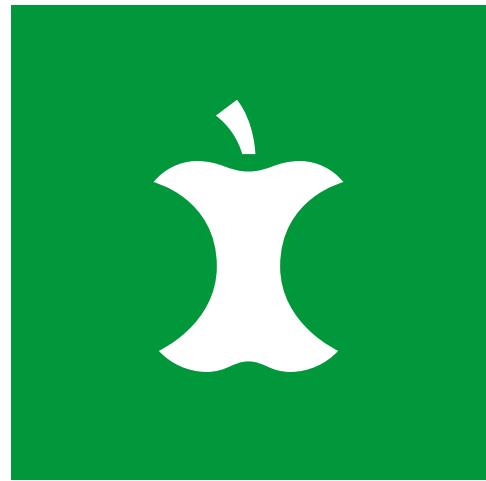
Stor størrelse



Liten størrelse

Optimaliseringer

Firkantsystemet



Matavfall



Plastemballasje



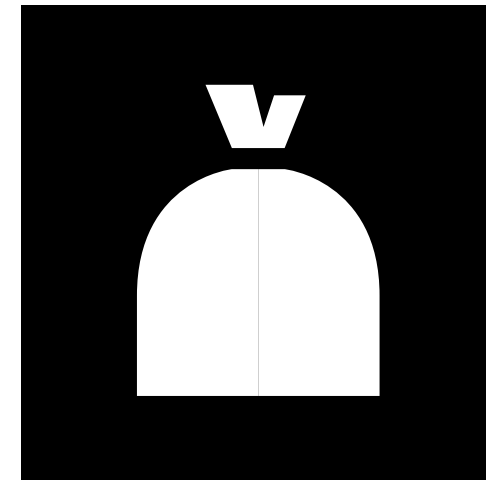
Papp og papir



Glassemballasje



Metallemballasje



Restavfall



Farlig avfall

Kontekst

Navn?

Innsamling vs.
gjenvinning

Språk?

Navigasjon

Tilgjengelighet

Lesbarhet



Skandinavisk
standard?

Vaskes?

Klistremerker

Et fleksibelt system for å forsterke firkanten



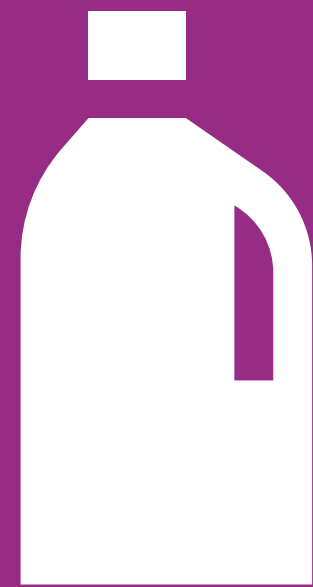
Et fleksibelt system for å forsterke firkanten





Plastemballasje

Benevnelse

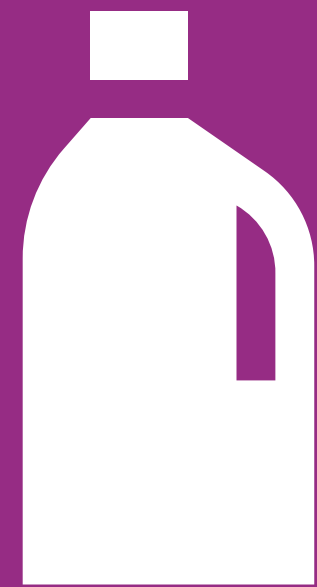


Plastförpackning



Plastemballasje

Benevnelse



Plastemballasje
Plastics
Altkunststoffe

Plastemballasje

Plásta doavdnji





Plastemballasje
Skylles før
sortering



Plastemballasje



Plastemballasje

Tøm ut rester. Skyll i kaldt vann og ta en runde med oppvaskbørsten om nødvendig.



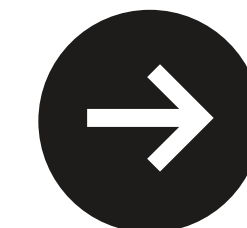
Plastemballasje



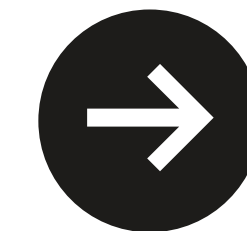
Plastemballasje



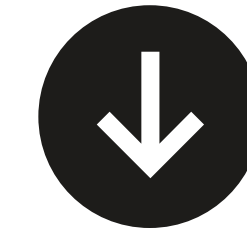
Klar plast



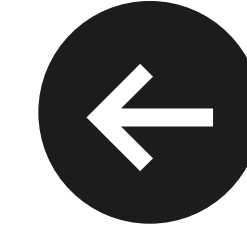
Hagemøbler



Hard plast



Hard PVC

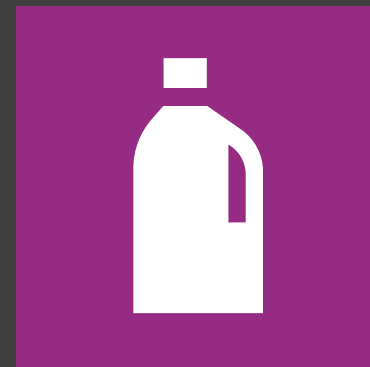
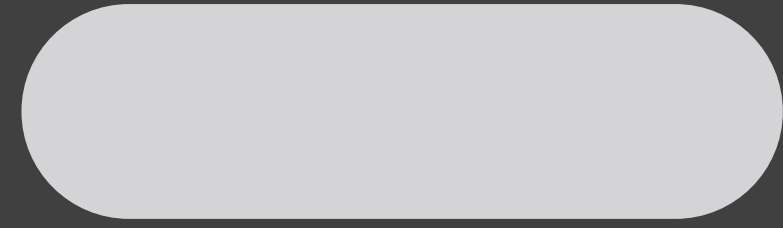


Plastemballasje

1

Plastemballasje





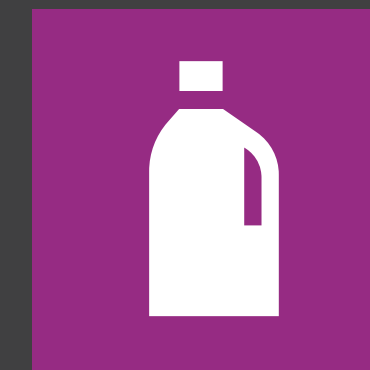
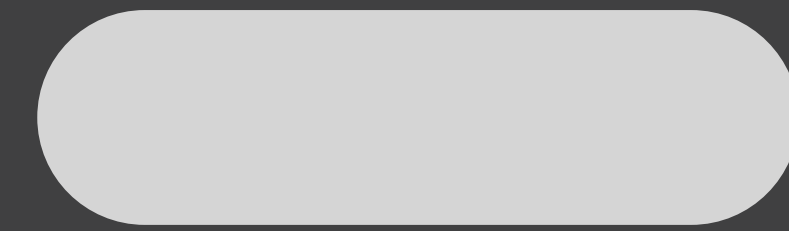
Plastemballasje

Avfallsbeholder

Produkt



Innsamling



Plastemballasje

Produkt



Innsamling

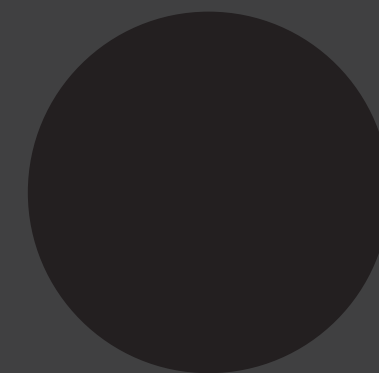
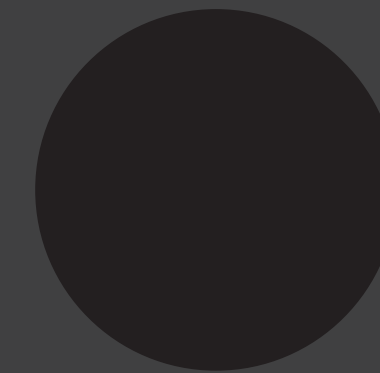


Glass- og metallemballasje

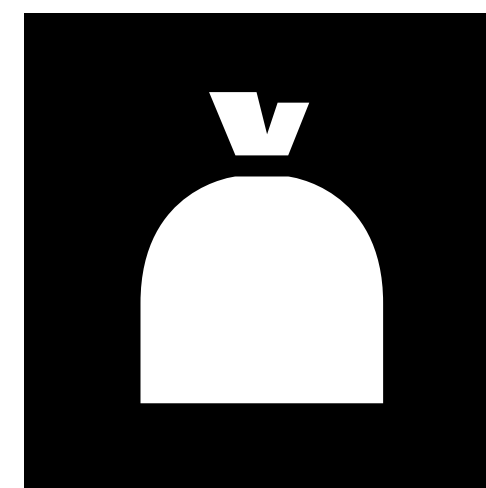
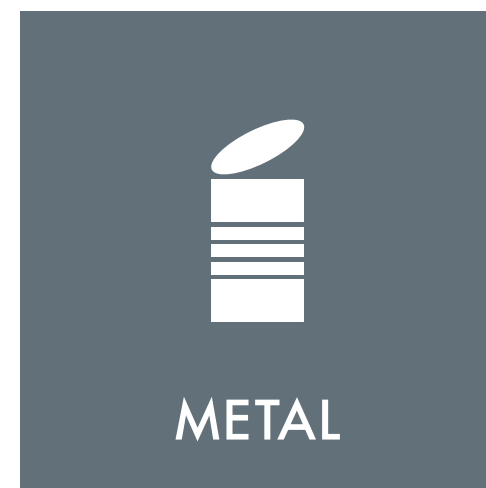
Produkt

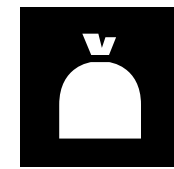


Innsamling



Glass- og metallemballasje





Eksempler

Ingredients: Aqua, C12-15 Alkyl Benzoate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Butylene Glycol Cocoate, Ethylhexyl Salicylate, Phenylbenzimidazole Sulfonic Acid, Isopropyl Lauroyl Sarcosinate, Diethylhexyl Butamido Triazone, Ethylhexyl Triazone, Hydrogenated Dimer Dilinoleyl/Dimethylcarbonate Copolymer, Acrylates Copolymer, Aminomethyl Propanol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Caprylyl Glycol, Potassium Cetyl Phosphate, Triethanolamine, Sodium Hydroxide, Tocopherol, Dipropylene Glycol, Glyceryl Caprylate, Tetrasodium Iminodisuccinate, Sodium Laureth Sulfate.



Sorteres som
plastemballasje

Ingredients: Aqua, C12-15 Alkyl Benzoate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Butylene Glycol Cocoate, Ethylhexyl Salicylate, Phenylbenzimidazole Sulfonic Acid, Isopropyl Lauroyl Sarcosinate, Diethylhexyl Butamido Triazone, Ethylhexyl Triazone, Hydrogenated Dimer Dilinoleyl/Dimethylcarbonate Copolymer, Acrylates Copolymer, Aminomethyl Propanol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Caprylyl Glycol, Potassium Cetyl Phosphate, Triethanolamine, Sodium Hydroxide, Tocopherol, Dipropylene Glycol, Glyceryl Caprylate, Tetrasodium Iminodisuccinate, Sodium Laureth Sulfate.

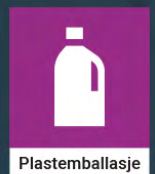


Sorteres som
plastemballasje





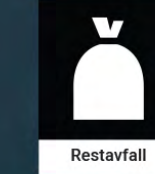
Avfallsbeholdere i dag



Plastemballasje



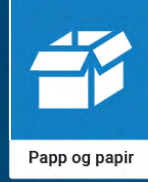
Papp og papir



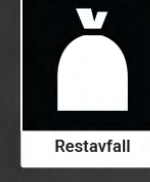
Restavfall



Plastemballasje



Papp og papir



Restavfall

Aktiveringer

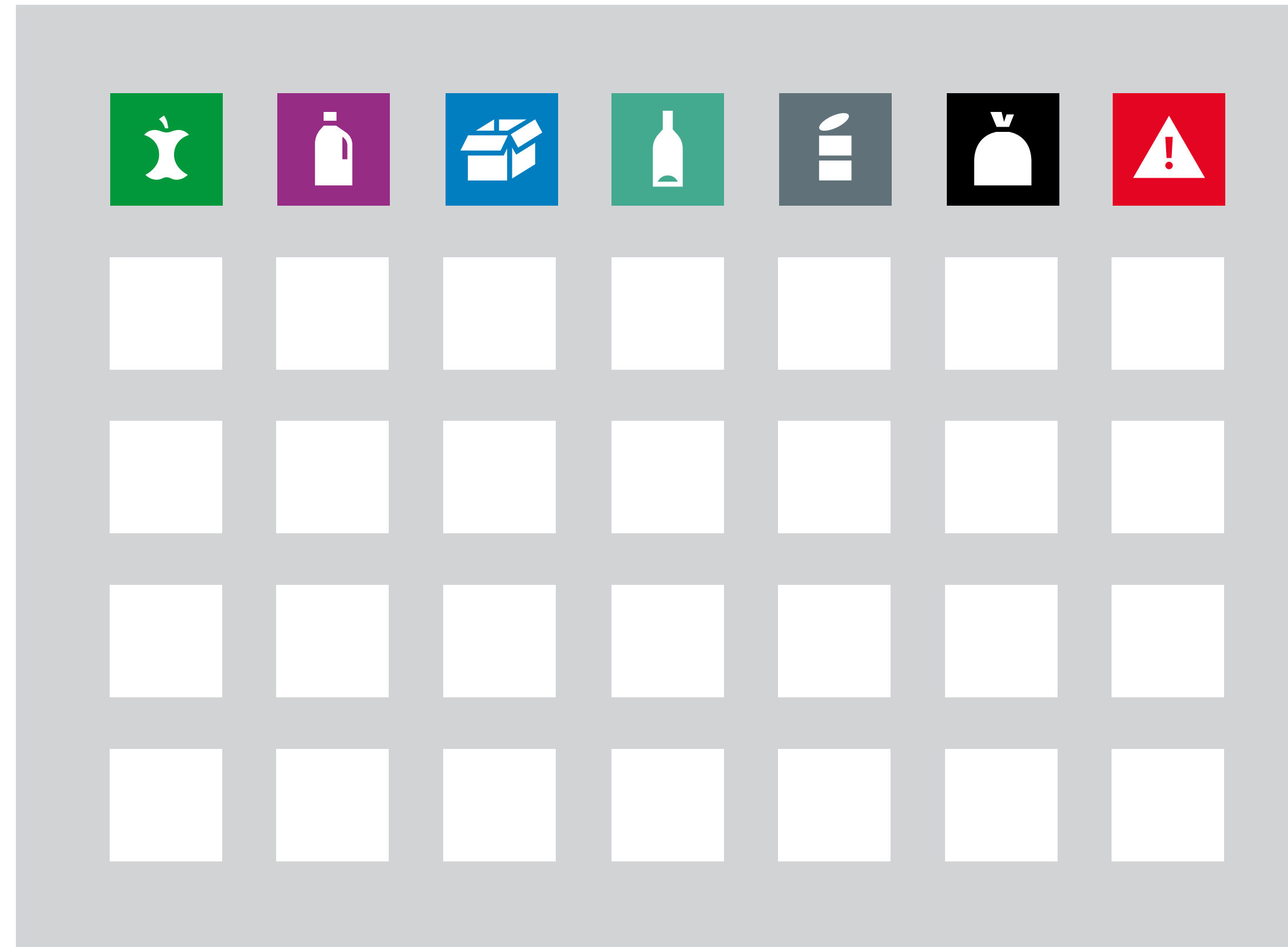
Hva vil du kildesortere?


Plast|

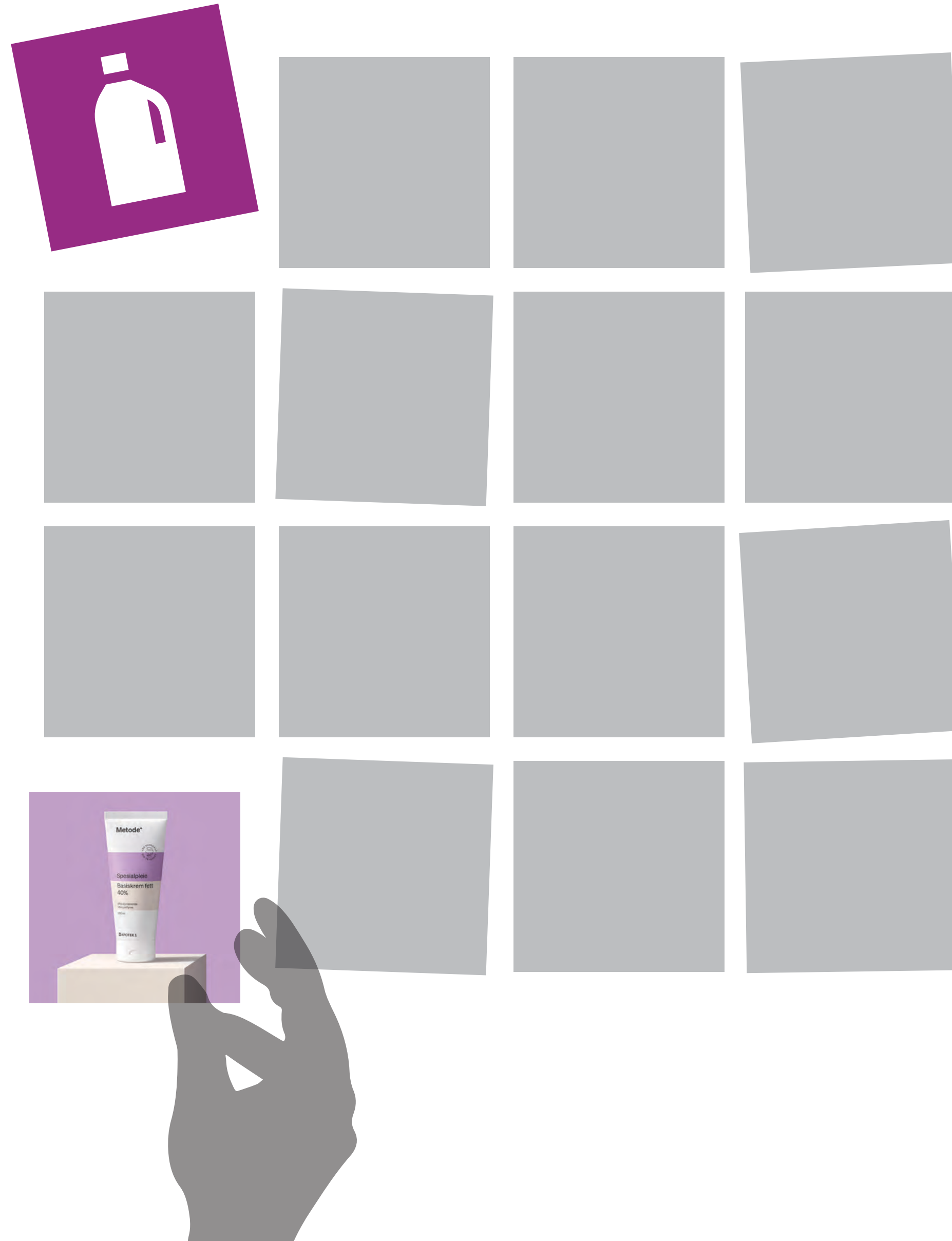
Søk



App



Font med
symbolene 
➔ innebygget |



Minnespill



Begrenset opplag

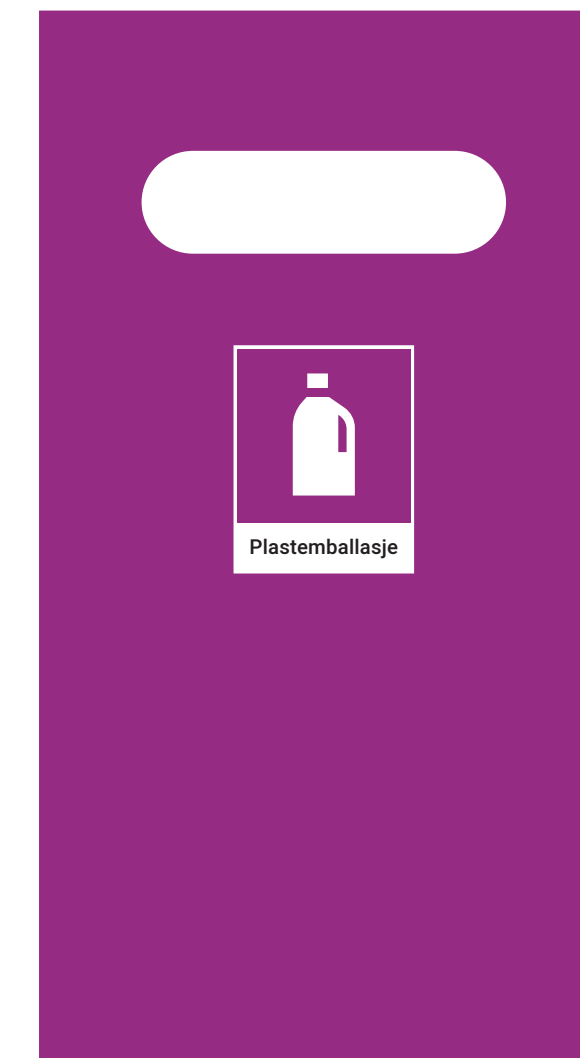
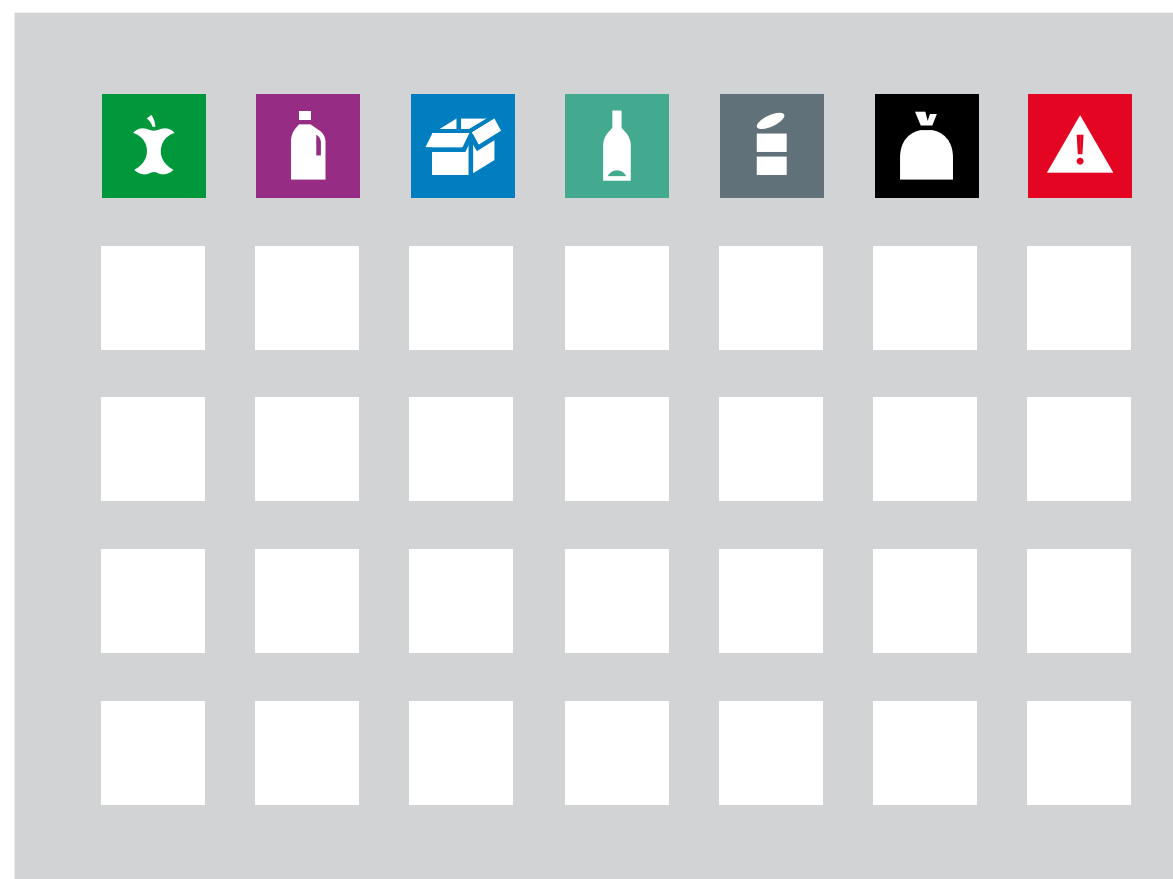
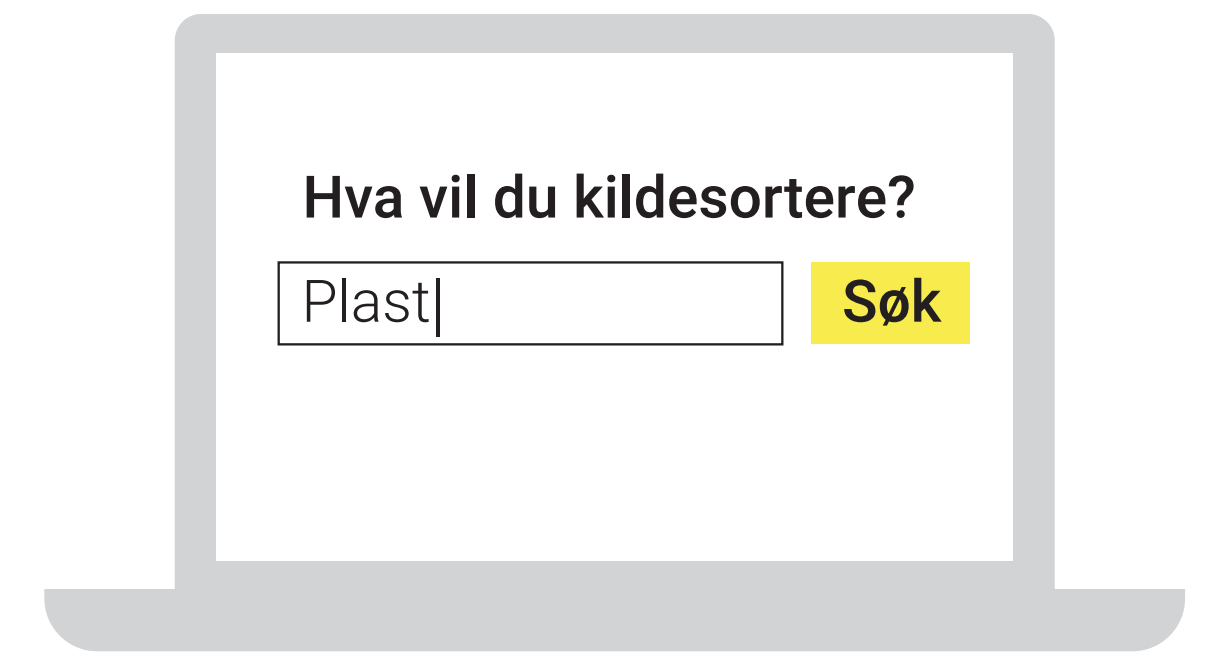


Samarbeid med industrideignere

Vi er åpne for ideer!



Font med
symbolene 
→ innebygget |



Takk!

Innspill ønskes på
loop.no & avfallnorge.no

→ goods.no
→ @goodsoslo