

History of Norwex

Founding of Microfiber

In 1994, still in the pioneering days of a new product named “microfiber”, a local cleaning company in Dal, Norway received a sample of a new cleaning product to use in their day to day cleaning. They soon realized the enormous potential that this new product could have on today’s cleaning methods. Soon thereafter, the Norwegian operating company, Eidsvoll Miljøprodukter, went into business selling, marketing and further developing microfiber as a material used in modern cleaning products. The ideology was then, as it is now, to produce a more efficient cleaning product where only water needs to be added to the cleaning cloth or mop. This led to a decrease in the use of chemicals and other biodegradable detergents. To maintain a cleaner and healthier environment is still a part of the Norwex philosophy today.

Entry into North America

In June of 1998 on a visit to Norway, Gerd Doroshuk was given a cloth by her sister, Jorunn. Gerd was told this cloth would clean her whole house using only water. On her arrival back home, Gerd showed her cloth to Debbie Bolton, who immediately saw the huge potential in selling this concept in Canada. Contact was made with Eidsvoll Miljøprodukter, the company selling these products and in September of that same year, Debbie and Gerd went to Norway to see if they were interested in expanding to Canada. They definitely were, and the name “Norwex” was chosen which stands for the NORWegian Experience; a fitting name to represent top-quality products that could be distributed worldwide. This cloth made it possible for Norwex Canada to start operating in April 1999. Norwex is becoming a familiar name worldwide because of one little red cloth.

NORWEX OVER VIEW

WORLD CLASS LEADER

- Norwex Enviro Products is a customer-focused, growth oriented, world-class leader in marketing the environmentally friendly concept of “Clean with Low Chemical Use.”
- Our Company Mission “is to improve quality of life by radically reducing the use of chemicals in personal care and cleaning.”
- The company Mission Statement is the core of our business. We believe that this is also the way of the future. Consumer Product Safety Commission tells us that of the chemicals commonly found in homes, “150 have been linked to allergies, birth defects, cancer and psychological abnormalities.

WORLD –CLASS SERVICE AND CUSTOMER SATISFACTION

- Norwex Enviro Products success is the result of its high-quality service and product stands. Exceeding our customer’s expectations and providing premiere value and quality, are our top priorities.
- A Dynamic product line.
- A toll-free number, e-mail address and knowledgeable staff available for customers and consultants to obtain information.
- An excellent exchange/refund policy, which guarantees Norwex Enviro Products against defects.
- A lower cost on basic items to remain competitive.

OPERATING PHILOSOPHY

- To empower our sales consultants to achieve their personal and financial goals and dreams through superior products, training, and ongoing coaching and support.
- To help our customers reduce the use of chemicals in both cleaning and personal care.
- To stand behind all our products with a guarantee that promises and delivers Total Customer Satisfaction.
- To build an organization where people are encouraged to continually expand their capacity to create the results they truly desire.

TIME LINE

1994 Norwex "clean without chemicals" began in Norway, soon after microfiber was first manufactured in Sweden.

1995 Norwex enters the home party market in Norway and the business grows quickly.

1999 Norwex expands into Canada and the United States that spring and experiences great success and growth. The business and product line expands to include personal care without chemicals.

2004 Norwex expands into Latvia and later that year into Lithuania. The continued mission is to improve human life by radically reducing the use of chemicals in personal care and cleaning.

2005 The Norwex sales force exceeds 2000 consultants world-wide.

2006 Norwex launches 12 new products, greatly expanding the personal care line.

2008 Norwex has expanded world-wide to offer its products and business opportunity worldwide:

Norway

Canada

United States

Latvia

Lithuania

Estonia

Austria

United Kingdom

Australia

Norwex's new branding message is "Improving Quality of Life." The focus is on reducing pollution in our homes, thereby contributing to improved health of the environment now and for our children's future.

Norwex revamps its personal care line to include an entire collection of certified organic products for hair and skin.