



**Norwex**<sup>®</sup>  
IMPROVING QUALITY OF LIFE

THE NORWEX PURPOSE

# MESSAGE FROM OUR CHAIRMAN

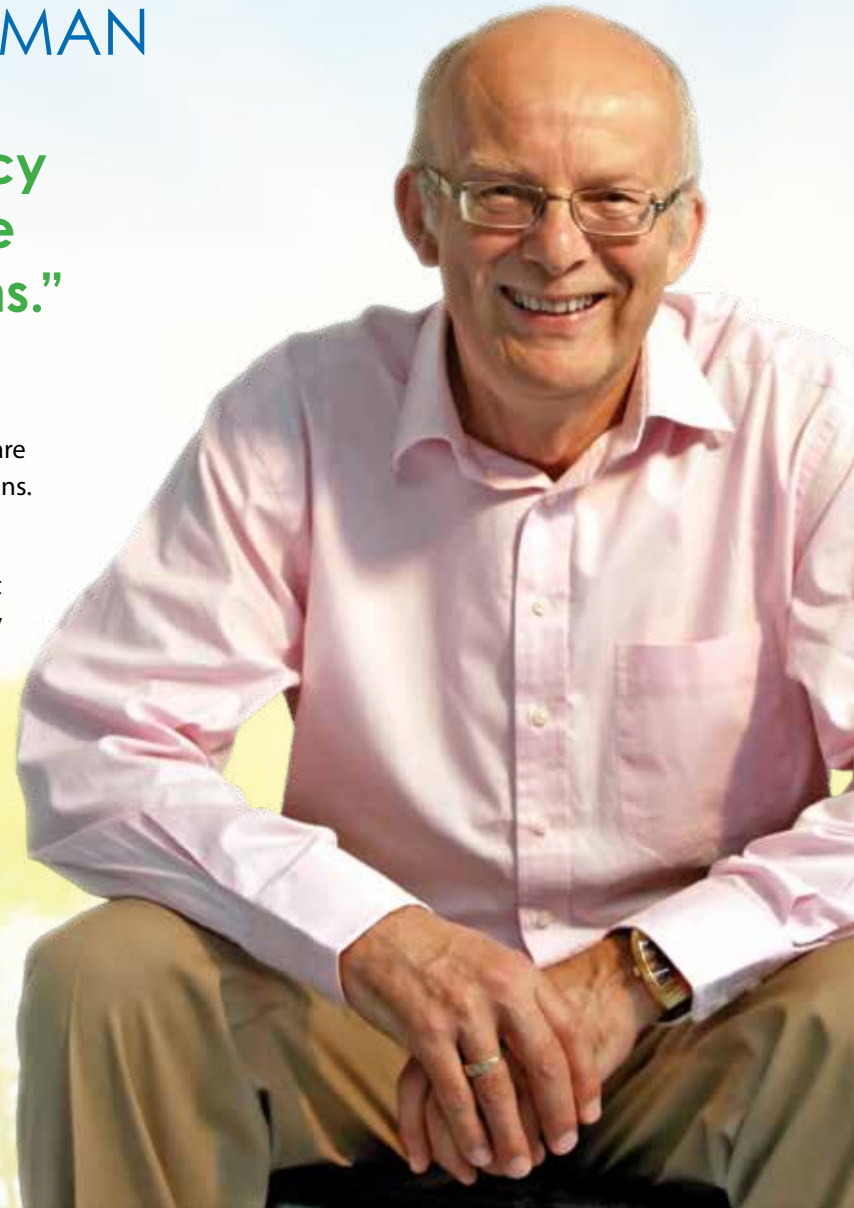
**“We are striving to create a legacy to achieve a better quality of life for present and future generations.”**

Human activity over the last century has significantly altered our global environment with added pollutants such as chemicals. The negative effects are becoming alarmingly clear and we can no longer ignore nature’s warning signs.

If we work together and take collective responsibility for our planet, we can make a difference! Household pollutants negatively impact our environment and our health. By radically reducing chemicals in our homes, we are actively improving the health of our planet.

Our Norwex vision reaches far beyond the limited horizon of just making a profit. ***The Norwex Purpose touches many facets of life with the end result being the ability to collectively make a powerful and positive difference in the world we live in and the lives we touch.***

It’s a simple equation with a worldwide impact.



# The Norwex Ideology + Core Values + Mission = The Norwex Purpose.

**To improve health and environment by radically reducing chemicals in homes is an important purpose – and this purpose makes Norwex unique!**

I want to share my personal story with you: As a youngster I started bicycling – and I got quite good at it. The problem was the lack of home support. I, therefore, started working as an 11 year old to earn enough money to buy my first bicycle. I remember coming home one day very excited that I had won a race, but my father was not interested. You see, he considered bicycling a waste of time. And later, when was I invited to represent Norway on a national team, he simply asked “what’s the point?”.

My father actively tried to “push me down” so imagine how this affected me as a young adult? But I stayed focused on my dreams and many would say I have achieved a lot. First, building a considerable law firm in Norway and then working with others to build Norwex – I am so very proud to be the Chairman of this great company.

So why do I tell you all this? ***Because it only takes YOU to make your own fantastic future.*** The only person that can stop you is YOU. ***The secret is to have the courage to dream big, brave dreams!*** If I can do it, surely anyone can do it.

Norwex is truly unique and I sincerely invite you to join our Norwex family and become part of a movement to improve a quality of life that protects the health of your family and the environment.



**Bjørn Nicolaisen**  
**Norwex Chairman**

# OUR NORWEX IDEOLOGY



**“There is a strong and direct link  
between a healthy earth  
and a healthy you and I.”**

In the last 50 years, the global production and use of manufactured chemicals has increased substantially. More than 80,000 new chemicals have been created.

Ecology refers to the way human beings, animals and other life forms and nature interact and influence each other.

The **ecological approach** considers that all living species and nature are interdependent and that there are limitations to what nature can absorb in terms of human activities, such as pollution. Change something here and the consequences will pop up there. Radical change – man made or otherwise – may overwhelm the delicate balance in the environment, resulting in unintended and dramatic negative changes.

Human activity such as extensive use of natural resources and pollution has, over past decades, altered the environment on a massive and global scale – climate change being the most obvious example.

***We must find a way to provide for the needs of the present, without sacrificing future generations.*** We must work to improve our planet Earth by reducing the emissions of chemicals from our homes. Becoming part of the Norwex family will result in an improvement in the quality of life.

## **“We strive to improve quality of life rather than standard of living.”**

Behind this aspiration rests the value and beauty of life itself.

We want to improve quality of life by reducing chemicals in our homes, resulting in decreased household pollution. This is our way of contributing to a better planet from an ecological point of view.

From a **health point of view**, it is equally important to radically reduce the use of household chemicals. Indoor air pollution is one of the top five highest-ranking environmental health problems in America with chemical levels up to 70 times higher than outside. Research and information on the health effects of chemicals has not kept pace with their development and use.

## **“Most of the chemicals that people are exposed to every day have never been assessed for their impact on human health.”**

The harm chemicals have on humans is extensive. Most concerning are the growing links to chemicals that surround us in everyday life. They are linked to serious diseases such as birth defects, cancer and psychological abnormalities. Many today believe that the extensive use of chemicals indoors contributes to the ‘modern’ diseases such as allergies and asthma.



# OUR CORE VALUES

**“There is no compromise between success and doing it right.”**

**Therefore we must identify the values we will use to do it ‘right’.**



**Our core values are integrity, trust and respect.**

**Integrity** is about being honest and morally upright. As such, honesty is an essential part of integrity. Integrity is a crucial foundation for all trustworthy human relationships.

Our company mission is of the highest moral standard – we want to improve quality of life – we want to help mankind. We must therefore adopt the same high standards in our work for Norwex in general as nothing else makes sense.

Incorporating integrity into our Norwex core values means we must:

- Act according to the law
- Actively tell the truth
- Have consistency between what we say and what we do – we must ‘walk the talk’
- Be sensitive to all moral issues
- Act ethically

Sharing and caring is a major part of the Norwex way of communicating and a fundamental component of the Norwex community.

**Trust** is the expectation or belief that one can rely upon another person's actions and words. Trust promotes creativity, conflict management, teamwork and leadership and is the basis for cooperation and sharing.

Trusting someone else means we are willing to place our assets at risk when entering into a business relationship. And we take that trust seriously, because every Consultant who invests time and money with Norwex will be treated fairly and without opportunism.

**Respect** implies you hold the person in **high regard**. All human beings deserve respect and to receive respect confirms a person's worth as a human being.

Respect is truly fundamental for any working relationship – no one works alone in any organization and at Norwex we respect each employee and Consultant. Trust communicates judgment of a person's reliability while respect communicates judgment of a person's worth.

Respect influences the ability to trust others and at Norwex we focus on these core values as part of all Norwex activities.



# OUR NORWEX MISSION

**Improving quality of life  
by radically reducing chemicals  
in our homes.**

## How do we do that?

- By reducing pollution from chemicals in homes, thus improving the ecological situation of the planet.
- By reducing the use of chemicals at home, thus reducing the health hazards of chemicals surrounding us in everyday life.
- By improving lives with our products, our Norwex Consultants spread the Norwex mission across the globe and impact thousands.







**Our unique brand visually represents the components of our company mission:**

- The water droplet, which is natural and pure.
- The house represents a Norwex home, which is a safe haven from chemicals.
- The leaf symbolizes the strong ecological and sustainable message that our Norwex Family of Consultants spread worldwide.
- The circle around the house symbolizes protection of the home.



# OUR UNIQUE VISION

The Norwex Company Vision is to become the world's leading direct sales company by radically reducing the use of harmful chemicals.

Our organizational vision is to maintain strong footholds in North America, Europe, Asia and Australia working together as a part of the Norwex Global Family.

## Our biggest asset is our people

Without question, our Norwex employees, Consultants and customers are our most valuable assets. Like many, they are attracted by our incredible personal care and cleaning products and seek to make improvements in their lives, yet it is often the **Norwex Purpose** that truly resonates with them. When you choose to join the Norwex Family you become part of something bigger than yourself, a growing momentum to contribute to a healthier planet focused on leaving a legacy for the next generation.

We sell more than physical products by offering **complete solutions for our customers**. We are ideology and value driven.



2012 NORTH AMERICA LEADERSHIP CONFERENCE  
Pictured left to right: Norwex V.P. Sales Leaders Pam Altendorf, Sheri Gauthier, Kris Carlson, Julie Vermette, Sharon Kuzyk, Suzanne R. Holt, Delores VandenBoogaard, Maria Sharp, Donna Kwiatkoski Not pictured: Sonya Eckel

# OUR GOALS AND STRATEGY



## We set our Goals high

- We have over 30,000 Consultants worldwide and are on track to reach our goal of 50,000 Consultants by the end of 2015.
- We expanded our Norwex Canada headquarters and opened the new Norwex USA headquarters recently – both outstanding milestones as we support our growth in North America.
- We expanded our personal care line in 2011 with a strong focus on effective and cutting edge technology. These natural and organic personal care products offer added protection without harmful parabens for our largest organ, our skin.

## Our Strategy is focused

Norwex is what economists call a ***focus differentiator***. We pride ourselves in offering the highest quality and added value within our concept to radically reduce chemicals in our homes.

Within our health and ecological approach, the dialogue and contact with the Norwex customer is wider and deeper because we talk about the consequences of chemicals on health and planet Earth as well as the benefits of our products.

**Within the area of microfiber, we offer some of the best products in the world.**

# NORWEX HISTORY 1994 - 2014

## 1999 **Norwex**<sup>®</sup>

*"Cleaning without Chemicals"* spreads to Canada and adopts the name Norwex Enviro Products. Norwex is short for "The Norwegian Experience".

*Norwex introduces a new microfiber with microsilver* and success pushes us to the forefront in the industry.

## 2007

## 1994

Norwegian operation opens as Eidsvoll Miljøprodukter and the revolutionary *"Cleaning without Chemicals"* is born.



## 2004

Norwex Baltic is established in Riga, Latvia.



# 2008

- Norwex Australia officially opens.
- Our branding message changes to **"Improving Quality of Life"**.

*"Our company mission becomes to improve quality of life by radically reducing the use of chemicals in personal care and cleaning."*

# 2010

**Norwex Canada headquarters expands** to meet growing need.



**Norwex**

# 2012

- An expanded line of Personal Care products introduced.
- Norwex USA is established.



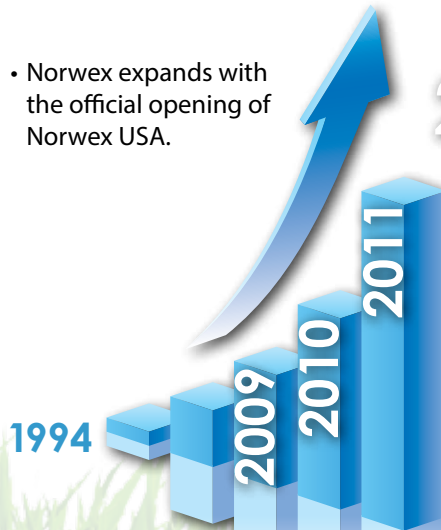
# 2009

- Norwex opens its own microfiber factory.
- 10,000 Consultants with strong growth in North America and elsewhere.

- Norwex expands with the official opening of Norwex USA.

# 2011

**30,000 Norwex Consultants worldwide**



# 2014

- Norwex USA officially opens new offices and distribution center in Texas.



# OUR GLOBAL NORWEX FAMILY



## Our Beginning

It all began in Norway with bugs on a windshield. In 1994, Bjørn Nicolaisen was introduced to a miraculous cloth that could effectively clean a very dirty windshield with the use of simple microfiber and water. The intricate density of the cloth offered incredible cleaning powers, The REAL Clean.

It was not long after this introduction that the Norwegian operating company, **Eidsvoll Miljøprodukter**, opened its doors with an innovative focus on 'Cleaning without Chemicals' based upon the use of microfiber cloths originally produced in Sweden. This was an innovative cutting-edge approach to cleaning – an approach which focused on reducing the use of chemicals in the cleaning process with this unique microfiber and water.

Simple but revolutionary, the concept of 'Cleaning without Chemicals' was embraced and the Norwegian business grew quickly in 1995 as the home party concept spread throughout the country. Housed in a very modest building, the Norwegian company invested its profits and energy into building the business to support the growth. From the beginning, these efforts were making a difference in the lives of Consultants.



## Organic Growth

Organic growth best describes the next phase of the company's growth, as the success of 'Cleaning without Chemicals' grew beyond the Norway borders.

In the spring of 1999, a small red microfiber cloth found its way to Canada. Eidsvoll Miljøprodukter then decided to establish its first daughter company abroad. And through the pioneering efforts of Debbie Bolton and Gerd Doroshuk, this red microfiber cloth opened the door for expansion to North America. The new company name, **Norwex Enviro Products**, was officially adopted. The strength of the original Norwegian Experience laid the groundwork for the North American expansion.

From a modest beginning, word about the Norwex products began to grow one Consultant at a time. As the success in Canada continued, Consultant word-of-mouth expanded in the United States and the market began to explode.



As international expansion began, Norwex Holding was established to support future growth. Norwex Baltic was established in Latvia and now operates in all the 3 Baltic states: Latvia, Lithuania and Estonia.

Norwex Baltic staff

Norwex Australia officially opened its doors in 2008 – the growth in that market has been amazing ever since. The Norwex mission and focus on the environment and improving the quality of life resonated with this market and it has become our third largest market in the global family.



In 2007 we introduced our innovative new microfiber with microsilver embedded in the cloth.



To address growing consumer demand, the Norwex product line expanded to offer superior personal care products in 2008 with natural and organic options without harmful chemicals.



As our global family of Consultants expanded, the Norwex mission and positioning also expanded to **“Improving quality of life by radically reducing the use of chemicals in personal care and cleaning”**. It was clear that the Norwex purpose encompassed more than tangible products, it offered remarkable improvements in the Consultant's quality of life.

## Expanding to Meet Growing Needs

Several administrative operations for the global efforts were relocated to Norwex Malta in 2007 as global growth continued.

To better control the quality and growing demand for the microfiber, Norwex invested in its own production facility in China. Norwex China Trading and Norwex China Factory companies were developed to support these global efforts.

With expanded vision and core values came incredible growth as the Consultant count reached 20,000 in 2010 and more recently surpassed 30,000 in 2011.



The official opening of Norwex USA in Dallas, Texas ended 2011 with a special celebration. And the potential for future expansions for new global markets are on the horizon as the success continues.

Each year Norwex markets put together their Annual Conferences to bring together the Norwex Family of Consultants to celebrate the many successes and share stories from around the world.

CANADA



Canadian Conference

USA



USA Conference



# NORWEX ACROSS THE GLOBE

NORGE  
BALTIC

MALTA



Norwegian Conference



China manufacturing facilities employees

CHINA



Baltic Conference



Australian Conference

AUSTRALIA

# NORWEXING YOUR HOME

Our Consultants have spread the Norwex mission across all global markets in their efforts to educate our customers about the need to proactively make a change. They believe in our focus of radically reducing chemicals in home environments.

These efforts are so much a part of their lives that they have converted the noun Norwex into an action verb. Norwexing your home has become their new focus.

Where else can you learn about cost effective and environmentally friendly products that help improve your health while reducing the chemical emissions released into our environment? The incredible Norwex microfiber combines with only water to take care of the majority of your cleaning needs.

Make the healthy choice to reduce your carbon footprint on Planet Earth. Make Norwexing your home a part of your lifestyle and improve the quality of life for you and your family.



“We’re so blessed to be able to show our customers an EASY, SAFE and EFFECTIVE way to clean – without chemicals! Just imagine the difference we are making in the wellness of others, as well as the health of our planet...one party at a time! Norwex provides an amazing opportunity!”

*Sonya Eckel –  
Executive Vice President Sales Leader, Sioux Falls, SD*

# THE NORWEX DIFFERENCE

We invite you to take time to review our Norwex message and our ideology. We are a different company and we intend to support that differentiation with an ongoing effort to support the Norwex Purpose.

We dream big at Norwex because we want to leave a true legacy to provide for the needs of the present, without sacrificing future generations. It's a great feeling when you can become part of something bigger than yourself! While you are helping others improve their quality of life, your quality of life and that of your family improves as well.

We don't take the easy path. We opt to take the journey that provides a true impact. So join us, it's a great time to become part of our Norwex family.

**YOUR NORWEX JOURNEY STARTS HERE...**



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