

## MLM Company Profile: Norwex



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### Norwex

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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### **Founding Story**

Norwex originated in Norway in 1994([www.mlmllegal.com](http://www.mlmllegal.com)). The company offers the following company history:

*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. Debbie Bolton Norwex Entrepreneur of the Year award winner*

*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 CEO Debbie Bolton wins the Business-to-Consumer category of the Prairie Ernsat & Young ENTREPRENEUR OF THE YEAR, Prairie Region. 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. Norwex has expanded world-wide to offer its ([www.mlmllegal.com](http://www.mlmllegal.com)) products and business opportunity worldwide.*

*2009 - Norwex launches 9 new products.*

### **Impact on the Industry**

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### **Discussion of Products**

Norwex offers eco-friendly cleaning products which are chemical-free and also are advertised to reduce cleaning time.

### **Discussion of Opportunity**

Norwex offers the following reasoning for joining the company:

- 💧 There are only approximately 10,00 Norwex consultants worldwide. This is an **excellent time to join** this fast-growing company as it is still brand new and has **huge growth still to come**.
- 💧 VERY Low sign-up cost.
- 💧 **Consultants get a 35% discount** on their own products and earn **35% in profit**, too!
- 💧 **Norwex consultants** are among the very the **highest-paid sales representatives** in the home party industry.
- 💧 There are minimal monthly sales requirements.
- 💧 Norwex **consultants do not pay for the hostess benefits**; Norwex absorbs this cost.
- 💧 Norwex guarantees that orders will be **shipped out** of the warehouse **within a 24 hour period**.
- 💧 **"Green" is in demand!** Norwex sells itself due to personal and environmental benefits!
- 💧 Norwex offers a **60-day money back satisfaction guarantee** and all Norwex microfiber products have a **two year performance warranty**.
- 💧 Training and Support is always available when you need it.
- 💧 **Norwex is a world-class leader** in environmental products and has made the commitment to always be on the **cutting edge in the microfiber industry**.

More information is available by contacting the company.

#### **Discussion of Distributor Base and Sales Volume in U.S.**

Norwex operates in Norway, Canada, the United States, Latvia, Lithuania, Estonia, Austria, ([www.mlmllegal.com](http://www.mlmllegal.com)) and Australia.

Company Website: <http://www.norwexclean.com.au/>

*\*At **MLMLLegal.Com** the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLLegal.Com** does not promote or endorse any Company. **MLMLLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry*

*professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmlegal.com](http://www.mlmlegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

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