

Business Connection

Strengthening the local economy and serving members for 70 years



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Business Spotlight

Norwex helps you turn your home into a safe haven

Improving quality of life by radically reducing chemicals in our homes

It all began in Norway with bugs on a windshield. In 1994, Norwex founder Bjørn Nicolaisen was introduced to a miraculous cloth that could effectively clean a very dirty windshield using microfiber and water. The Norwegian business grew quickly throughout the country.

In 2008, personal care products, including natural and organic options without harmful chemicals, were added to the expanding product line and Norwex adopted a mission: "improving quality of life by radically reducing the use of chemicals in personal care and cleaning."

The official opening of Norwex USA came in 2011 and in 2014, Norwex celebrated its 20th anniversary and expanded its mission: "Together, we can improve our quality of life for generations to come."

Norwex offers cleaning products

as well as personal care items that drastically reduce the need for use of harsh chemicals. Norwex has high-quality microfiber cloths that you just add water to clean.

"I enjoy educating people about how to create safer havens in their homes by not having to rely on harsh and costly chemicals to clean," said Arya Khoshal, who is an independent consultant of Norwex in Pleasanton. "With Norwex products, you save time and money while improving the health of your home and our environment."

The Basic Package, which is a set of two cloths, can clean 90% of your home. It is a far more green bleach alternative, and laboratory tests demonstrate that it performs just as well as bleach. The difference is that while bleach chemically kills germs, Norwex microfiber physically and mechanically removes germs. Then, you just rinse the cloths



Arya Khoshal



Norwex + WATER All you need to clean!

under hot water, and hang to dry for next use, or launder as needed.

What sets Norwex apart is that the microfiber is extremely high-quality. The BacLock technology sets us apart from the competition as

well. BacLock is microsilver that is woven throughout the cloth. Silver is a naturally antimicrobial material. This means stinky smelling cloths won't be a constant issue, and the cloths require less laundering in

between uses.

If you would like to schedule a party, discuss career opportunities at Norwex, or have any questions about Norwex products, visit AryaKhoshal.Norwex.biz.