



Norwex®

GLOBAL UPDATE

Integrity, Trust & Respect

Letter from Bjorn

**next stop
CHINA**

Our China Story
by: Thomas Nicolaisen

NORWEX LIFE

Our Factory & Our People

- Full Spread -

**Norwex Supports
Flood Victims in Oz**
**Together WE can make a
difference**

by: Paula Morris



ISSUE #3
**Dedicated to the
Norwex Microfiber
Factory & Staff in
China**

Letter from Bjorn

“Our Chinese factory demonstrates each and every day that we abide by our core values of integrity, trust and respect – regardless of cost – we “walk the talk”.”



Picture: Bjorn Nicolaisen, Norwex Chairman



Picture: China Factory Staff

Welcome to our third issue of the Norwex Global Update. This issue is dedicated to the Norwex microfiber factory and our wonderful staff in China. There is a cover story from our manager describing how our factory is organized, and you will read some lovely testimonials from our team in the factory. We hope you enjoy our China story.

Because of your continuing and enthusiastic support and the opportunities Norwex offers, you not only improve the quality of life for people directly around you and your close circle of family and friends, but you also positively impact and improve the quality of life for more than 150 Norwex factory workers in China.

Our Chinese factory demonstrates each and every day that we abide by our core values of integrity, trust and respect – regardless of cost – we “walk the talk”. We could, I suppose, have chosen to cut corners and save money to produce our products cheaper and reward our staff accordingly, but it was a matter of conscience not money that dictates our decisions to treat our Chinese staff with the respect they deserve, which obviously includes paying them fairly. The result is an outstanding and unique Chinese textile factory. We choose to run our factory the Norwex way regardless of where it is located!

This is the first update of 2011, and I would like to take this opportunity to update you on our mutual successes of 2010.

As it turned out we surpassed our recruiting goal ending the year with 21,700 consultants. Our goal for the year was 19,200, and this goal was reached in August! The increase in the total number of consultants over 2009 was 41%.

In mid 2009 the US surpassed Canada as our largest single market, and the US also recorded the highest annual sales growth percentage, with an outstanding 112% growth. Australia came second with a fantastic year on year growth of 95%.

Worldwide sales grew by 46% in 2010 – against a background where the Direct Selling industry in North America and many other countries struggled for growth in a challenging economic climate.

I look forward to reporting several new achievements in future editions of the Global Update during the year. We are so pleased and proud to have you as part of our winning team!

With warmest good wishes,

Bjorn Nicolaisen
Norwex Chairman

46% growth
worldwide in 2010



Picture: Worldwide Norwex Growth

“We are proud to say that we practice daily our core values of integrity, trust and respect in organizing and running our factory.”

Did you know that a lot of Chinese factories today have no heat in the middle of winter and that staff working hours are at the whim of the factory owner with no overtime pay? This can mean that some staff work an average of 6 to 7 days per week. Did you also know that a lot of factory staff dormitories are in such a poor state that most people in the Western world could not even begin to imagine living in them! Whilst this may be common place in China it is not the world of Norwex China. We choose a totally different path.....

In the past Norwex used to contract its production of microfiber products to many different textile factories. This changed in 2009 when Norwex opened up its own factory. Since then we are proud to say that we practice daily our core values of integrity, trust and respect in organizing and running our factory. The results to date are:

- Norwex China provides clean and tempered working conditions to all staff.
- Norwex provides ergonomic working conditions.
- Norwex provides a clean and well catered cafeteria for all staff to use. In fact we all eat from the same lunch menu in the same place and have the same regulations to abide by. Treating everyone equally has been an important part in showing our manufacturing workers that they are respected and valued in the same way as any and all other staff in Norwex.
- Norwex pays salaries on time all the time.
- Norwex pays overtime pay.
- Norwex has regulated, maximum working hours during the week.
- Norwex pays all the mandatory social benefits and employee insurances.
- Norwex provides sick leave pay and a guaranteed minimum number of annual vacation days. This is certainly not normal for most factories' waged staff in China.

- All Norwex China staff has access to healthcare. By providing additional healthcare insurances to all of our staff, we have ensured that anyone working for Norwex in China has the financial means to get the care they need. One recent example of this, in practice, was a lady who finally had the means to get the medical attention she badly needed for many years. I am pleased to see that she is now in hospital recovering well from her surgery and being well attended by medical professionals.

In addition.....

Norwex pays its taxes correctly and on time – many Chinese factories have a rather ambivalent attitude towards paying taxes correctly!

- Norwex China has committed itself to the UN Global Compact and the 10 principles within this framework and we are actively encouraging our suppliers to do the same. These four areas form the basis for the 10 principles in the UN Global Compact:

- 1) staff must be treated fairly
- 2) staff must have security in basic human rights
- 3) Norwex is committed to considering the environmental impact of the business and
- 4) Norwex is committed to the fight against corruption.

More information on the UN Global Compact can be found at www.unglobalcompact.org.

The result of all of the above is that our Norwex factory in China is truly unique. We hope that you enjoy reading the testimonials from just a small sample of our fabulous team and our China story. It all helps make Norwex a very special place!

Our China Story

by: Thomas Nicolaisen



Picture: Thomas Nicolaisen, Executive Director, China Factory



Picture: Norwex China Office Staff



Picture: Rolls of Microfiber at the Norwex Factory China



Picture: Joyce with colleague at the Norwex Factory China, Purchasing Department

"I, together with all of the team in China will deliver great products. I am proud of my work!"



Picture: Fish with his wife and daughter

"My daughter also enjoys her new life here and I look forward to our future together with Norwex."



Picture: Fish, Logistics at the Norwex Factory China



JOYCE...

Joyce joined Norwex 3 years ago, and now oversees the whole Supply Chain Management team, which is the second largest team, as the Supervisor.

"More than 3 years serving Norwex has made me feel part of the family! I was enjoying the purchasing role in my first 2 years, and now I am enjoying a new challenge as a supply chain leader.

With great endeavour, I, together with all of the team in China, will deliver great products. I am proud of my work!"

At the same time, I enjoy my time with other Norwex team members. We are brothers and sisters in our personal lives though we take our daily work duties very seriously. They are kind, amiable and diligent staff, and we all enjoy working with our friendly and lovely China Leader, Thomas.

With great endeavour, I, together with all of the team in China, will deliver great products. I am proud of my work!"

NORWEX LIFE

Our Factory & Our People



JAMES...

James is a very young man who is responsible for around 110 team workers. With his great contribution, our production efficiency has improved over 70% from when he started.

"I'm so happy to work for the Norwex family and to fulfill my job guided by the Norwex mission of "improving quality of life". What we produce every day is not only the production of products but the idea of an environmentally friendly world which is the main trend of the 21st century.

I'm proud of that and believe that's why our team is growing rapidly within a short time.

Last autumn, my wife had a chance to work here with me so we moved our family to the factory. Playing with my little son is the most happy hour after work."



Picture: James with colleagues at the Norwex Factory China, Production Department



Picture: James with his wife and daughter

"Last autumn, my wife had a chance to work here with me so we moved our family to the factory. Playing with my little son is the most happy hour after work."



Qinghua Zhou...

Qinghua Zhou was the first member of staff in Norwex China. Now he is working as our quality engineer in the quality control department, responsible for the team who oversees all in-house and out-sourced quality control work.

During the last 6 years I have built up a lot of knowledge of fabric, especially microfiber fabric, and the working experiences in this area. I also enjoy working with my managers and colleagues. We have built up a family relationship."

"My name is Qinghua Zhou and I joined Norwex China in 2005. I have experienced huge changes in the company since I joined. There were only 3 or 4 persons in 2005 when we first set up our Representative office in Shanghai. Now Norwex China has grown into a medium sized manufacturing company with over 150 staff. I'm proud to be part of this growing company.



Picture: Qinghua Zhou

"We have built up a family relationship."



Picture: Norwex Factory China, Quality Control Department

Norwex Supports Flood Victims in Oz

How can we help?

by: Paula Morris



Picture: Paula Morris, Managing Director Norwex Australia



Picture: West of Toowoomba, flooded by Myall Creek

Picture by: Jeff Camden, News.com.au



Picture: Lauren Stuart, Norwex Consultant, Australia

“Norwex’s first thoughts were “how can we help?” ”

When the floods hit South East Queensland in January, it was hard to believe the devastation mother nature could bring to our country. Many lives were lost. Animals, homes and personal possessions washed away. Towns were cut off. Toowoomba and the Lockyear Valley were hit with what I would call an ‘Inland Tsunami’. The Brisbane River broke its banks flooding nearby suburbs. All eyes were glued to the news channels watching the disaster unravel. It was so surreal.

Together we can make a difference

Australia is such an amazing country. We have flash floods on one side, and raging fires on the other. Most of us have never seen anything like the water that covered Toowoomba City Centre on Monday 10th January 2011. However, there were many other towns and rural areas who also witnessed a disaster of mind-blowing proportions.

I was flooded in at my partner’s farm, for several days. The Condamine River rose quickly, but took its time to recede. We had a small taste of what a lot of people had to endure, but it is the people who have lost family members and everything they own, who need our support at this time.

Norwex is once again showing how we, as a

Norwex’s first thoughts were “how can we help?” In true Norwex spirit, we decided to donate 5% of our party sales from 15th January to the 28th February.

In January alone we raised over \$4,900

The consultants are already gearing up to have a great February so that we can make a real difference in these stricken families lives.

I am so proud to be part of a team who will go out of their way to help others in a time of need.

Let me also share with you some insights from one of our Norwex consultants in Toowoomba, Lauren Stuart.

Best wishes, Paula

company and community, are pulling together to assist flood victims. We are donating 5% of net sales until the end of February to the Queensland Flood Appeal. Thank you so much to the many customers who have bought Norwex Microfibers to donate to the victims for their personal clean up. Also, thank you to the Norwex customers who have contributed directly to Norwex through flood appeal donations. It is wonderful to see how people can open their hearts to others at a time of great need.

These have been very sad times for many and I wish to send my sincere condolences to the families, who lost loved ones, during these floods. I pray that over time they will recover from their loss.

Much love, Lauren Stuart

NORWEX 2011 CONFERENCE

create your future

Conference Dates:

AUSTRALIA	August 12-13, 2011
CANADA	August 20, 2011
U.S.	August 27, 2011
NORWAY	September 3-4, 2011
LATVIA	September 10, 2011



Picture: 2011 Norwex Conference Invitation Booklet

The Norwex Annual Conference is a time when the Norwex consultants gather together in one place to network, inspire, empower and of course to have fun!

This year's theme is "CREATE YOUR FUTURE" dream it, plan it, achieve it! It is going to be unforgettable! So, don't forget to write the date down in your diary of the best Norwex Conference yet!

"A Healthy Earth & A Healthy YOU and I"

WE ARE CALLING OUT TO ALL NORWEX CONSULTANTS AND CUSTOMERS ALL OVER THE WORLD!

Do you have a great story about reducing chemicals in your home, your families or your friends?

If you do, we want to hear your inspiring, funny or encouraging story on how our Norwex products have improved your quality of life!

Send us your story and you have the chance to win one of two Norwex prizes. If you win FIRST place, you will receive a product voucher worth \$100.00. For SECOND place, you will receive a product voucher worth \$50.00.

The winner's story will be posted in the next issue of the Global Update, "A healthy Earth & A healthy YOU and I" section.

To send us your story is simple. Just send an email to 'THE EDITOR', karen@norwex.com.au

Issue #4

Norwex Focuses on Charity Initiatives
"We can't do everything, but we can do something."

next stop
THE BALTIC COUNTRIES

NORWEX LIFE

Norwex Australia Helps the Flood Relief
- Follow up on Issue 3, Norwex Australia Flood drive.

"A healthy Earth & A healthy YOU and I"
Announcing the Winner!



Stay tuned.....

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