Share what you believe in.

Norwex is a community of people choosing cleaner homes, safer routines and less waste for our world.

Start your own journey as a Consultant, and help bring the Norwegian Way to more homes.

Let's talk!

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norwex

norwex™
live cleaner, safer, better.™

HOLIDAY 2026



In Norway, the holidays begin with light. As winter days grow shorter, families hang a glowing star in the window – a simple sign of warmth and welcome. Inside, kitchens fill with the rhythm of baking and welcoming touches that turn everyday moments into memories: children playing, families gathered around the table, friends filling the room with laughter and conversation.

At Norwex, we believe caring for your home should feel just as intentional. This holiday collection was made for gathering, gifting and celebrating – the Norwegian Way.

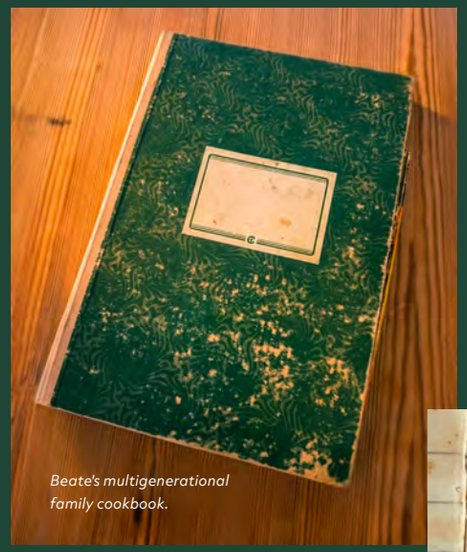
Warm wishes,

Beate

Beate Hjeltnes
Norwex Chief Executive Officer
Chairperson of the Board

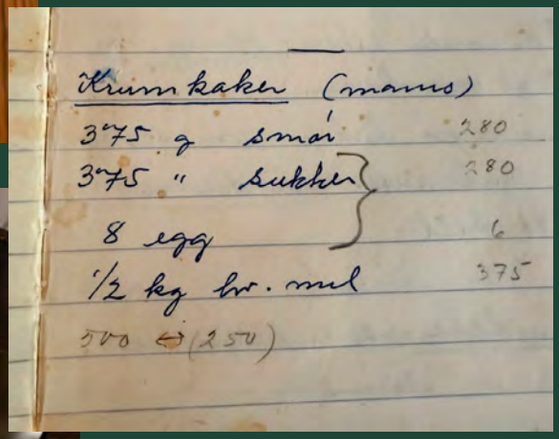
From Beate's family kitchen

In my family, krumkaker aren't just holiday cookies. They're a cherished family tradition passed down through generations, written by hand and remembered by heart. Each delicate cookie, made on a special iron and rolled while warm, evokes fond memories of the kitchens that came before mine – and the joy of sharing something homemade with the people we love.



Beate's multigenerational family cookbook.









Make your own krumkaker! Scan the code to see Beate's family recipe.

Holiday hues that sparkle and shine

Add a festive touch to your cleaning routine with our best-selling cloths in Nordic-inspired colours and prints!

limited-edition

EnviroCloth BacLock

Your "everything" cloth for making quick work of holiday messes. Norwex Microfiber lifts and traps dirt and grime and physically removes up to 99% of bacteria from surfaces with water alone.[1]

35 cm x 35 cm / 13.78" x 13.78"

OEKO-TEX® STANDARD 100 21.HCN.93969 Hohenstein

OEKO-TEX® STANDARD 100 21.HCN.88189 Hohenstein

700097 cranberry, 700122 evergreen **$27.99**

save with the set

EnviroCloth Trio

1 each: moss, cranberry, evergreen
2501 Retail Price: ~~$83.97~~ **$75.99**

limited-edition

Window Cloth BacLock

Polishes silver, ornaments, windows and more using just water. No need for costly, chemical-laden cleaners or paper towels, saving you money with less waste.

45 cm x 45 cm / 17.72" x 17.72"

OEKO-TEX® STANDARD 100 21.HCN.93969 Hohenstein

705079 winter forest **$29.99**

save with the set

Basic Package

1 each: Window Cloth, winter forest and EnviroCloth
2500 cranberry; 2499 evergreen
Retail Price: ~~$57.98~~ **$52.49**

BacLock is an antimicrobial agent solely intended to protect the cloth by inhibiting growth of odour-causing bacteria, mould and mildew. BacLock does not protect people from disease-causing pathogens. [1]When following proper care and use instructions. Wipe with even strokes. For optimal cleaning, fold and refold to create multiple cleaning surfaces. [2]Made of 70% recycled microfiber yarn (two 500 ml plastic bottles).

moss

winter forest[2]

cranberry[2]

evergreen

Limited-edition items while supplies last.

Made for merriment

Bright towels and cloths that catch every crumb and absorb every spill.



limited-edition

Counter Cloths

These reusable cloths replace paper towels as they absorb spills and messes throughout your home. Each set is made from 70% recycled microfiber yarn and contains the equivalent of two 500 ml plastic bottles.

28 cm x 13 cm / 11" x 5"
OEKO-TEX® STANDARD 100 21.HCN.93969 Hohenstein
307449 evergreen, 307434 cranberry
$33.99 set of 3

limited-edition

Counter Cloths and House Set

Keeps six Counter Cloths within easy reach for a quick, grab-and-go clean. Holds up to 12 Counter Cloths.

24 cm x 14.9 cm x 8.5 cm / 9.4" x 5.8" x 3.3"
CB001 choose up to 2 colours
Retail price: ~~$79.99~~ $71.99
set of 6 cloths and house

For goodness' sake

Since 2018, more than 697 million paper towel rolls have been saved from landfills through sales of our Counter Cloths.



evergreen



cranberry

save with the set

limited-edition

Kitchen & Counter Set

1 each: Kitchen Towel and Cloth, Counter Cloths (set of 3)
2496 cranberry, 2495 evergreen
Retail price: ~~$86.97~~ $77.99

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limited-edition

Diamond Textured Kitchen Towels & Cloths

These 70% recycled microfiber cloths and towels feature a diamond weave that traps and removes kitchen messes.

Kitchen Towel

65 cm x 35 cm / 25.59" x 13.78" $30.99
OEKO-TEX® STANDARD 100 21.HCN.93969 Hohenstein
706027 cranberry, 706062 evergreen

Kitchen Cloth

35 cm x 26 cm / 13.78" x 10.24" $21.99
OEKO-TEX® STANDARD 100 21.HCN.93969 Hohenstein
707027 cranberry, 707040 evergreen

save with sets & trios

Kitchen Towel & Cloth Set

1 each: Towel, Cloth
2417 cranberry, 2494 evergreen
Retail price: ~~$52.98~~ $47.99

Kitchen Cloth Trio

3 each: Kitchen Cloths
2418 cranberry, 2497 evergreen
Retail price: ~~$65.97~~ $59.99

limited-edition

Reversible Tea Towel and Dual-Sided Sponge

BacLock

With an extra-large towel and scrubby sponge, this winter-themed kitchen duo handles every mess, spill and splatter. Doubles as a charming gift.

1 of each: Tea Towel, winter village/forest
76.5 x 45.5 cm / 30.12" x 18"
OEKO-TEX® STANDARD 100
21.HCN.93969 Hohenstein

Dual-Sided Sponge, forest
18.5 cm x 11 cm x 2 cm / 7.28" x 4.33" x 0.78"
723003 $57.99

Crisp, clean and festive

Spruce up your kitchen with cozy holiday prints and a lively fir scent.





scrubby side

limited-edition

Dish Soap

Our natural holiday pine scent adds a seasonal touch to an everyday routine. This plant- and enzyme-based formula delivers a powerful clean, even in the hardest water. It removes stubborn grease and grime, leaving dishes, cookware, glassware and fine china spotless. Contains 64% USDA certified biobased content.

355 ml / 12 fl. oz. 600089 nordic fir $18.99

save with the set

Soap and Sponge Set

1 each: Soap-Dispensing Kitchen Sponge Brush; Dish Soap, nordic fir
2498 Retail price: ~~$48.98~~ $44.99



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Freshen every surface

Holiday heroes that make every space feel guest-ready.

limited-edition

Multipurpose Everyday Cleaner with Probiotics Concentrate

This versatile cleaner in a refreshing fir scent is your holiday go-to for countertops, floors and more. Hard-working, helpful probiotics create enzymes that quickly break down visible and hidden soils and stains – settling into cracks and crevices. There, the probiotic blend continues to break down soils for up to seven days so holiday spaces stay fresh. Contains 67% USDA certified biobased content.

177 ml / 6 fl. oz. 600090 nordic fir $37.99

save with the set

Multipurpose Cleaning Set

1 each: Multipurpose Everyday Cleaner, nordic fir
Forever Bottle with Sprayer, white
2502 Retail price: ~~$61.98~~ $55.99

Mattress Cleaner

Your cleaner for every soft surface! Revive mattresses, pillows, comforters, pet bedding, fluffy toys and fabric furniture safely and simply. The biodegradable formula features a probiotic blend that creates enzymes on contact to gently lift organic materials. Contains 54% USDA certified biobased content. *Not recommended for silk or wool.*

355 ml / 12 fl. oz. 600008 $36.99

Mini EnviroWand with Two-Sided Duster

Get every nook and decoration ready for the season. Statically charged, extra-fine microfiber reaches into hard-to-clean places and holds tightly to the smallest particles of dust, pollen, pet dander and more.

45.5 cm x 7.5 cm / 17.91" x 2.95" 307056 $34.99
Sleeve Replacement 20 cm x 7.5 cm / 7.87" x 2.95" 307058 graphite $18.99

Limited-edition items while supplies last.

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limited-edition

Reusable Silicone Bag Set BacLock®

These durable bags in holiday colours seal in freshness and flavour. Great for storing holiday leftovers, snacks, salads – even personal items. Stand-up design makes heating soups and gravies quick and easy. Oven-, microwave- and freezer-safe. 1-year warranty.

Small 920 ml / 31.1 fl. oz.; 23.56 cm x 11.77 cm x 6 cm / 9.28" x 4.63" x 2.36"
Large 1960 ml / 66.3 fl. oz.; 24.2 cm x 18 cm x 6.75 cm / 9.3" x 7.09" x 2.66"
357036 red/green $59.99 set of 2



save with the set

Table Runner & Napkin Set

1 Table Runner; 4 Napkins (2 sets of 2)
2493 Retail price:
~~$125.97~~ $112.99

limited-edition

Waffle-Weave Table Runner and Napkins BacLock®

Set a holiday table that feels warm, welcoming and made to be remembered. Absorbent and beautifully practical, our reusable waffle-weave table linens bring soft texture, rich seasonal colour and a reversible, timeless plaid or forest design to make every place setting feel a little more festive.

Table Runner

152 cm x 38.5 cm / 15.15" x 59.84"
724100 cranberry plaid/forest $75.99

Napkins

30.5 cm x 30.5 cm / 12" x 12"
724000 cranberry plaid/forest
$24.99 set of 2

BacLock is an antimicrobial agent solely intended to protect the product by inhibiting growth of odour-causing bacteria, mould and mildew. This product does not protect users against foodborne bacteria or disease-causing pathogens. Always clean and wash this product thoroughly before and after each use.



Norman of the Fjord

Crafted from 100% hand-spun New Zealand wool, he makes a sustainably delightful gift. Includes muslin gift bag.
Not to be used as a toy.

18 cm x 20 cm / 7.09" x 7.87"
357099 $29.99

Where memories are made

Limited-edition items while supplies last.

Comfort and joy

Say 'ahh' to these spa-worthy gifts designed to pamper everyone on your nice list.

limited-edition

Jacquard Towel Combo

Our classic bath and body towels – now with an eye-catching, tree-patterned design – add a soft, seasonal touch to every bathroom. Perfect for gifting or keeping for yourself!

Set includes 1 each:
Body Towel 140 cm x 70 cm / 55.12" x 27.56"
Hand Towel 70 cm x 35 cm / 27.56" x 13.78"
Body and Face Cloth 32 cm x 32 cm / 12.6" x 12.6"

OEKO-TEX® STANDARD 100
21.HCN.93969 Hohenstein

756002 evergreen tree $119.99



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The scent of the season – fresh peppermint!



limited-edition

Foaming Hand Wash Powder

Our rich, foaming hand wash gets hands clean, soft and moisturized with an invigorating peppermint scent that everyone adores. Waterless formulation reduces waste from plastic packaging. Box of 3 yields 1,500 pumps. *Contains nut-derived ingredients (coconut, palm nut).*

11 g / 0.39 oz. each
403315 peppermint $39.99 box of 3 packets

Hydrating Body Balm

Winter can be harsh on your skin. This nutrient-rich, scented balm smooths and soothes rough, dry heels, elbows and hands while supporting your skin's natural moisture barrier. Makes a lovely stocking-stuffer. *Contains nut-derived ingredients (palm nut, shea nut).*

42 g / 1.48 oz. 403177 vanilla grove $36.99
Refill 403178 $26.99

save with the set

Forever Foaming Hand Wash Set

1 each: Forever Bottle with Foaming Hand Wash Dispenser, Foaming Hand Wash Powder
2503 peppermint Retail price: ~~$66.98~~ $59.99

Kids Window Cloth
Gets toys and shiny surfaces clean and streak-free with just water.
30 cm x 30 cm / 11.81" x 11.81"
forest trail

Kids EnviroCloth
Let them have their own cloth to clean up spills and sticky messes. Can be used dry or with water alone.
25 cm x 25 cm / 9.84" x 9.84" moss

OEKO-TEX® STANDARD 100
21.HCN.93969 Hohenstein



BacLock is an antimicrobial agent solely intended to protect the cloth by inhibiting growth of odour-causing bacteria, mould and mildew. BacLock does not protect people from disease-causing pathogens.

Limited-edition items while supplies last.

The perfect gift for kids who love to help

Give the gift of healthy habits.



limited-edition
Kids Mop Set

Everything they need to help clean hardwoods, tile, laminate and more. Suitable for ages over 5 years.

1 each: Kids Mop Handle and Base;
Kids Dry Mop Pad, bear
Mop Handle 68.5 cm – 116.5 cm / 27" – 45.87"
Base 23 cm x 8 cm / 9.1" x 3.15"
Mop Pad 25.5 cm x 12 cm / 10.04" x 4.72"
2457 Retail price: ~~$86.98~~ $77.99

limited-edition
Kids Basic Package

Now kids can help clean! Colourful cloths sized just right for little helpers. Suitable for ages 3 and up.

1 each: Kids EnviroCloth
Kids Window Cloth
2456 Retail price: ~~$54.98~~ $49.99

limited-edition
Kids Dusting Mitt



Kids love slipping this furry friend on their hands to help clean surfaces, blinds and more. Thick, plush fibers on his tummy attract and hold dust and other allergens and won't let go. Suitable for ages 3 and up.

31 cm x 19 cm x 12 cm / 12.20" x 7.48" x 4.72"
E30781 hedgehog $29.99

The Norwegian Way Starter Pack

Refresh your clean for the holidays – and every day that follows. This money-saving set harnesses the power of microfiber and water, while helping you shift to safer versions of the products you already use. The result: a routine that's cleaner, safer, better.

1 each: Window Cloth, mountains; EnviroCloth, blue; Dusting Mitt, blue; Multipurpose Everyday Cleaner Concentrate; PowerZyme™ Laundry Detergent; Forever Bottle with Sprayer, grey and sea mist; UltraZyme™ Dishwasher Powder; All-in-1 Bathroom Cleaner Concentrate (box of 3 packets)

2482 Retail price: ~~$270.91~~ $202.99



25% savings

Add a **Power Cleaning Paste** to this set for just

$32.99 ($11 savings!)

Visit norwex.com for more details.