

January 2025 New Products

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[CDN product information](#)

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PowerZyme™ Laundry Detergent

Are we getting rid of Ultra Power Plus™ Laundry Detergent (UPP)?

No, we're simply expanding our top-selling line of laundry detergents.

What's the difference between PowerZyme and UPP?

These are completely different formulas. While both of these power-packed, powdered laundry detergents get your clothes clean without harsh chemicals, PowerZyme's USDA certified 91% BioBased formula is boosted with enzymes to aid the removal of tough stains and odors.

What's the difference between PowerZyme and Liquid Laundry? Is one better than the other?

While both of these ultra-concentrated and enzyme-based formulas include tough stain- and odor-fighting abilities, they each offer a unique experience with different formulas and formats. Liquid Laundry Detergent includes a pump that delivers a consistent, premeasured amount every time, and PowerZyme is a scoopable powder. The enzymes in each are:

- PowerZyme – Subtilisin, Amylase, Mannanase, Cellulase
- Liquid Laundry – Protease (Subtilisin), Amylase, Pectate Lyase, Mannanase, Cellulase

See our [Norwex Enzymes and Biotics Products flyer](#).

Is PowerZyme available in sets or starter kits?

As of January 1, 2025, PowerZyme is available in the following sets and collections: Safe Haven 5 Starter Kit, Safe Haven 5 Set, Safe Haven 5 Package Plus, Let's Do Laundry Package, Just Add Water Package.

Are samples available?

Ten-pack samples of PowerZyme are currently available in supply orders, and single sachets are available for customers to purchase for a low cost. They're a great way to reach out to old and new customers alike.

What's the cost per load for all the detergents?

	PowerZyme Laundry Detergent	Liquid Laundry Detergent	Ultra Power Plus Laundry Detergent	Eco-Wash Laundry Detergent Strips
# of loads (small, HE)	100	230	100	72 (½ strip)
Cost per load (small, HE)	\$0.38 US / \$0.42 Canada	\$0.18 US / \$0.22 Canada	\$0.35 US / \$0.39 Canada	\$0.46 US / \$0.51 Canada

Are there any fabrics that PowerZyme shouldn't be used on?

PowerZyme isn't recommended for silk or wool due to enzymes. It's safe for other fabrics.

What's the difference between enzymes on a surface vs. in the water?

While the delivery method differs, enzymes function in similar ways. The key difference lies in how they're applied and removed.

- **On a surface:** Enzymes are typically applied via a spray cleaner. They work by breaking down stains and odor sources, which are then wiped away using a microfiber cloth.
- **In the water (as in laundry):** Enzymes are diluted into the wash water, allowing them to target stains and odors on fabric. Depending on your washing machine, the enzymes may go through cycles of dilution, partial rinsing and re-dilution. If there are still suds present in the wash, there is still formula in the wash and it's still working to remove stains and odors. Unlike surface cleaning where enzymes are wiped away, in laundry they are thoroughly and safely rinsed away during the washing process.

Reusable Silicone Bag

What are the sizes?

Small: 920 ml/31.1 fl. oz.

Large: 1960 ml/ 66.3 fl. oz.

How does this compare to competitors?

The bags are made from LFGB Platinum-Cured Silicone, a 100% food-grade silicone that exceeds even FDA safety and quality standards. They also have BacLock^{®*}, which protects the bags from odors caused by bacteria. Plus, they come with a 60-day, 100% satisfaction guarantee.

Are they safe in the oven, freezer, dishwasher and microwave?

The bags are oven-safe up to 375°F (190.5°C), freezer-safe and microwave-safe. (Be sure to vent by opening a bit when microwaving.)

Can I put them in boiling water?

This has not been tested and should be done with caution at user's discretion. (Note: the bag should not be in environments that exceed 375°F/190.5°C.)

Can I wash them in the dishwasher?

We recommend handwashing only and wiping dry with a Kitchen Towel or air drying.

What is the best way to dry these?

Dry with your favorite microfiber towel.

What should I use these for?

Meal prep, leftovers, cooking, storing produce and dry goods, packing lunches, keeping items organized – the possibilities are endless!

Will they stain?

Highly acidic food such as tomato-based pasta sauce may stain the bags; please use caution.

What is the warranty for the silicone bags?

1 year.

*BacLock is an antimicrobial agent solely intended to protect the product by inhibiting growth of odor-causing bacteria, mold and mildew on the product surface. 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.

How do the Reusable Silicone Bags relate to the Silicone Food Storage Containers?

Stretchy Silicone Lids?

The Reusable Silicone Bags are meant as a replacement for single-use plastic bags while the Silicone Food Storage Containers are great for replacing bulky plastic containers. Both of these items and the Stretchy Silicone Lids are a fantastic way to reduce plastic use and can help consumers store their items as efficiently as possible, helping cut down on food waste.

Lyocell Microfiber Plush Towels

What are the dimensions?

Lyocell Microfiber Plush Bath Towel: 140 cm x 70 cm / 55.12" x 27.56"

Lyocell Microfiber Plush Hand Towel: 70 cm x 35 cm / 27.56" x 13.78"

Lyocell Microfiber Plush Body and Face Pack: 35 cm x 35 cm / 13.78" x 13.78"

What is lyocell?

Lyocell is a naturally derived fabric composed primarily of wood cellulose from various sustainably managed tree species harvested from certified and controlled sources. Raw cellulose – a sticky, viscous liquid – is pushed through spinnerets.

Bright, white lyocell fibers emerge, which, after washing and drying, are spun into yarn.

How is lyocell sourced?

Our lyocell is sourced from a Forest Stewardship Council (FSC)-certified forest, which means the forests are responsibly managed, socially beneficial, environmentally conscious and economically viable. Our FSC-certified vendors cultivate the wood cellulose for use in our products. We selected these vendors to support our mission and minimize the concern of deforestation or ecological disruption.

Why did we add this material?

Lyocell is a natural material that's soft to the touch and ultra-absorbent. We've combined lyocell with our premium microfiber that's embedded with our exclusive BacLock*. It's exciting for us to offer this textile option to your customers. Lyocell and microfiber make the perfect pair, combining long-lasting durability with next-level sustainability.

Here are a few benefits of incorporating Lyocell into these towels.

- Lyocell fibers are exceptionally smooth and soft, offering a luxurious feel that's perfect for bath towels. This makes them ideal for sensitive skin.
- Lyocell is highly absorbent and paired with Norwex Microfiber, capable of efficiently soaking up moisture while remaining breathable.
- Due to its breathability and moisture-wicking abilities, Lyocell naturally resists bacteria and odors, ensuring a fresh and hygienic towel even in humid environments.
- Lyocell is strong, even when wet, making it a reliable material for long-lasting towels.
- Lyocell is made using a closed-loop process that minimizes environmental impact by recycling water and solvents. The fibers are derived from wood cellulose from Forest Stewardship Council (FSC) certified sources, making it an environmentally friendly option compared to traditional materials like cotton.
- Its natural temperature-regulating properties provide comfort, whether used in warm or cold conditions.

Are they better than our other towels?

Towels are a personal preference. This textile combination offers an exceptionally smooth, soft, luxurious feel. They combine our premium Norwex Microfiber with BacLock* and naturally derived lyocell.

What is the blend?

These towels and cloths contain 57% lyocell, 33% polyester, 10% polyamide.

Is lyocell biodegradable?

Lyocell itself is biodegradable, but since the towels are a combination of lyocell and microfiber, they are not fully biodegradable.

What are the care instructions?

To help keep it soft, lyocell microfiber should always be washed in cold water.

- Machine washing and drying are recommended prior to initial use
- Machine wash in cold water, delicate cycle, and tumble dry on low
- Launder with other lint-free laundry using a Norwex laundry detergent, which is free from fillers
- Do not use bleach. Do not use fabric softener or dryer sheets when laundering lyocell microfiber as these additives coat the surface of the fibers
- For best results, machine dry on a low setting. Can also be hung to dry.

Why should I wash on cold?

Lyocell is a durable, naturally derived fiber. To help keep these cloths and towels extra-soft and fluffy, wash them in cold water on delicate and dry on low. The delicate setting features lower speeds of agitation or tumbling during the wash cycle. This is recommended for several natural fibers including lyocell and bamboo. Always follow the manufacturer's instructions.

Can I deep clean or wash Lyocell Microfiber Plush Cloths and Towels in hot or warm water?

If you need to deep clean a cloth or towel, you can wash it on warm or hot. However, for regular use, we recommend washing in cold to keep the cloth or towel feeling soft.

Will it still get clean by washing on cold?

Yes, washing in cold water not only saves energy, but all of our Norwex laundry detergents work well in all water temperatures. About 90% of energy used to wash laundry comes from heating the water.

Diamond Textured Kitchen Towels and Cloths, onyx

Are there any special instructions for this color?

You should follow the standard microfiber care and use instructions.

Counter Cloths, onyx

Are there any special instructions for this color?

You should follow the standard microfiber care and use instructions.

Catalog FAQs

Veggie and Fruit Scrub Cloth

Did the Veggie and Fruit Scrub Cloth change?

Yes, as part of a rolling update of products the Fruit and Veggie Scrub Cloth has been updated as of noon, CT, January 1, 2025. The new sku is 721003.

What changed?

We've given the cloth a new forest green color and included BacLock*; all other functionality remains the same as the previous version.

Can I still buy the previous version?

It will be available on Last Chance, while supplies last.

*BacLock is an antimicrobial agent solely intended to protect the product by inhibiting growth of odor-causing bacteria, mold and mildew on the product surface. This product does not protect users against foodborne bacteria or disease-causing pathogens. Between uses wash this product with Dish Soap and rinse well.