

# Textile Packaging Updates

## Frequently Asked Questions

### **How will this affect the quality of Norwex products?**

Our product performance and quality remain exactly the same; this is just a change in labelling to ensure worldwide compliance with regulatory standards.

### **Why are we taking the BacLock logo off the product label?**

The products we sell are subject to ever-changing global regulatory requirements. And while our packaging and marketing materials can be updated rather quickly, the same can't be said for the products themselves. This will allow us to keep a consistent product presentation globally while tailoring our messaging to comply with any new regulatory requirements in each country. The BacLock logo will remain on all product packaging, such as microfiber "sleeves," where there is more space to explain product benefits or add disclaimers, if needed.

### **Why are we not taking the BacLock logo off of packaging, such as microfiber sleeves?**

Because the sewn-in label of the product is so small, we opted to remove BacLock because the space we'd need to add any possible information required by a regulatory organization wouldn't fit. Larger spaces, such as product sleeves and digital marketing materials, can be easily adjusted to accommodate necessary information, and the changes can be made much faster.

### **Why did I receive some product with stickers on the sleeves?**

Our product performance and quality remain exactly the same. We needed to continue to evolve and ensure clarification and distinction between the two claims on our textiles specific to cleaning efficacy and BacLock. Our microfiber cloths physically remove dirt and up to 99% of bacteria from surfaces with water alone when following proper care and use instructions. Meanwhile, our BacLock micro-silver agent inhibits the growth of odor-

causing bacteria, mold and mildew within the cloth, allowing the cloth to stay fresher for longer between launderings.

### **Is BacLock going away?**

No, BacLock is not going away. This sewn-in label change will in no way affect the products themselves, which still have the same superior quality and unsurpassed cleaning power. This is simply an update that gives us the flexibility to react to any future regulatory changes in each country where we do business.

### **How and when will this happen?**

You will start to see some mainline products without the BacLock logo on the tag as early as November. Beginning in January 2025, the BacLock logo will be removed from the label of every new product released globally (this includes embossing of hardgoods). Existing mainline products will drop the BacLock logo as they are replenished, and you can expect to see mixed inventory – with and without BacLock on the tag – during this time. As this is a proactive, rolling change, any new or existing products you own with a BacLock logo may be sold or shared without issue.

### **How do I know which products have BacLock without it being on the product?**

The products containing BacLock still remain inclusive of EnviroCloth, Window Cloth, Kitchen Towels and Cloths along with our personal care microfiber. Coming soon to The Resource, we will provide a regularly updated document that lists every product that contains BacLock.

### **What should I say to my customers when talking about microfiber?**

Nothing has changed when it comes to how you demo or talk about the products. You can still refer to the outstanding benefits of our superior Norwex Microfiber while making a clear delineation between mechanical cleaning vs. silver action.

Our densely woven Norwex Microfiber, for example, physically removes dirt and up to 99% of bacteria from surfaces with water alone when following proper care and use instructions. Meanwhile, our BacLock micro-silver agent

inhibits the growth of odor-causing bacteria, mold and mildew in the cloth, allowing the cloth to stay fresher for longer between launderings. For a comprehensive list of resources about our class-leading microfiber, check out the [Product Quick Guide](#).

**What about assets I've created with BacLock on them (social, YouTube, website, etc.)?**

You are okay to use any assets you've already created that speak to actual product usage, efficacy, etc. For social or video assets that mention BacLock, such as how it works, its benefits for the consumer, etc., you'll need to comply with Norwex regulatory standards by including the following statement: BacLock extends product freshness; does not protect people from pathogens.

**How does this affect non-textile products that have BacLock?**

Just like with our microfiber, this update does not affect the performance or quality of these items. If the product is embossed with the BacLock logo, the logo will be removed.

**Is this a cost-saving measure for Norwex?**

No, this is a global regulatory matter based on ever-changing laws and learnings, which was triggered by the global pandemic. Norwex remains financially stable and continues to operate with zero long-term debt, which is fiscally how the company has operated from Day 1.

**How can I learn more about BacLock and the benefits of Norwex Microfiber?**

We're so excited you are ready to learn or refresh your learning on BacLock and the benefits of our superior Norwex Microfiber. For the science behind what makes these things so special, reference the [microfiber product science page](#) on norwex.com.

**Who can I and / or customers contact with additional questions?**

We understand your customers may have questions, and we encourage anyone seeking assistance with their product purchase or shipment to contact our Customer Care Center at [CustomerService@norwex.com](mailto:CustomerService@norwex.com) or 1-866-450-7499 (US) and 1-877-766-7939 (CA).