



EWG
ELITE WHOLESale GROUP

COMPANY PROFILE

Manufacturers of Quality Household,
Cleaning & Hygiene Products
Homegrown manufacturing.
Trusted brands. Custom solutions.





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EWG[®]

ELITE WHOLESale GROUP



Elite Wholesale Group (EWG) is a proudly Namibian-owned manufacturing company specialising in the production of quality household, cleaning and hygiene products for retail, commercial and institutional markets.

As the manufacturer of our flagship brand, FARO, we are committed to delivering effective, affordable and reliable products that meet the everyday needs of homes, businesses and communities across Namibia. In addition to manufacturing our own product range, EWG offers contract manufacturing and private label solutions, enabling retailers, distributors and entrepreneurs to develop and grow their own brands with confidence.

Backed by local expertise, manufacturing capability and a commitment to quality, EWG continues to build trusted partnerships while contributing to Namibia's economic growth and industrial development.



ABOUT OUR COMPANY



Elite Wholesale Group is a Namibian-owned business that prides itself on the wholesale and distribution of quality and affordable chemicals to supply a wide range of markets both locally and internationally.

We have an extensive range of products to suit all industry requirements. With a number of years in the industry, EWG has a proven track record of providing its customers with the products and services they need to succeed.



MISSION & VISION

OUR MISSION

To manufacture quality products that deliver consistent performance, exceptional value and trusted results for consumers, businesses and institutions throughout Namibia and beyond.

WE WANT TO BE KNOWN FOR

- **Manufacturing products of exceptional quality and reliability.**
- **Building long-term partnerships through integrity, service and trust.**
- **Supporting Namibian businesses through private label and contract manufacturing solutions.**
- **Continuously improving our products, processes and customer experience.**

OUR VISION

To become Namibia's leading manufacturer of household, cleaning and hygiene products, recognised for quality, innovation and trusted customer partnerships, while contributing to the growth and development of local industry.



FLAGSHIP BRAND

FARO is EWG's proudly manufactured household and cleaning brand, developed to provide effective, affordable cleaning solutions for homes, businesses and institutions.

The range is formulated to deliver dependable performance while maintaining excellent value for consumers.

Our FARO product categories include but are not limited to:

- Dishwashing Liquid: For washing of crockery, cutlery and general cleaning.
- Pinegels and Pinegel Spray: Cleaning of all surfaces, leaving a fresh pine scent.
- Fabric Softener: Formulated to give washables a soft feel and pleasant aroma.
- Bubble Baths: Extra bubbles & foam for your bath.
- Household Cleaning Products





CONTRACT MANUFACTURING

Manufacture Your Own Brand

EWG offers contract manufacturing and private label services for businesses seeking to develop their own cleaning and household product ranges.

We assist with:

- Product formulation
- Manufacturing
- Packaging
- Labelling
- Brand development support
- Bulk production

Whether you require a custom formulation or a ready-to-market solution, EWG can help bring your brand to life.





WHY CHOOSE EWG

- **Namibian-owned manufacturer**
- **FARO trusted retail brand**
- **Consistent product quality**
- **Competitive pricing**
- **Private label capabilities**
- **Flexible production volumes**
- **Reliable supply chain**
- **Customer-focused service**



RAW MATERIALS & INDUSTRIAL CHEMICALS

Alongside our manufacturing division, EWG supplies selected industrial chemicals and raw materials to a variety of industries including:

- Mining
- Industrial Manufacturing
- Paint & Coatings
- Agriculture
- Food Processing
- Water Treatment
- Hazchem Products

MINING

We offer a wide range of mining chemicals that ensure maximum efficiency without jeopardising safety. With our broad line of quality chemical products and alliances with local and international suppliers, EWG is a vital partner in the mining industry.

CHEMICAL/CLEANING

We are a distributor of both industrial and specialty chemicals and ingredients that cater to households, industrial areas and institutions.

PAINT/INDUSTRIAL

We distribute chemicals for high-strength adhesives and various chemicals used in the manufacturing of high-quality paints

AGRICULTURAL

We provide comprehensive animal agribusiness product offering tailored to suit your needs. Our product portfolio includes animal nutrition and animal health.

WATER TREATMENT

We distribute water treatment chemicals that can help neutralize and remove toxic materials for safer reuse in multiple applications.

HAZCHEM

We distribute dangerous goods and Hazmat/Hazchem products.

FOOD

We have a wide product portfolio and work with the best ingredient manufacturers in the industry. We serve all market segments – Dairy, beverage, meat and functional food.



CONNECT WITH US



Partner with EWG for quality manufacturing, trusted household products and private label solutions that help your business grow.

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