



WHOLESALE CATALOG 2025



ABOUT US

www.norblighting.com

Our Motto: 93% of our lives are spent indoors – in **biological darkness**, under unhealthy, energy-draining lighting. Switch to Norb® wellness lighting products and experience biologically-natural lighting for better working, learning and living.
It's light changing.™

Our Story: What began as a journey to develop a white LED grow light for our LiveWall® line of living plant products led us down a new path—the discovery that light not only affects plant growth, but also greatly affects **human wellness**. And, as biologists who care about people, we realized that unique lighting products, focused on wellness, created an opportunity to make a difference in people's' lives and health.

Human physiology is synchronized to the **sun's changing light spectrum**. Morning sun awakens us and helps us focus, midday sun energizes us and helps us feel good, and evening sun helps us relax to prepare for sleep. Yet, most of the artificial light we're exposed to is not like sunlight (which our physiology prefers), and can leave us feeling the opposite.

Our Mission: Our mission is to become the **most trusted wellness brand in lighting**. We aim to enhance people's' lives (health, wellness and performance) with our products. Our products are for “general illumination” of home and office, but designed to have a **positive impact** on human performance, energy, sleep and overall wellness. All products are energy efficient; most have very high color rendering and outperform the competition. We are trusted **educators** and **translators** on the **science of wellness lighting**.

Norb Offers Solutions: Modern LED lighting technology allows us to choose the **specific wavelengths** of light to put into each lighting product — so as to mimic the sun's natural spectrum and overcome biological darkness, helping to normalize our physiology. Norb® is short for “Nutri-Orb”, lighting dedicated to proper **light nutrition**. Our interest is the **biology of lighting**; for healthier, happier, more productive people.

WHAT MAKES **norb**® SPECIAL?

Wellness Focused:

products that promote health & wellness.

Superior Technology:

allows for a precise light spectrum.

Nature-Like:

light bulbs designed to mimic natural sunlight.

Best Materials:

all of our lights are made of quality components and LEDs to provide consistent light spectrum, low energy use, long life and safety.



It's light changing.

NorbSMILE® A19 9W 1-Pack

The Feel Right Light™

RETAIL

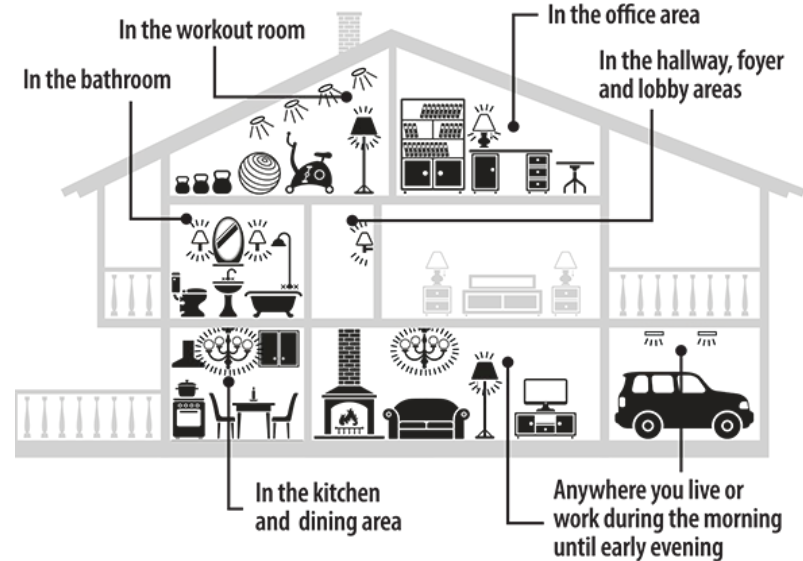
\$19.95

WHOLESALE

\$9.98



- Light spectrum is similar to sunshine, without the damaging UV rays
- Sunlight spectrum promotes happy mood; helps with Winter Blues and Seasonal Affective Disorder (SAD).
- Combats fatigue from too much time indoors—the average person spends 93 % of their time indoors in unnatural light spectrum.



NorbSLEEP® A19 6W 1-Pack

The Sleep Right Light™

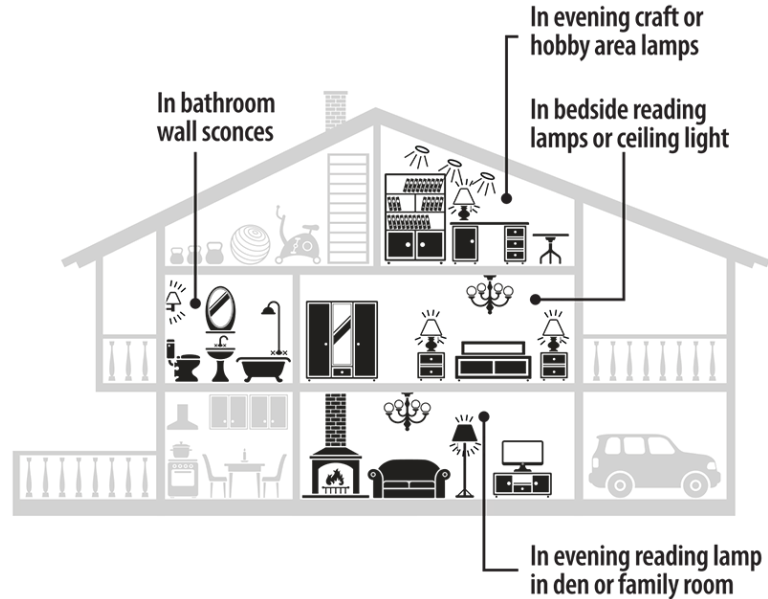
RETAIL

\$19.95

WHOLESALE

\$9.98

- Proper low-blue spectrum for melatonin production and enhanced sleep
- Supports normal circadian rhythm (sleep-wake cycles)
- Looks natural, soft white light



NorbRELIEF® A19 9W 1-Pack

The Migraine Light™

RETAIL

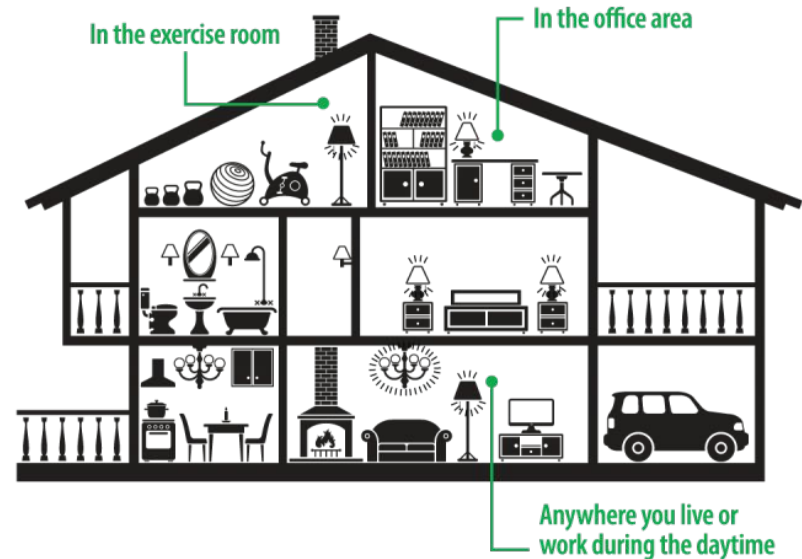
\$21.95

WHOLESALE

\$10.98



- Patented specialized narrowband pure-green, flicker-free light source
- Green light does not intensify migraine pain (and can even lead to pain reduction)
- Inexpensive, individual-controlled, drug free, non-invasive
- Can stimulate the body to make more of its own naturally occurring pain killers



NorbFOCUS[®] A19 9W 1-Pack

For Mental Performance™

RETAIL

\$21.95

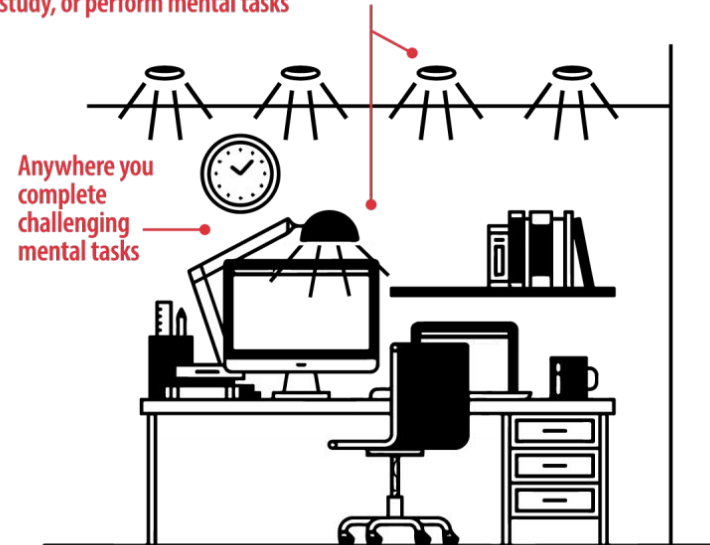
WHOLESALE

\$10.98



- Specialized light spectrum for mental tasks, reading, recall, and alertness
- Bright, clear, white light with near-perfect color rendering
- Versatile – compact enough to fit in most lamps and fixtures

Near your computer, at your desk or ceiling lights, wherever you read, study, or perform mental tasks



Anywhere you complete challenging mental tasks

THE NORB PRODUCT LINE

SMILE™

Sun-Spectrum™ | The Gold Standard of Full Spectrum Lighting | For Mood & Energy
TURN ON YOUR SMILE >



SLEEP™

Low-Blue | Evening | Circadian
TURN ON YOUR SLEEP >



SMART™

All-in-One | Multi-Spectrum
APP-CONTROLLED SMART LIGHTS >



FOCUS™

Enhance Mental Performance
TURN ON YOUR FOCUS >



EVERYDAY-SUN™

Economy | Full Spectrum
TURN ON THE SUNSHINE >



BOTANIC™

Healthy Plants | White Light
TURN ON MORE GROWTH >



RELIEF LEAF™

Forest-Bathing | Soft Green
TURN OFF YOUR STRESS >



STAR™

Dreamy | Cosmic String Light
TURN ON THE STARS >



STRING™

Indoor & Outdoor Ambiance
TURN ON YOUR SOCIAL >



BUG LITE™

Fewer Annoying Insects
TURN OFF BUG MAGNETS >



BEAUTY™

The "Look Right" Light
TURN ON THE CLARITY >



RELIEF™

Migraine-Soothing | Pure Green
TURN OFF PAIN >



TARGET DEMOGRAPHIC

INDUSTRY NICHE

25-65+

YEARS OLD

64%

FEMALE

\$35.99

AVG SPEND PER ORDER
ON AMAZON

\$65.15

AVG SPEND PER ORDER
ON SHOPIFY

\$80K+

AVG HOUSEHOLD INCOME

Norb Users

The demographic for Norb wellness lighting is diverse, encompassing various age groups and settings, each with specific needs and preferences. Norb has a light for everyone:

- **Health-Conscious & Holistic**
- **Office Workers**
- **Students Seniors / Elderly**
- **People with disorders such as SAD, Insomnia, Anxiety, Depression, Migraine & Neuropathy.**
- **Homeowners**
- **Families with Children**
- **Plant Enthusiasts**
- **Corporations, Healthcare Facilities, Salons, Restaurant and Event Centers**

Norb is Different.

The wellness lighting industry focuses on lighting solutions that enhance physical, mental, and emotional well-being. This niche integrates principles of circadian lighting and light therapy to create lighting that enhances human health. Here are some key aspects of the wellness lighting niche:

- **Circadian Lighting (Sleep / Wake Cycles)**
- **Light Therapy**
- **Natural Pain/Migraine Relief**
- **Productivity & Focus**
- **Emotional & Mental Wellness**
- **Eye Strain**
- **Enhanced Mood**
- **Specialized Applications: Plant Growth, Anti-Bug Lite, Solar, etc.**

REVIEWS: SMILE & EVERYDAY SUN



“Love these lights. They are high quality... They are really bright and help with mental clarity and mood. I have very sensitive eyes and these bulbs allow for clear, bright comfortable vision within my home.” – Kimberly Lee



“I am pleasantly surprised by these bulbs. I haven't changed-out all my bulbs yet, but will. What a difference they have made in my day. It has been rainy, and dreary here for weeks in the state of Massachusetts, and I've been getting a little droopy, tired, and a bit snappy. The weather wasn't helping my dogs personalities either. I put these bulbs in my work area near my computer, and living areas. These Norb, everyday sun, Soft bulbs honestly made a difference. The room looks "happier". I and the dogs are happier....in turn makes the Husband happier. Happy wife. Happy life applies. Their economical. Try'em! You will have a happier household....doggies included.” – Lydia S.



“At the start of the pandemic, when we all started working from home, I noticed I was getting daily headaches. It was a friend who introduced me to these sunlight bulbs. I'm not a medical practitioner in any way shape or form but these bulbs made a difference in some way for me. So if you are wondering if you should get it, do so with no hesitation.” – Renee L.

REVIEWS: SLEEP



"I just got the Sleep bulb yesterday, only ordered one to see how well I liked it but I will be getting more. I have it in my bedroom lamp and I find it very soothing. Blue light is not good at anytime, and I'm as guilty as anyone for having my smart phone in my face all day, so clearly less is more which is why I like this light." – CeCe



"Well, it's been 2 weeks and I am SO happy to say that these bulbs are WORKING! Cash has been sleeping through the night almost consistently since we started using these in his nursery." – Laura C.



"SLEEP really helps me. The first night - no lie - I slept 11 hours straight. I felt so refreshed when I woke up. Since then, I get a normal 6-9 hours a night, but I wake up feeling more clear headed. Now I fall asleep faster than before! Seriously, I can feel the melatonin flooding my system at what should be my bedtime." – Jack H.

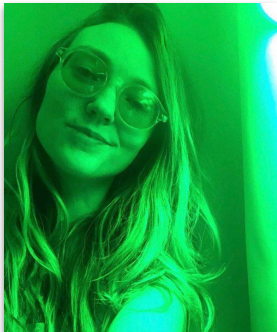
REVIEWS: RELIEF & RELIEF-LEAF



"I have another green light, which is really nice, portable etc, but it's also \$125-\$150. Not only is yours a more palatable price, I would say it's actually better in that it lights up more of a room, so I can flip that lamp on and not need to sit next to it to use it."
– **Melanie G.**



"I got this green light to try for my Lyme's disease symptoms and I absolutely love it!! It helps my neuropathy, migraines and brain fog. I use it whenever I feel one of these symptoms coming on." – **Alexa R.**



"I now rely on my Norb RELIEF light to help with my migraines, when I start feeling a headache turning into a migraine, or even to break my migraines. It's perfect for reading! I usually find my eyes getting strained when I read and even with my glasses I get headaches but with the green light I felt relief reading. No more having to put down my book because of migraines! I usually sit under my Norb Relief light whenever I feel a migraine coming on." – **Natalie M.**

REVIEWS: FOCUS



"I love it! I've been working on my laptop and reading under it and it's the perfect amount of light and brightness to zone in and get work done! Keeping Norb Focus lights in my lamps has made all the difference when I feel my focus slip." – Emma Q.



"I use my focus light in a lamp at my desk when I work from home and it has made a noticeable difference." – Alberto V.



Great light bulb. This provides bright light providing good reading. The eyes don't get strained and by the end of the day, I don't feel drained. I would recommend these lights. Good choice in color! It is what I've been looking for to light my office. I have this one in the lamp. I will be buying more to put in the overhead fixture in the office for the winter. – Jeri

NORB: IT'S LIGHT CHANGING



WATCH NORB'S PRODUCT VIDEOS: [NorbSMILE](#). [NorbBUG-LITE](#). [NorbRELIEF](#). [NorbFOCUS](#). [NorbSLEEP](#). [NorbBOTANIC](#). [NorbSMART](#).
[NorbSTRING](#). [NorbSTAR](#). [NorbSTRING SOLAR](#). [NorbCOZY](#). Watch all of our videos on the Norb Lighting [YouTube Channel!](#)



THANK YOU!

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