I believe that normalization definitely leads to reducing the redundancy of the data. In fact the definition itself of normalization at many places states that it is the process of minimizing redundancy from a relation or set of relations. Obviously in the above examples there are 3 relationships (5NF) which have split into individual tables, and the identifier for the each of the entities is their name, but in actual design I would create the unique numeric identifier for each of the entities above for e.g.( salesmanId, productId, companyId). Each of the entities would have additional attributes along with name like address, product description etc. With ID’s in place the 3 mapping tables would only be containing ID Mappings and no other attributes which highlights that it does reduce redundancy.