beLEAF™

beLEAF™ is inspired by 20 years of Nova Kaeru's history in research and innovation in the tanning field.

The cultivation of the leaves now integrates and enhances the philosophy of reuse of organic effluents and organic waste of the company.

The organic materials that were just returned to nature are now inputs for an unprecedented and beautiful product able to appear right next to the most beautiful leathers and ecological fabrics to date: the incredible **beLEAF™**.

THE PLANT

The plant chosen by Nova Kaeru - the vertical **Elephant Ear** - is a tropical plant that occurs on the banks of forests and rivers. The "**Alocasia Macrorrhiza**" is born freely, not being typically cultivated.

The choice for this plant was made by the combination of beauty, availability and leaf area, which ranges from **2sq ft** to **5 sq ft**.

Plants produce leaves throughout the year. After the leaves are open, the tips of the leaves can reach up to 10 feet in height. The designation 'vertical' comes from the fact that the leaves point towards the sky.

The company nevertheless planted thousands of seedlings between the ranks of its **Mahogany reforestation site** and on the banks of its **replanting of native trees of the region (Mata Atlântica)**, as well as on the banks of the **water courses** that cut the property: Nova Kaeru is located in a rural area, in a mountainous region about 100 km from the city of Rio de Janeiro.

In addition to its own production, the company has been creating partnerships with independent farmers in the region.

beLEAF™

TECHNOLOGY and SUSTAINABILITY

The **beLEAF™** technology potentially applies to any plant, although it must be adapted to the peculiarities of each type.

beLEAF™ is an entirely organic process, with no heavy metals usage and with 100% complete reuse and reintegration of the solid waste and processed water to the environment.

- the water used in the process of "tanning" of the leaves, after treatment for PH balancing, is pumped back to the fields surrounding the factory, for reuse in the fertilisation and irrigation of the plants.

- because only organic processes are used - both in the production of the fish leathers and the **beLEAF™**, not only the water but also the solid residues are 100% reused. These residues go through a process of decomposition (composting) to which they join fish scales in addition to eucalyptus bark discarded by producers in the region. The result is an organic compound used as planting fertiliser and cover in the elephant's own planting.

NOVA KAERU
exotic sustainable bioleathers

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