

AMAZING
Arapaima (pirarucu) leather

The giant amazon fish, named pirarucu or arapaima, is a freshwater fish native to the Brazilian Amazon and also the flagship product of Nova Kaeru. Thousands of families in the Amazon region have their survival linked to the capture and conservation of this fish.

By processing only tracked and regulated skins (by-product of the food industry), NK is helping to ensure the preservation of the species, while generates income and environmental conscience to the families.

This ecopragmatic approach also drives the internal processes of the tannery: from the tanning that uses zero heavy chemicals to the natural dying in aniline.

The water that runs out of the tannery is clean and clear and goes straight to irrigation.



BIOLEATHERS
Organic chrome-free
tanning technology

Superior quality leathers
free of heavy metals and
environmentally safe,
based on years of
expertise applied on an
always improving blend of
safe chemicals with
minimum impact on the
environment.

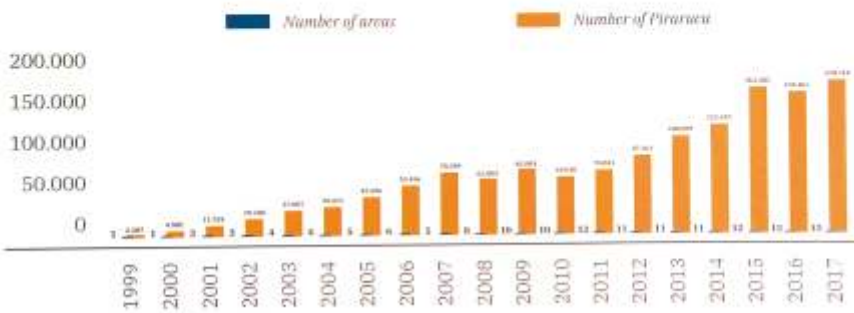


INNOVATION

Large dimension leather panels

Meeting the needs of a high demanding luxury market and to ensure the quality of controlled skins, **NK** has developed a unique technology of large dimension leather panels called **Kaeru Process™** this patent technology allows **NK** to manufacture outstanding quality and resistant leather panels from many types of skins such as ostrich legs, arapaima (pirarucu), salmon and fish - also being able to mix two different types of leather into the same panel, allowing a wide array of applications.

History of the pirarucu population growth (1999 - 2017)



SUSTAINABLE MANAGEMENT OF PIRARUCU **Preserving the Amazon Jungle**

- The sustainable management of pirarucu in the Amazon has shown, in 20 years, that is possible to balance species' conservation with its productive use – with positive social, ecological and economic impacts.
- Following management, natural fish stocks increased by 427% on average, with an annual increase of 25%.
- Management of pirarucu was recognized as the best income-generation initiative of wetland areas in the Americas, via the award given by the Secretary of the Ramsar Convention of the United Nations in February of 2011.
- In 2017, pirarucu fishing generate individual earnings for local fishers in the Amazon, representing a significant financial return for the 50 work days (maximum) dedicated to management activities. On a household levels, this represents 40% of total income obtained from fishing activities.
- A decision was made to increase the number of fishers in management protocols and reach more associations and fishers union. Participation rose from 42 fishers from four communities included in one project in 1999 to 1.590 fishers in 12 projects, including residents from 43 communities and members from 3 fishers and one fishing association.

NK NOVA KAERU
exotic sustainable bioleathers



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