



**WELCOME ON BOARD!
WITH AIR NAMIBIA BEAUTIFUL AND SUPPORTIVE**

New partnership for Air Namibia choosing Marula AURUM Africa Oil

From this autumn, the flagship company that connects Europe on a daily basis with Namibia and Austral Africa, will distribute on its flights and during fairs, events and institutional meetings Marula oil samples by AURUM Africa, a valuable ally for skin care

Rome, October 10, 2017 - "Welcome on board! The captain and the crew wish the valued passengers a pleasant and supportive flight. " Air Namibia, the flagship company linking Namibia with Europe and other African destinations every day, activates a new partnership, different from the classic communications circuits, by choosing AURUM Africa and its Marula Oil, produced in a sustainable and eco-friendly manner in Namibia.

This autumn, Air Namibia will begin to distribute Marula AURUM Africa Oil on its flights as well as in the course of events, fairs and institutional gatherings; this precious and rare pure extract oil obtained from nuts of Marula trees (*Sclerocarya birrea*) grows spontaneously in nature in pristine environments in northern Namibia.

The production processes for Marula Oil, imported and marketed all over Europe by AURUM Africa, a German-Italian company founded in 2016, are carried out by rural communities and equally paid qualified staff. In particular, more than 400 Namibian women gathered in cooperative participate in the process of harvesting and crushing seeds of Marula's fruits.

The Marula Oil, a natural product used by millennia in Africa by the Bushmen population for skin care and hygiene, has been discovered by the international cosmetics industry only in recent years thanks to its extraordinary nutrient, moisturizing and anti-aging capacity.

"In Europe and the most developed countries the traditional distribution and promotion can be reinforced using other channels as well. Air Namibia, the flagship of the beautiful Southern African country known for its breathtaking and rich biodiversity landscapes, is pleased to offer its guests and potential customers the products of AURUM Africa to spread the beauty of the fruits of Namibia" **declares the Italian representation of Air Namibia.**

"We are excited about this new partnership, for us this is a first important step in line with our vision of building a fair and supportive trade in Namibia" **comments Mr. Augusto Leandro Stanzani CEO of AURUM Africa which concludes** *"Having met the interest of Air Namibia makes us satisfied and pushes us to continue in the direction described in our company mission".*

AURUM Africa is the synthesis of experience and expertise acquired by two companies - Cetacea Service srl / Italy and Gafpro / Germany - that have been active for years in the solid and eco-sustainable trade with

some sub-Saharan African countries. The company was born to meet the needs of a market increasingly attentive to natural products, quality and proven source. Exceptional testimonial is the Marula Oil, Natural, Biological, Sustainable.

FACTS & CURIOUS

The **Marula Tree** (*Sclerocarya birrea*) is one of the largest African indigenous plants. Belonging to the Anacardiaceae family as the mango, pistachio and cashew nut, it has always been part of the life of the inhabitants of the southern regions of the African continents.

The **Bushmen** who have well known how to use the resources offered by mother nature for thousands of years are still using the unique properties of this tree that can be as high as 20 meters.

The fruits produced by the female plant, ripe in February, have oblong size similar to that of a plum, with a leathery peel of bright yellow and a white fibrous flesh in which hides a big pit with seeds rich in oil and protein.

The Marula tree grows everywhere, it is preserved and venerated due to the abundance of harvest and to the multiplicity of use of all its parts.

The Marula fruits can be eaten both raw and cooked and used to prepare a delicious jam. Leaving them to ferment you can prepare a powerful alcoholic drink, a kind of home-made beer called Baganu in Swaziland. In Namibia through a different method a liquor called Ombiké is produced and in Mozambique a very full-bodied wine called Ucanhe.

On the international market it is very popular the Amarula, a liqueur produced in South Africa made with Marula fruit, alcohol and cream; it is the second best-selling product in the world in the category of liqueur creams. **The bark** has healing properties and is used in malaria prophylaxis and for the treatment of intestinal disorders. Chewed, it facilitates digestion. **The roasted** kernels are known as Food of Kings for their delicacy. **The leaves** are used as a spice and for dressings.

The Marula tree is also known as:

- **The king of African** trees because it is resistant to drought and every part has been used by indigenous people for thousands of years.
- **Tree of the Elephants.** These Giants will gladly feed on its branches and its leaves, but they are particularly fond of its fruit especially when, fermenting in the sun's rays, they acquire an alcoholic strength which gives exhilaration



Ufficio Stampa

AURUM Africa GmbH

Luana Amadei Tel. +39 349-4571047 Leandro Stanzani +39 335-8423131

press@aurumafrika.eu www.aurumafrika.eu

<https://www.facebook.com/oliodimarula/>