

SAFARI® PRODUCT LINE

Premium Solid Fuels, Lump Charcoal & Fire Ignition Solutions

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Brand & Commercial Overview

The **Safari®** product line represents a flagship portfolio of high-grade solid fuels and thermal energy commodities curated by **Golan Sa Ma Group Ltd.** Engineered for exceptional burn efficiency, consistent high heat performance, and minimal environmental footprint, Safari products serve both commercial hospitality (HORECA / professional grilling) and premium retail home-heating markets.

100%

NATURAL HARDWOOD

8,000+

KCAL/KG HEAT YIELD

Low Smoke

ECO-FRIENDLY IGNITION

Core Safari® Product Catalog

COMMERCIAL & RETAIL GRADE

1. Safari® Lump Charcoal

Safari Premium Lump Charcoal is manufactured from high-density hardwoods, delivering clean, ultra-long burn times with minimal ash output. Formulated for professional steakhouses, BBQ enthusiasts, and commercial catering where stable, intense heat and uniform burn performance are essential.

- **High Calorific Output:** Sustained operating temperatures exceeding 750°C, perfect for searing and high-volume commercial grills.
- **Low Ash & Sparks:** Leaves under 3% residue, keeping equipment clean and reducing maintenance.
- **Natural Aroma:** Imparts a subtle, subtle hardwood wood-smoke profile without chemical off-tastes.

Fixed Carbon	78% – 82%
Moisture Content	< 5% Max
Ash Content	< 2.8%
Burn Duration	3.5 – 5.0 Hours (Continuous)
Packaging Options	4 kg retail bags, 10 kg commercial sacks, bulk palletization

ULTRA-DENSE HARDWOOD FIREWOOD

2. Safari® Sicklebush Firewood

Harvested from alien invasive bush clearing initiatives, Safari Sicklebush (*Dichrostachys cinerea*) is renowned as one of the densest firewood species in the world. Naturally seasoned under arid climates to extremely low moisture levels, it produces long-lasting glowing embers and an exceptional ambient heat yield for fireplaces, outdoor braais, and wood stoves.

- **Extreme Density:** Ultra-heavy wood block structure ensures slow combustion and prolonged ember bed retention.
- **Clean & Insect-Free:** Kiln-dried and sun-cured, ensuring easy handling and indoor safe storage.
- **Sustainable Sourcing:** Supports ecological restoration by utilizing invasive biomass vegetation.

Wood Density	Approx. 1,000 – 1,100 kg/m³
Average Moisture	8% – 12% (Seasoned)
Ember Retention	Exceptional (holds heat multi-hour post-flame)
Primary Uses	Pizza ovens, open fireplaces, heavy heating stoves, braai/BBQ
Packaging Options	10 kg ventilated mesh bags, stacked bulk crates

IGNITION & FIRE STARTERS

3. Safari® Firebuddy Firelighters

Safari Firebuddy provides fast, reliable, and odorless ignition for charcoal, firewood, and pellet burning units. Formulated to light instantly under all weather conditions, Firebuddy blocks eliminate the need for dangerous liquid accelerants while burning cleanly without chemical fumes.

- **Instant Flame Engagement:** Strong, steady flame lasts 8 to 10 minutes per block, easily igniting dense charcoal and hardwood logs.
- **Odorless & Non-Toxic:** Safe for cooking surfaces; won't foul food or create unpleasant chemical smoke.
- **Weather Resistant:** Performs reliably even in damp or windy outdoor environments.

Burn Time Per Block	8 – 10 Minutes
Composition	Compressed natural pine fibers with non-toxic wax binder
Safety Standard	Non-explosive, non-spill solid format
Packaging Options	24-block, 32-block retail boxes, display outer cartons

Product Line Portfolio Summary

Product Name	Category	Target Market	Key Advantage
Safari® Lump Charcoal	Solid Fuel / Charcoal	Restaurants, Steakhouses, BBQ Retail	High fixed carbon, sustained intense heat, minimal ash
Safari® Sicklebush Firewood	Hardwood Timber	Residential Stoves, Fireplaces, Pizza Ovens	Ultra-dense wood structure, long glowing ember bed
Safari® Firebuddy	Ignition Blocks	Retail Consumers, Caterers, Outdoor Goods	Fast, clean, odorless, safe ignition in any environment

Logistics, Supply Chain & Distribution

Golan Sa Ma Group Ltd. manages full end-to-end import, quality assurance, and distribution logistics for the Safari® line. Imported through Haifa Port in bulk sea container shipments (20ft / 40ft HQ), products are stored, palletized, and delivered to commercial partners, retail chains, and institutional buyers across regional wholesale networks.

Golan Sa Ma Group Ltd. — Sales & Commercial Inquiries

Corporate Entity: Golan Sa Ma Group Ltd.
Managing Director: Rafik Ayoub
Primary Port of Entry: Haifa Port, Israel

Product Line: Safari® Solid Fuels & Firestarters
Distribution: Wholesale Containers, Retail Pallets, HORECA Direct
Documentation: Technical Data Sheets (TDS) & MSDS Available