

AIR strengthens global footprint with acquisition of NameLess

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AIR has acquired NameLess, one of Germany's most recognized and trusted brands for premium flavored hookah products. The move strengthens AIR's presence in Germany, expands its broader flavored hookah portfolio, and supports the company's global growth strategy. As part of the AIR family, NameLess joins a portfolio that includes Al Fakher and other leading social inhalation brands. AIR also plans to introduce NameLess flavors, including its best-selling Black Nana variety, to new audiences through its distribution network across more than 90 markets.