

Nigeria - Coscharis Hosts PVC Cement Seminar



The Coscharis Group hosted a seminar on proper use of PVC cements for dealers and plumbers.



ABRO salesman Sasan "Sonny" Sohrab with Mr. Lou Mihamou, PVC Cement Product Specialist

Mr. Lou Mihamou, PVC Cement Product Specialist from ABRO Industries, along with Sasan "Sonny" Sohrab, presented a seminar in Lagos to a group of dealers and plumbers on the proper usage of PVC Ce-

ment and the advantages of ABRO PVC Cement compared to other available products in the market. We would like to thank the Coscharis organization - in particular, Mr. James Mogbo and Uzor Obuzo, for

Continued on page 2

	Nigeria.....	1-2
	Ghana.....	2
	Benin.....	2
	Cameroon.....	3
	Ethiopia.....	3
	Visit to ABRO: Saudi Arabia.....	4
	Guatemala.....	5-6
	Honduras.....	7
	Colombia.....	8
	Russia.....	9
	Armenia.....	10
	Ukraine.....	10
	Egypt.....	11
	Libya.....	11
	Zambia.....	11
	Kenya.....	12
	Tanzania.....	12
	Mauritius.....	13
	Uganda.....	13
	Mozambique.....	13
	Let's Share Ideas: Brazil.....	13
	Costa Rica.....	14
	Meet ABRO's Staff: Mayra Mendez.....	14

Nigeria - Continued from page 1

inviting all the participants and organizing the event. It was a very informative seminar and we ended it by having some hands-on training on the proper application of the PVC Cement products.



ABRO reaches all corners of the Nigerian market. Shown here is one of the many small stores.

Ghana - Dr. Cosmas Maduka Attends ABRO Seminar



Over 50 people attended the PVC seminar in Ghana. Dr. Cosmas Maduka (blue shirt) was able to attend.

We also had a very well attended seminar on PVC Cement in Ghana. We had over 50 people attending the seminar and we were fortunate that the Chairman of the Coscharis Group, Dr. Cosmas Maduka, was able to attend this seminar. We are committed to introducing the PVC Cement products in the Ghana market this calendar year.

Benin - Increased Sales



ABRO Benin Headquarters and Delivery Truck



Sales Staff in the ABRO Store in Benin

Sasan "Sonny" Sohrab of ABRO Industries visited Benin in February. Our business in Benin has picked up very nicely over the last two years and we expect the business to continue to grow for the remainder of this year and into the future.

Cameroon - Record Sales



ABRO booth at the Cameroon trade show.

Mr. Joshua Ozioma of Ozone International once again represented ABRO at the trade show in Cameroon. Through extensive sales and marketing efforts, ABRO products

are now found in every corner of the country. Despite the challenges in the market, we are expecting record sales in 2019.



Joshua Ozioma with Sasan "Sonny" Sohrab



Ekram Hassen, Lidya Tesfaye, Elham Mahdi, Abdulaziz Ibrahim, Mike Molnar, Mohammed Ibrahim, Arafat Ibrahim, Redi Seid, Anwer Megberu and Mekonen G. Medhin.

Ethiopia - A.I.A.

This March, Michael Molnar traveled to Addis Ababa, Ethiopia to meet with A.I.A. They had meetings about targeting specific products for growth. This company is a family business that is fully invested in ABRO. Mohammed, Abdulaziz, and Arafat Ibrahim spent time showing how ABRO is a top brand in the market. This sentiment was reiterated by every shop and customer they met with. We are very optimistic about 2019 for ABRO in Ethiopia.

Visit to ABRO World Headquarters

On January 17, we were pleased to welcome Al Sayed Center from Saudi Arabia. Al Sayed has been an ABRO distributor for several years and we have seen significant growth with ABRO FSK and Foil tapes in the HVAC market segment. They have a keen understanding of the market and have assisted ABRO in securing new business and construction opportunities. We have seen steady growth and this trend looks to continue through 2019 and beyond. We appreciate them for taking time to visit our offices in South Bend.



Mr. Mohammed Rafiuddin, Mr. Adnan Abuhantash, Mr. Salman Al Sayed, Peter Baranay, Steve Leddy and Mr. Mahmoud Abdou



Saudi Arabia - Steve Leddy Received Award

ABRO Industries' customer, Mojwharat Al Khleej, oversees ABRO's automotive oil distribution throughout the Kingdom of Saudi Arabia and has recently begun to work with HRH Prince Naif Bin Abdullah Bin Saud bin Abdulaziz Al-Saud to work on expanding ABRO's presence into the overall market. This includes new opportunities to grow business in several areas of the Saudi defense ministry. Steve Leddy was honored to meet HRH and was given a plaque of appreciation for the business relationship with ABRO Industries. We continue to see growth in our oil business and look forward to expanded opportunities going forward with the assistance of HRH.

◀ *Mr. Nasir bin Aly Elerk Elmary, Mr. Abdel Aziz bin Saleh Al Ghosn, HRH Prince Naif Bin Abdullah Bin Saud bin Abdulaziz Al-Saud, Steve Leddy and Mr. Ahmed bin Saleh El Ghosn*

Guatemala - EXPOMOTRIZ 2019

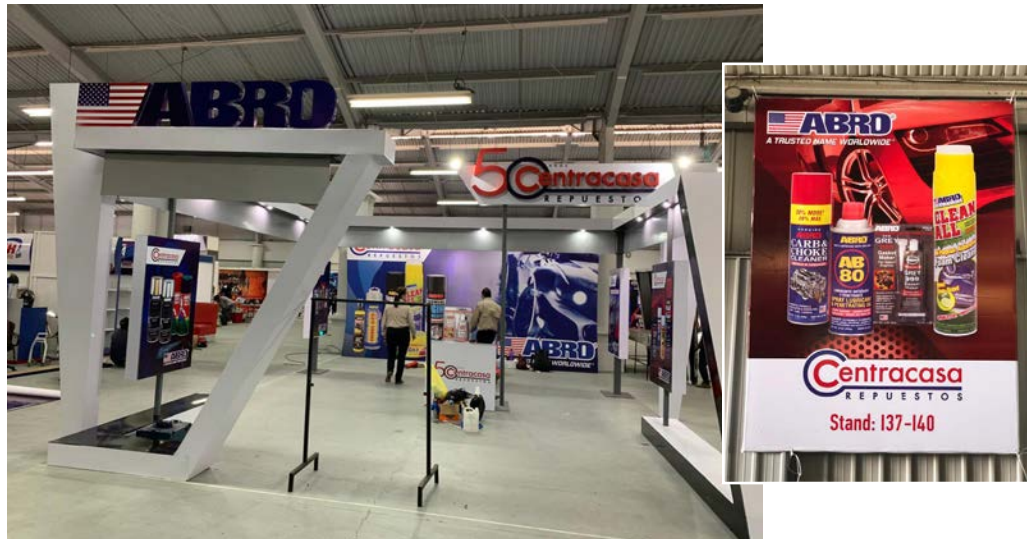


ABRO-DISTALSA and Centracasa were in full force at EXPOMOTRIZ 2019 in Guatemala City. The ABRO flag flew high in the friendly skies of Guatemala City and several ABRO inflatables were on display at every corner of the show. Over 30 ABRO banners decorated the show entrance. The graffiti artist was a big hit. He used ABRO Spray Paint to create numerous pieces of art that were auctioned off at the end of the show.

Guatemala - EXPOMOTRIZ 2019



A spectacular ABRO - DISTALSA Booth at the EXPOMOTRIZ 2019



ABRO - Centracasa Booth at the EXPOMOTRIZ 2019



Posters and banners of ABRO products were displayed throughout the entire show event.



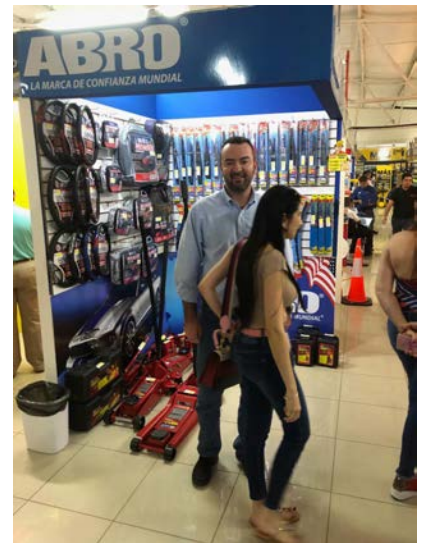
Andres Oliva of Centracasa and Leidy Moros chat during a customer appreciation dinner at Palermo Restaurant.



Mario Manta presents Andres Oliva and Malcom Delvalle of Centracasa an award for excellence in sales in 2018.

Honduras - Agencia La Mundial

Agencia La Mundial put on another magnificent show this spring for their exclusive customer base. Many of their distributors travel long hours to this event, held twice a year in San Pedro Sula. The ABRO booth gets the most traffic during the event and we are proud to report that the sales target for the ABRO line was met. The event also includes a Saturday night dinner where the customers can win TV's, trips and other awards as long as they are present.



ABRO booth at the San Pedro Sula tradeshow event.

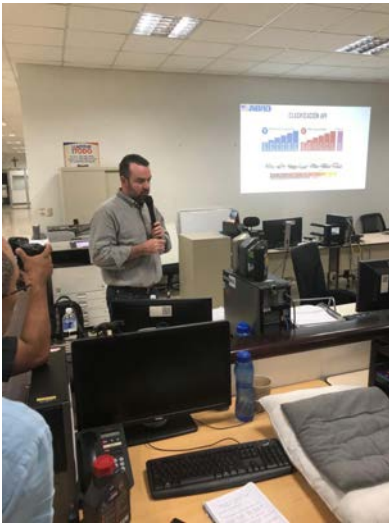


Saturday dinner event with prizes such as TV's and vacation trips.

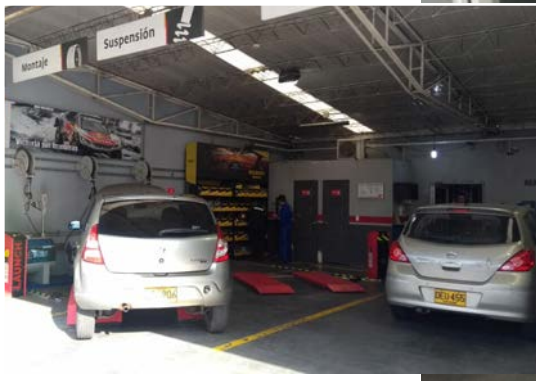


ABRO presented an award to Jenny and Kenny Yuja of La Mundial.

Colombia - ABRO Oil Seminar



Juan David Jaramillo of Interllantas at a recent oil seminar in Honduras.



Juan David Jaramillo of Interllantas, Colombia has done several oil presentations for the ABRO sales force in Honduras and Guatemala. Interllantas is currently distributing the windshield wiper line, finished oil products and drums as seen in the photos. The focus of the presentation has been that the quality of ABRO lubricants can compete well in price and quality with the other established brands.

ABRO Russia West

2018 was a special year in Russia. The country hosted the World Cup and cities all over Russia were visited by people from all over the world. And although much of the country and world stopped to watch the games being played... ABRO never stops. Omaks is the official distributor for ABRO in Western Russia and most of their territory had cities with soccer stadiums and matches that disrupted day to day life. Michael Molnar visited Rostov-on-Don this past June to discuss the current market situation. Presentations were made regarding how the Russian market is changing and what is being done to meet the changing market's demands.

One new marketing effort that Omaks has launched is that they are finding new ways to support their larger customers. They are now offering certain incentive programs which include the option for Omaks to pay for their delivery vehicles to be branded. It's a win-win for everyone that uses ABRO.

We are very proud of how Omaks has grown, not just with sales numbers, but as an organization in general. It is a clear indication that the world is changing, but together ABRO distributors and ABRO USA can change as well to meet any demand a market might have.



Please note that there are limited soccer air fresheners left in stock. Make sure that you add a case to your next mixed container order while they still last.

**Download
Sell Sheet Here**



A customer of Omaks in Western Russia is pictured driving an ABRO branded truck. Marketing and branding continue to be important in growing ABRO's business.



Armenia - ABRO Prestige

In June, Michael Molnar visited Armenia to discuss business with Mr. Piloyan, owner of ABRO Prestige. Spray Paint and ATF made in the U.S.A. are mainstay products, but Mr. Piloyan always emphasizes that the full range is what defines ABRO.

The newest addition to the ABRO Prestige range are ABRO Car Batteries - already in repeat orders.

*Lidia Mahroukian, Mike Molnar and
Ashot Piloyan*

Ukraine - AMT-288

In the past five years, Ukraine has lived in the difficult conditions of economic crisis. The country has seen many changes, both positive and negative.

One thing that has remained constant is ABRO's distributor AMT-288's commitment to ABRO and ABRO's commitment to AMT-288.

Despite all the difficulties of these years, AMT-288 made great efforts to develop and promote the brand of ABRO. The distribution network was expanded to cover all regions of the country. Significant funds were invested in advertising the brand. The web site was reconstructed and optimized, new catalogs and booklets were published, advertising stands and video clips were made.



Michael Zharkikh Commercial Director, Nataliya Pochtina – Owner and President AMT-288, Michael Molnar, Dmitro Pochtin - General Manager, Yuriy Rabinovych – Owner AMT-288

This past summer, Michael Molnar traveled to Dnipro, Ukraine to see these positive developments and to thank the owners of the company, Natalia Pochtina, and Yuri Rabinovych, as well as the ABRO Ukraine staff, for their commitment and promotion of the ABRO brand.

Egypt - Fast Trading



Fast Trading has a booth at the Annual Auto Show in Egypt this past December.



Michael Molnar with Emil Armanyos, Owner of Fast Trading

This February, Mike Molnar traveled to meet with owner Emil Armanyos of Fast Trading Overseas in Alexandria, Egypt. Time was spent in the market where it was emphasized that the importance of having products like ABRO from the USA in the market is huge.

We are proud to say that we are an American company selling many products that are made in America.

Emil's sons, Martin and Arsany, are both involved in the business so we are comfortable saying that ABRO expects to have success in the Egyptian market for years to come.

Zambia - Automotive Equipment



Michael Molnar with Tarak Mehta, President of Automotive Equipment.

Mike Molnar stopped in Lusaka, Zambia for scheduled meetings with the President of Automotive Equipment, Tarak Mehta. There were many discussions about how to grow the ABRO business in Zambia. We look forward to 2019 being the year where ABRO takes the next step forward in this market.

Libya - Almore Company



Michael Molnar with Ahmed Alushibe

ABRO Salesman Mike Molnar stopped in Dubai this winter to meet with Ahmed Alushibe, President of Almore Company Libya. Discussions lead us to believe that 2019 will be the year that ABRO sales in Libya are set for a rebound. We are so proud that we at ABRO have continued our friendship and business with Ahmed Alushibe. It is a great example of perseverance and the ABRO Spirit.

Kenya - Statpack



Leonard Kamau, Susan, Fred Amelemba, Violet Kanyua, Mr. Ashwin (Chairman), Darshan, Mike Molnar, Simon Murithi and Dhruv Shah

Michael Molnar visited the Statpack team in Kenya this past July. It was a very productive trip. Time was spent in stores, the market, Statpack's warehouse and Statpack's manufacturing facilities. The Statpack team dedicated to ABRO is very impressive. Topics of discussion ranged from products, logistical challenges, new regulations, and selling strategies. 2018 was a growth year for ABRO in Kenya. We hope to look back at this visit as a launch point for what we think will be more successes in the future.

Mauritius - E.A.L. Man Hin



Ajay Soorkea, Tharishma Kaunhye, Andrew Liu Man Hin, Bernadette Lau, Mike Molnar, Helen Li, Elvis Ah Kiow, Thierry Liu Man Hin and Anil Callar

For those of you that don't know where Mauritius is, please Google it. ABRO Salesman Sasan "Sonny" Sohrab has been working with the Man Hin family for many years and it is just amazing how much ABRO is sold on this island of 1.25 million people. It goes to show that a small market is no excuse for not being successful. Hard work and dedication has made ABRO a brand that is well recognized and respected on this island nation. Michael Molnar visited last summer and was very impressed by the professionalism of everyone at the E.A.L Man Hin organization.

Tanzania - ZTM



Mohammed Zowange, Michael Molnar and Mussa Zowange

ZTM has been representing ABRO's wide range of products in Tanzania for many years. Last year Michael Molnar traveled to Dar es Salaam to visit the market. Mr. Mohammed Zowange and Mr. Mussa Zowange run their business out of a large store/wholesale center in the middle of the automotive market in the city. It is a busy environment, but it is very fitting for the business. There is a lot of potential for growth in Tanzania... a big statement based on this year's growth in sales.

We are currently in exploratory discussions regarding the expanding of the product range in Tanzania.

Congratulations to ZTM on a great 2018. ABRO is here to help continue this momentum in 2019.

Uganda - Afristock



Michael Molnar with Mutabazi Francis

This March, Michael Molnar visited Kampala, Uganda. Meetings were held with the President of Afristock, Mutabazi Francis. A strategy was detailed to increase the range of ABRO products sold in Uganda in 2019. We are optimistic that hard work will generate positive results.

Mozambique - Fimeks



Michael Molnar, Kingsley Ogu, Fimbarr Ogu and Kingsley Egwim

At the end of February, Michael Molnar visited Maputo, Mozambique to meet with Kingsley Ogu and Fimbarr Ogu. Discussions were held about implementing a strategy for the rest of the year. We predict growing the business in 2019.

Let's Share Ideas



Brazilian distributors have enhanced the look of our drums for their high end oils. They painted the ABRO logo with a stencil and sealed the drums with metal caps.

Further, they used high end stickers to make tables and chairs out of the 55 gallon drums and 16 gallon mini drums, respectively.

These actions added value to the ABRO brand and have helped them introduce the ABRO oil line in Brazil.

Let's Share Ideas

Costa Rica - ABRO Sales Truck

In addition to the ABRO catalog, Importaciones RERE of Costa Rica has equipped their sales force with a small truck that displays the entire ABRO line. Both customers and salesmen love the concept.



Orlando Retana, Marvin Retana, Leon Valencia and Mario Manta



Inside this truck is the entire ABRO product line.



Meet ABRO's Staff

Mayra Mendez

Mayra started at ABRO in January of 2018 as Assistant Sales Manager in Mario Manta's division. Mayra is the lead assistant of the Latin American division and takes care of special projects, focuses on customer service and oversees logistics and order entry.

She was born and raised in Los Angeles, California. Her parents are originally from El Salvador.

Mayra and her husband live in Elkhart and have a wonderful 7 year old son.

Mayra states: "I enjoy ABRO because it is fast paced, the people are genuinely nice and caring, and I especially love the interaction with people in Central and South America. I also get to use my Spanish which is great".

Mayra has a Bachelor's Degree in Business Administration with a focus on management and plans on returning to school and obtaining her MBA.



Mayra Mendez
Assistant
Sales Manager
ABRO