

## Nicaragua/Guatemala:

# ABRO Distributor Over 30+ Years




One of ABRO's oldest customers, Roberto Morales, just turned 79. He started buying ABRO masking tape in the late 70's. In 1981, he was jailed and forced into exile by the Sandinista regime led by Daniel Ortega. Mario Manta started working with Roberto in the late 80's while he was in Guatemala. It's been a privilege working with him and his sons for more than 30 years..... A true gentleman and loyal ABRO distributor.

Roberto Morales  
with Mario Manta

Dinner with  
Roberto and the  
Morales brothers



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## Nicaragua: Lubricants in Managua



*Joaquín Ixcoy received an ABRO lubricant award*



Joaquín Ixcoy has done an excellent job managing the ABRO lubricant business in Nicaragua and Guatemala.



Nigeria:

# New Lubricants Launch



Sonny Sohrab and Dr. Cosmas Maduka unveiling the new lubricants



The new lubricant line was well received by the local customers and sales teams.

*Almost 25 years ago, Tim Demarais promised that ABRO would some day package and sell lubricants in Nigeria. It took some time, but we are proud to announce that ABRO Industries, Inc. is now blending and packaging ABRO Motor Oil in Nigeria.*

*The products were officially launched on September 20th with a large gathering of almost 300 people from across the regions in Nigeria. The launch was a great success and created huge excitement in the market since all of the branch managers and key customers in the market liked the product and the packaging.*





Nigeria:

# New Lubricants Launch

*Dr. Cosmas Maduka introduced the new lubricants line.*



*We fully intend on expanding our launch to include several other grades and sizes in 2020. Packing this product locally will allow us to be more competitive against the locally blended products and the lubricants that are now being imported from the Middle East.*



Coscharis customers and sales teams learn about the advantages of having a locally packaged lubricant line.





Trade Show Info:

See You  
in Vegas  
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Save the date and join us at AAPEX Las Vegas 2019

**ABRO®** Booth 5053

NOVEMBER 5-7, 2019





# Dominican Republic: New Business Opportunities

## Venezuela

**Giancarlo Boscarolo from Venezuela and Mario Manta meet to discuss ABRO business in Santo Domingo.**



↑ Claudio Hiruso, María Ysabel Ureña and Mario Manta



María Ysabel Ureña, Leonor Sosa and Mario Manta discuss new business opportunities ↓





## Russia West:

# Meetings and Celebrations



*Long time business partners and friends - Omaks and ABRO.*



*Mike Molnar (center) and ABRO-West team during the meeting in Rostov.*

This past summer, Mike Molnar traveled to Rostov, Russia to meet with one of ABRO's longest established distributors. The Omaks team and Mike had multiple meetings on where the business is and where we want it to go. Time was spent visiting warehouses to check current inventories and meeting with the entire team in Rostov to talk about the future strategy. The Russian market continues to get more competitive which means more needs to be invested into the business to keep and grow market share. The Omaks team in Western Russia is meeting the needs of the market and they continue to work on ways to grow the business.

Also, during the trip it happened to be the birthdays for Anna Goncharova (Director of Omaks) and her mother, Valeriy Avdeeva. Their family, best friends, and most important business partners were all invited to the parties. Mike was asked to give speeches at both events which had to be translated as Mike was the only non-Russian at both events which had over 100 people in attendance at each.

This September, the Omaks team participated in a Moscow trade show called "Interauto". There were more than 400 exhibitors from 20 countries. A wider range of products attracted business people from the auto industry at the ABRO booth. ABRO was well represented and promising new leads were established.



*ABRO products displayed at the ABRO booth in Moscow.*

## Russia East:

# Customer Training Conference

**T**his June, Mike Molnar traveled to Vladivostok, Russia to spend time with the ABRO-DV team. During the visit, Mike spent time partaking in office meetings, marketing strategy discussions, personal meetings with major customers and he also was able to review the current retail situation.

But the highlight of his visit was the “Customer Education Conference”. Customers from all over the region were invited. They represented different industries - such as boat shops, body shops, retail chains, builders and construction, etc... Mike opened the conference with a presentation followed by a question and answer session. The questions were extremely various, ranging from how ABRO was originated to which product to use and why. All of the customers were given time to interact with Mike which some of them never thought they would have the opportunity to do. Their comments and suggestions were noted and Mike brought them back to the USA office where they will be discussed during product development/improvement meetings.



*Oxana Yamkovaya, Mike Molnar & Evgeny Yakovlev*



*Mike Molnar and ABRO-DV team after the training was successfully completed.*



Saudi Arabia:

# ABRO Received Recognition From Saudi Customer Mojwharat Al Khleej



Peter Baranay



Naser El Mere, Abdelaziz El Ghosn, Steve Leddy and Ammar Shehab



Steve Leddy

Our Saudi Arabian distributor of oils for the Kingdom recently secured a new partner, HRH Prince Naif Bin Abdullah Bin Saud Bin Abdulaziz. Prince Naif presented President, Peter Baranay and Sales Manager, Steve Leddy, both recognition awards for our long standing distributor relationship.

Steve Leddy visited Riyadh in July 2019 and presented HRH Prince Naif with an award welcoming him to the ABRO Group and looking forward to continued success into the future. We are excited to see strong continued growth with our distributor.



Paraguay:

# Trade Show | Seminar



ABRO La Ruta participated jointly in the Automotive Show in Asuncion, Paraguay, known as Amico Camionero. This show continues to grow every year with customers attending from all areas of Paraguay's.



## Australia East: Growing Product Range



Rob Bergner, Chris Bergner,  
& Mike Molnar at the shop in  
Wollongong

This April, ABRO Salesman Mike Molnar met with the President of SDRIVE, Chris Bergner and his brother, Rob Bergner. The meetings started in Sydney and traveled all the way to the company's humble beginnings in Wollongong. These meetings were instrumental in growing the product range. We are very excited to launch ABRO Bulbs and Air Filters in Australia this fall. We are confident that this company's energy will lead to ABRO becoming a better known name in Australia.

## Australia West: First Retail Store Opens



Issa Karmout & Sons' first retail store in Perth, Australia

This spring, ABRO Salesman Mike Molnar met with the President of Issa Karmout & Sons, Jalil Karmout, to discuss the future of ABRO in Western Australia. Mr. Karmout has a long history with ABRO stemming back from the family business in Jordan where they are the official ABRO distributors. We are optimistic that their experience with ABRO in Jordan will translate to success in Western Australia.



New Zealand:

# Getting to Know the Market



*David Britton (L) and Matt Britton (R).*

ABRO's new distributor for New Zealand is headquartered in the city of Wellington. Earlier this year, ABRO Salesman Mike Molnar traveled there to meet the President of D.R. Britton, Mr. David Britton, to see his operations and get to know the market and its opportunities better. The company has a long history in the automotive chemical business. We know that ABRO is moving in the right direction now in this marketplace.

Haiti:

# Business Dinner



Reinald Zrick and Jean Pierce Supplice from Le Flamengo enjoy dinner with Mario Manta (center) in Port Au Prince, Haiti.



# New Products: Motor Oils

## Premium MOTOR OIL



# Now in Inventory

Fluid Type	API Certified	API SN Plus	ILSAC GF-5	Available Packaging	
				12 x 1 Liter/Case	3 x 4 Liter/Case
Full Synthetic - 5W30	X	X	X	X	X
Full Synthetic - 5W40	X	X		X	X
Full Synthetic - 5W20	X	X	X	X	
Full Synthetic - 0W20	X	X	X	X	
Synthetic Blend - 5W30	X	X	X	X	X
Synthetic Blend - 10W40	X	X		X	X
Synthetic Blend - 10W30	X	X	X	X	
Synthetic Blend - 15W40	X	*SN ONLY		*12 X 1 QTS/CASE	

PART NO.	DESCRIPTION
MO-FS-5-30-SNP-5L-F	Premium Full Synthetic SAE 5W30
MO-FS-5-30-SNP-4L-F	Premium Full Synthetic SAE 5W30
MO-FS-5-30-SNP-1L-F	Premium Full Synthetic SAE 5W30
MO-FS-5-40-SNP-4L-F	Premium Full Synthetic SAE 5W40
MO-FS-5-40-SNP-1L-F	Premium Full Synthetic SAE 5W40
MO-FS-5-20-SNP-4L-F	Premium Full Synthetic SAE 5W20
MO-FS-5-20-SNP-1L-F	Premium Full Synthetic SAE 5W20
MO-FS-0-20-SNP-4L-F	Premium Full Synthetic SAE 0W20
MO-FS-0-20-SNP-1L-F	Premium Full Synthetic SAE 0W20
MO-SB-5-30-SNP-4L-F	Premium Synthetic Blend SAE 5W30
MO-SB-5-30-SNP-1L-F	Premium Synthetic Blend SAE 5W30
MO-SB-10-40-SNP-4L-F	Premium Synthetic Blend SAE 10W40
MO-SB-10-40-SNP-1L-F	Premium Synthetic Blend SAE 10W40
MO-SB-10-30-SNP-4L-F	Premium Synthetic Blend SAE 10W30
MO-SB-10-30-SNP-1L-F	Premium Synthetic Blend SAE 10W30
MO-SB-15-40-CK4-SN-5L-F	Premium Diesel SAE 15W40
MO-SB-15-40-CK4-SN-QT-F	Premium Diesel SAE 15W40

\*For pricing and more information, please contact your sales manager.  
Per pallet order - 4L / 60 cases, 1L / 70 cases



Languages on products: English and French

New Products:

# Antifreeze Coolants

***Now in Inventory***

**Add to your next mixed order.**

\*For pricing and more information, please contact your sales manager.



**ANTIFREEZE  
COOLANTS**



## ASIAN VEHICLES RED|PINK

AF-LL-ASIAN-RED-GAL..... 100%  
AF-LL-550-ASIAN-RED-GAL ..... 50/50  
AF-LL-TF-ASIAN-RED-GAL..... TROPICAL

## ELC-HEAVY DUTY/DIESEL RED

AF-ELC-100-RED-GAL..... 100%  
AF-ELC-5050-RED-GAL ..... 50/50

## UNIVERSAL YELLOW

LF-AF-550-OAT-YLW-GAL..... 50/50  
LF-TF-OAT-YLW-GAL..... TROPICAL

## TRADITIONAL OEM GREEN

AF-550-GL..... 50/50  
AF-533-GL..... 33%

*Languages on products: English and Spanish*



## Belarus: In Remembrance

We are sad to report that on September 14, 2019, a member of our ABRO Family, Igor Medvedev, passed away. He was ABRO's distributor in Belarus for a very long time.

Mike Molnar worked with Igor for more than ten years. Mike said, "We would often call one another just to see how the other was doing. I would call him at the end of the week in the morning because I knew that he would be driving to his dacha and we would laugh about the weekend ahead. He had a great heart, mind, smile and laugh. I will miss my friend".

He is survived by his wife, Jeanne, son, Andrei and his grandson.

His company, Informtorgservis, will continue to distribute ABRO in Belarus under the direction of Igor's brother, Andrey Medvedev.

We will all miss Igor very much.



Mike Molnar with Igor Medvedev at his last visit in Belarus.

Meet ABRO's Staff:

# Emily Bogol



**Emily Bogol**

**Accounting  
& Billing  
Assistant**

Emily joined ABRO in May 2018 as an Accounting & Billing Assistant. She graduated from Indiana University with a Human Resources Degree. Her role at ABRO includes assisting with billing and documentation, as well as various tasks, including new products and data entry.

Outside of work, she enjoys cleaning and organizing, going on walks and shopping. She enjoyed her vacations in North Carolina and Tennessee this summer. She is on the hunt for a perfect house and hopes to become a first-time home buyer this fall.

ABRO:

## Giving Back to the Community



*ABRO hosted a blood drive on August 29th and was able to collect 12 pints of blood to be used at the local blood bank in South Bend, Indiana.*