

## CHINA'S HIGHEST COURT RULES FOR ABRO

Once again ABRO has emerged victorious in our ongoing struggle against the Chinese multinational counterfeiter Hunan Magic Power (HMP). The Beijing People's High Court recently issued a final decision and upheld the lower court's decision to deny HMP's trademark application of "ABRO" in Class 16. The court held that HMP can no longer claim to own any intellectual property rights for the trade name "ABRO".



*Hunan Magic Power can no longer claim to own any intellectual property rights for the trade name "ABRO"*

While ABRO Industries, Inc. owns trademarks in the word ABRO in a wide variety of product classes, HMP had attempted to hijack a trademark for ABRO in Class 16 by claiming it was for "household" use. HMP then used this pending application in Class




*Chinese Customs Inspector explains to TV reporters the process of destruction of counterfeit goods manufactured by HMP and other counterfeiters.*

16 to misuse the name ABRO in order to sell their inferior products to unsuspecting customers. During this period of protracted litigation, we were very encouraged by Chinese Customs continuing to seize and destroy HMP shipments of counterfeit ABRO products. Although Chinese Customs could not check every outgoing container, we were able to mitigate the damage caused by HMP's counterfeit ABRO products which did leave China by aggressively seizing their shipments at the ports of call. We were able to do this by using the ABRO trademarks registered in the foreign country in which the shipment was destined. ABRO is currently registered in 156 countries with several applications pending.

This recent decision by the court puts an end to HMP's scheme. HMP will no longer be able to hide behind this "pending" Class 16 application.

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This dramatic ruling comes on the heels of the recent arrest and attempted prosecution of HMP's President, Yuan Hongwei, in London on criminal charges of counterfeiting. Hongwei eventually jumped bail and fled England in order to avoid facing trial and being extradited to the United States to face a multitude of charges. Yuan Hongwei is now an international fugitive from justice and effectively a prisoner in China.

This latest ruling is another in a long list of victories in the Chinese courts by ABRO against HMP. In every decision by a Chinese court, ABRO has been declared the winner. For all of its false claims of legitimacy, HMP has never won a single court decision against ABRO.

William Mansfield, the new Director of Intellectual Property for ABRO Industries, noted that "this victory in the Chinese courts shows that HMP's days of hijacking ABRO's intellectual property are coming to an end. Now that HMP has had the thin covering of this false registration torn away, its illicit actions will be seen for exactly what they are, an illegal attempt to profit from the hard work of others."

Since no appeal is possible for this decision, HMP now has no choice but to abandon its unlawfully obtained trademark or face the criminal consequences. In the meantime, ABRO plans to continue fighting HMP wherever and whenever the counterfeiter chooses to rip off unsuspecting customers with its falsely labeled and inferior products.



## From the ABRO Archives



*Peter Baranay, President of ABRO Industries, Inc., and Igor Zorin, ABRO-Russia, jokingly ask "Caesar and Cleopatra" for the approval of spreading the ABRO brand throughout the world.*

ABRO's corporate roots extend back to 1939 and therefore most of our customer relationships go back many years. From time to time we want to share some of these fond memories with you.

This picture was taken during the AAPEX show at Caesars Palace in Las Vegas in 1995.

***“That day we had been joking with Peter that both Caesar and Cleopatra approved spreading ABRO all over the world, even in Russia!”***

*Igor Zorin  
Russian Distributor*

The sales of ABRO have risen dramatically since the Russian financial crisis of 1998. How much of the ABRO success is attributable to the approval of Caesar and Cleopatra in 1995 is unknown. We do know Igor has been instrumental in our success in Russia and we appreciate his dedication and friendship. The best part of our business is the long-term relationships we build.



## IVORY COAST

### SOCARI

## First Ivory Coast Sales Seminar held in Abidjan



Left: Mr. Tim Demarais, Vice President of ABRO Industries, was the featured guest speaker.

Right: The event was recorded and offered on DVD.



The nationwide sales seminar had a large turn out. A total of 75 Ivorian distributors met to exchange news, knowledge, and experiences. Mr. Demarais answered questions and discussed future projects.

In February, our ABRO distributor in the Ivory Coast, Socari Est., held a nationwide sales seminar in Abidjan, Ivory Coast that was attended by 75 Ivorian distributors. Managing Director, Felix Maduka, did a magnificent job in organizing this beautiful event that featured guest speaker, T. E. Demarais, Vice President of ABRO Industries.

Marketing strategies for 2008 were discussed at the seminar and a number of new ABRO products were introduced at the event. Prizes to the top three distributors in the Ivory Coast in 2007 were presented by Mr. Demarais.

**ABRO sales in the Ivory Coast are on a record pace this year and ABRO Industries would like to salute the outstanding sales team of Socari Est. as they are making great strides to ABRONize the Ivorian market in 2008.**



Felix Maduka, Managing Director of Socari, hosted the customer forum.



Prizes were presented to recognize the top distributors in the Ivory Coast.



# NEW PRODUCTS + NEW PRODUCTS + NEW PRODUCTS

## PROMOTIONAL:

### SPRAY-BOY



At ABRO we are always trying to think of new products and ideas to help our distributors promote their line of ABRO products in the market place.

We are introducing our **SPRAY-BOY**, which we hope will do both. This product slips onto the neck of any ABRO aerosol can, including all of our spray paints and cleaning products.

The handle and trigger literally takes stress off your fingers. It also helps keep paint off of your hands!

This very sturdy top quality ABRO product is Made in Germany and has the ABRO® logo and ABRO slogan "A TRUSTED NAME WORLDWIDE" embossing. Your customers will love it!

*Please let your salesperson know that you are interested in this product and we will include a complimentary box of 12 in your container.*



**PART NO. SB-007**

12/CASE

## MAINTENANCE:

### BATTERY CLEANER

ABRO Battery Cleaner creates a foam that coats the terminal and dissolves and neutralizes the corrosion.

This product works quickly, and a single can will last virtually forever.

Professional Quality  
**MADE IN U.S.A.**

**PART NO. BC-575**

50Z./142g

12/CASE



### BATTERY PROTECTOR

After cleaning with ABRO Battery Cleaner let the terminals dry, then coat them with ABRO Battery Terminal Protector. This liquid is sprayed on and around the terminals to protect them from further corrosion.

Professional Quality  
**MADE IN U.S.A.**

**PART NO. BP-675**

50Z./142g

12/CASE

## HOUSEHOLD:

### LEATHER & VINYL CLEANER

### LEATHER & VINYL CREAM CONDITIONER

#### Clean and Condition Leather & Vinyl with these two ABRO Products

Over time, you will notice that the color of your leather seats and furniture might become faded and dirty. It is not enough to just condition the leather. Here are some tips on revitalizing worn leather and vinyl:

1. Spray on **ABRO Leather Cleaner** (LC-472) and rub vigorously with a clean terry cloth towel.
2. Continuously flip the towel to expose a fresh surface to avoid rubbing the dirt and grime back into the leather surface.
3. Allow the leather to dry for at least an hour.
4. Apply and gently rub in **ABRO Leather Cream Conditioner** (LC-536) to keep the leather supple.

**MADE IN U.S.A.**



**PART NO. LC-472**

16OZ./472mL

12/CASE

**PART NO. LC-536**

16OZ./472mL

12/CASE

# NEW PRODUCTS + NEW PRODUCTS + NEW PRODUCTS

## APPEARANCE:

### WHEEL PROTECTOR



**NOW IN STOCK!  
REQUEST A SAMPLE**

ABRO® Wheel Protector is a water based product designed to coat and protect all types of wheels and wheel covers. It is non-hazardous, non-flammable and can handle high heat from any wheel without breaking down. To apply, simply spray on a clean wheel and let it dry.

**MADE IN U.S.A.**

**PART NO. WP-237**

8 FL OZ./237mL

12/CASE

## HOUSEHOLD:

### MICROFIBER DUSTER

- Scratch-free microfiber duster
- Use dry for dusting and polishing
- Use wet for washing car and boat exterior
- Very efficient tool for removing dust from the interior and exterior of car
- Microfiber brush is easier to use and maintain than a cotton brush
- Comes with a durable storage bag

#### XXL

#### PROFESSIONAL SIZE

**PART NO. MD-420**

Duster Brush 12 x 42 cm

24/CASE

#### ECONOMY SIZE

**PART NO. MD-360**

Duster Brush 8 x 36 cm

30/CASE



### MICROFIBER MITT - TERRY

- Super-soft, non-scratch microfiber
- Excellent for extensive dirt and grime
- Perfect for vehicle washing and/or drying
- Elastic wristband keeps hands in place

**PART NO. MM-180**

100 x Blue and 100 x Yellow (12 x 42 cm)

200/CASE

### MICROFIBER MITT - CHENILLE

- Super-shaggy, non-scratch microfiber
- Excellent for hard to remove dirt and grime
- Microfiber material helps stir up foam easily
- Perfect for vehicle/boat washing and/or drying
- Elastic wristband keeps hands in place

**PART NO. MM-280**

Colors: 24 x Blue and 24 x Green (20 x 28 cm)

48/CASE





# NEW PRODUCTS + NEW PRODUCTS + NEW PRODUCTS

## AIR FRESHENER:

**Gel**



### GEL-SCENT AIR FRESHENER

- Highly Concentrated Gel
- Spill Proof
- Use in Home, Bathroom, Car, Office
- Lasts up to 100 Days

<b>GS-300</b>	(Assorted)
2 OZ./56g 6 Display Boxes with 24 Cans	144/CASE



### ELEGANT AIR FRESHENER

- Long lasting scented oil air fresheners
- Perfectly fits into all cupholders in cars
- Decorative flacon looks elegant on desk, console, in bathroom, kitchen, etc.

PART NO.	
<b>CS-60-CB</b>	Cool Breeze
<b>CS-60-CO</b>	Coconut
<b>CS-60-JA</b>	Jasmine
<b>CS-60-NC</b>	New Car
<b>CS-60-ST</b>	Strawberry
<b>CS-60-VA</b>	Vanilla
2 FL OZ / 60mL	16/CASE

**Sponge**



### FRESH-SCENT AIR FRESHENER

- Highly Concentrated, Extra Strong Aroma
- Spill Proof Sponge filled with Fragrant Liquid
- Fresh-Scent Eliminates Bad Odors in Car, Home, Bathroom and Office
- Will Last 60 Days; Packaged per Scent

<b>FS-690-CH</b>	(Cherry)
<b>FS-690-CO</b>	(Coconut)
<b>FS-690-JA</b>	(Jasmine)
<b>FS-690-NC</b>	(New Car)
<b>FS-690-ST</b>	(Strawberry)
<b>FS-690-VA</b>	(Vanilla)
3.15 OZ./93mL	24/CASE



### VENT-SCENT AIR FRESHENER

- Long lasting scented oil air fresheners
- Easily clips onto any air vent
- Scent can be regulated with adjustable cap

Air fresheners shown on this page are **MADE IN U.S.A.**

**NOW  
3 ORGANIC  
BLOCKS !**

**NEW  
IMPROVED!**

**3 Blocks**

**EVEN  
LONGER  
LASTING!**



### NATURE-SCENT ORGANIC AIR FRESHENER

- 3 Organic Blocks with Natural Aromas
- Extra Strong Scent for Use in Home, Bathroom, Car, Office
- Lasts 60 Days

<b>NS-490</b>	(Assorted)
2 OZ./56g 6 Display Boxes with 24 Cans	144/CASE

PART NO.	
<b>VS-90-JA</b>	Jasmine
<b>VS-90-NC</b>	New Car
<b>VS-90-ST</b>	Strawberry
<b>VS-90-VA</b>	Vanilla
.34 FL OZ / 10mL	144/CASE

## COLOMBIA

### Third ABRO Marketing Convention for Central America held in Colombia!



*H. Barbosa discussed ABRO marketing strategies used in Colombia.*



*Guided tour through Kanguroid facilities. The Bopp Coating line for Cellux Colombiana is shown above.*

Eleven countries were represented at the 3rd ABRO Marketing Convention held in Cartagena, Colombia on February 3-5, 2008. The group met at the Hard Rock Café on Sunday, February 3rd to enjoy dinner, camaraderie and the Super Bowl. Monday was a full day of seminars. The first speaker was Carlos Alfredo Mansilla Mejia. Mr. Mejia is a professor at a university in Bogotá and gave a motivational speech that was directed specifically towards business owners. The group appreciated Professor Mejia's presentation and hopes to include outside speakers at future conventions.

On Monday, Gustavo Barbosa Cobos, President, spoke about the structure of their operations and gave an overview of how their companies (Cellux, Kandecor, Kangupor and Kanguroid ) operate. Gustavo Adolfo



*Luis Barbosa, Kangupor receives "The Survivor" award from Mr. Mario Manta for surviving a devastating fire that destroyed the Kangupor facilities.*



*Standing: Giovanni Icardi, Cesar Hernandez, Giancarlo Boscarolo, Guillermo Makabe, Luis Hernandez, Jorge Lara, Marvin Retana, Eduardo Retana, Guillermo Herrera, Gustavo Barbosa, Harry Barbosa, Miguel Villagomez, Javier Gonzalo Villagomez, Gilberto Vanegas, Mario Manta, Gustavo Barbosa, Sr. Sitting: Melvy Romero, Tersandro Santos, Esperanza Pecreira, Freddy Antunez, Mariana Amin.*

Barbosa, Gerente General of Cellux is responsible for the Cellux business and discussed their extensive tape operations. Cellux converts a wide variety of tapes under private labels. Harry Barbosa is responsible for the sale of ABRO products in Colombia. Harry talked about how important the previous ABRO Marketing Conventions held in Ecuador and Nicaragua have been and discussed in detail the ideas they had picked up from the seminars. Harry also discussed the results of the implementation of those ideas. The Barbosa family also demonstrated the promotional sales activities and strategies that have led them to be extremely successful in Colombia. The success of our ABRO Marketing Conventions is dependent upon a free exchange of ideas and information. We want to congratulate the Barbosa family for sharing and being such good hosts. The evening closed with dinner at Restaurante La Vitrola.

On Tuesday, the group toured the Barbosa compound and was given an in-depth look at the Kandecor (wood converting) facility, the



*The Barbosa Compound, Colombia: Kandecor, Kanguroid, Kangupor and Cellux facilities.*

Styrofoam factory and Cellux (the state-of-the-art tape converting facilities), Kanguroid and Kangupor within the compound before departing for their homes.

Another ABRO Convention will be scheduled in the future.

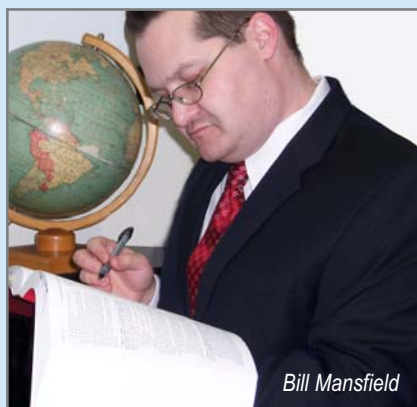


## Meet ABRO's Staff

Please meet **William Mansfield**

Bill officially started with ABRO as the Director of Intellectual Property on March 31st. However, Bill has worked with ABRO for several years. He is one of the key people who designed and implemented the undercover operation that resulted in the arrest of Yuan Hongwei, the President of Hunan Magic Power.

Bill is an attorney specializing in international intellectual property law and is also a former trademark infringement investigator. His goal is to maximize the combined resources of both ABRO and its worldwide distribution network to stop the counterfeiting of ABRO products.



Bill Mansfield

When not working, he loves to spend as much time as possible with his 5 year old daughter, Ginger. Bill also teaches college courses on human trafficking and volunteers with a group that investigates and assists in the prosecution of criminals involved in child exploitation.

## automechanika

**ABRO Booth:**

**Hall 9.2, B 80  
Frankfurt, Germany**

**Show Dates:**

**Tuesday, September 16  
through Sunday,  
September 21, 2008**



**ABRO Booth:**

**Sands Expo Center  
Las Vegas**

**Show Dates:**

**Tuesday, November 4  
through Thursday,  
November 6, 2008**

## !!! LET'S SHARE IDEAS !!!

All of you are very creative when it comes to promoting the ABRO name. We have seen ABRO sponsored events and teams, catalogs, DVD's, websites and promotional give aways just to name a few.

We would like to share some of these great sales tools with all of you.

FEEL FREE TO SEND US YOUR GREAT IDEA !



### ABRO on the cover!

ABRO was prominently featured on the recent cover of the Russian publication "Car & Car Service". The cover photo was taken at the AAPEX Automotive Show in Las Vegas in 2007. The young lady symbolizes the "protection" your car will receive if you use ABRO products.

## SHIRLEY BOWERSOX RETIREMENT

Long time ABRO employee, Shirley Bowersox, has decided to shut down her computer, turn off her calculator and retire from ABRO Industries after 20 years of exceptional, dedicated service. Those of you who have had



the pleasure of meeting Shirley and working with her the past 20 years, certainly realize what a tremendous asset Shirley has been to ABRO Industries as she truly understood the meaning of "customer service" – she always had your best interests in her heart. She worked closely with the Coscharis organization during her tenure here at ABRO Industries and also worked with many of our top customers worldwide the past 20 years.

Shirley will be missed by all of us in the ABRO family but we certainly do wish her all the best as she enters the next phase of her life.