



Newsletter 1st Qtr. 2009
Volume 3 Issue 1

AAPEX Show 2008

Another Success for ABRO!

Las Vegas, November 4-6, 2008



The ABRO sales team, distributors, and suppliers are engaged in discussing a variety of topics at the ABRO booth.

Over 120,000 people from 150 countries attended the annual AAPEX (Automotive Aftermarket Products EXPO) show in Las Vegas this year.

ABRO was once again a prominent exhibitor at the show as we showcased all of our current products. Many new ABRO products have been added in the last twelve months and the AAPEX show presents a good opportunity for the ABRO distributors to gain hands-on experience with the new products. The show is also an excellent forum for ABRO distributors to discuss and critique each other's marketing and distribution plans. The ABRO family emerges stronger each year and we take great pride in being a part of the family.

The next AAPEX Show will be held November 3-5, 2009. ►

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LAS VEGAS
AAPEX Show *continued*



Erika and Harry Barbosa, Colombia; Maria and Javier Villagomez with Celso Cepeda, Ecuador; Mario Manta, ABRO; Maria Ysabel Urena, Dominican Republic; Tito and Moyo Herrera, Panama; Edwin Arboleda and Juan Silveira, Panama.



Tim Demarais, Vice President of ABRO and Dr. Cosmas Maduka, Coscharis Nigeria discuss new ABRO products.



A constant stream of visitors, distributors and customers stopped at the ABRO booth in Las Vegas.



Gursharn Sethi, India; Felix Maduka, Ivory Coast; Victor Aherdemla, Ghana; with Peter Baranay, ABRO.

Tersandro Santos, ABRO with Keshan Persoud, Guyana. ►



Maxim Popov, Sergey Filimonenko, Alexey Avdeev, Russia; Peter Baranay, ABRO; Igor Zorin, Evgeny Yakovlev, Russia with Michael Molnar, ABRO.



Khelil Abdenmour, Algeria; Sasan "Sonny" Sohrab, ABRO; Daldoul Faycel and Mourad Salmi, Algeria.

A Latin American Tradition



ABRO's Latin American distributors had an enjoyable evening at The Palm Restaurant. (Caesars Palace, Las Vegas)

Monday night at The Palm has become an annual event for ABRO's Latin American distributors.

This year Peter F. Baranay, President of ABRO, stopped by to share a few comments.

Distributor stories of this year's successes were told and ideas for future growth were shared.

Joining the Latin American event for the first time were Octavio Hernandez and Dora Hernandez from Chihuahua, Mexico.

As always, a great time was had by all and everyone is looking forward to next year's event.

LAS VEGAS AAPEX Show *continued*



Peter Baranay welcomes ABRO's guests to the Caesars Palace Penthouse in Las Vegas.



ABRO guests enjoyed the spacious seating area in the Penthouse Suite.



Alina Ovechkina, Russia; Michael Molnar, ABRO; Shahilla Latif, Malaysia; Victor Aherdemla, Ghana; Frank Abu-Donkor, Ghana; Felix Maduka, Ivory Coast.

The ABRO cocktail party was held at the Caesars Palace Penthouse. ABRO's annual AAPEX Wednesday night cocktail party had become such a success that we simply outgrew the previous location.



Peter Baranay addressed the ABRO guests during his annual speech.

The three bedroom suite which included a huge terrace overlooking the entire Las Vegas Strip was able to easily accommodate over 200 of ABRO's guests. The Penthouse was a special treat for those able to attend.

Peter Baranay meets "Little Peter"

During his annual speech at the Wednesday Night Event, Peter Baranay, President of ABRO, was surprised to see ABRO's Russian distributors Valery Avdeev (left) and Igor Zorin (right) approaching the podium. They wanted to let Peter know that they appreciate how much work he does for everyone in the ABRO family. Igor and Valery said that they were worried that with the ABRO family growing so fast Peter might have twice as much work to do. So they got him a double, a "Little Peter".



Las Vegas, Caesars Palace Penthouse Suite, November 2008



Many members of the ABRO family along with some ABRO suppliers met on the Caesars Palace Penthouse terrace for a group picture during the annual Wednesday night event. The terrace overlooks the Las Vegas Strip and provides a memorable view.



Second Generation: Keshan Persoud (Guyana), Tito Herrera (Panama), Alexey Avdeev (Russia), Saman Saleh (Iraq), Klodian Vocaj (Albania), Peter Baranay (President of ABRO USA), Irmin Abaspahić (Bosnia), Maxim Popov (Russia), Harry Barbosa (Columbia), Javier Villagomez (Ecuador), Edwin Goh (Malaysia).

Second Generation ABRO Distributors

Several of our distributors have been with ABRO long enough that their grown children are now second generation ABRO distributors.

During the AAPEX show, we were able to take this group picture with 10 of our second generation distributors.

The ABRO Family is Well Prepared for the Challenges in 2009

Less than two months ago during our wonderful evening at Caesars Palace, I had the opportunity to address our ABRO distributors, ABRO suppliers, and friends. It was a momentous evening for many reasons.

First, and foremost, it was ABRO's largest and most elegant gathering to date, and I believe all in attendance enjoyed the great hospitality and camaraderie. It was momentous as well, as less than 24 hours before, the people of the United States elected Senator Obama to what is without a doubt the most powerful elected office on this planet. I wondered aloud about how the world would view this election's outcome and I expressed my opinion that it would be viewed favorably on many fronts. In essence, it exemplifies to the world the strength of the American Dream that in this great country you can do anything. Senator Obama and I do not agree on many issues, but I hope that when the people of the world see that the son of a man from Kenya and an



Peter F. Baranay

American woman can grow up to be President of the United States, it will motivate them to reach even higher in their goals and aspirations. We at ABRO, through the support we give to our distributors, to their employees, and to their customers, help keep these dreams of success alive for people in the ABRO family. My congratulations to Senator Obama and I wish him success.

I also spoke that evening about the various crises facing the world's

economies. I assured those in advance that there was no crisis of confidence at ABRO nor was there a crisis of credit. Two months later this is still true. There is no doubt that the global impact and slowdown is significant. I spoke on behalf of the entire ABRO organization that we believe in our business model, we believe in our distributors, and we believe that continued success will follow.

There will be many challenges in 2009, but the ABRO family is prepared for these challenges. I believe we will look back in 12 months from a stronger position with respect to market share, greater market penetration, numerous new product introductions and, of course, enthusiasm.

May 2009 be the best year ever and I look forward to seeing all of you at AAPEX 2009!

Peter F. Baranay
President of ABRO

SOUTH CAROLINA NEW TRUCK



ABRO Distribution Services has had its busiest year so far. In order to keep up with the fast pace, we purchased a special truck for the ABRO warehouse.

This truck gives us the flexibility to move a container away from a loading dock as soon as it is loaded and immediately move another one in and continue to load without having to wait for the truck to pick up the container.

KENYA ISO CERTIFICATION FOR STATPACK

ABRO congratulates Kenya distributor STATPACK on their ISO 9001:2000 certification.

ISO 9001 is maintained by ISO, the International Organization for Standardization and is administered by accreditation and certification bodies. A company or organization that has been independently audited and certified to be in conformance with ISO 9001 may publicly state that it is "ISO 9001 certified" or "ISO 9001 registered".

The ISO 9001 certification can be used as a great marketing tool, as shown in the ad campaign above which STATPACK promoted in several newspapers.

ADVERTISER'S ANNOUNCEMENT / Page 43

ABRO
INDUSTRIES, INC.

A TRUSTED NAME WORLDWIDE™ SINCE 1939

Automotive and Household Care products

Congratulations Statpack on your
ISO 9001:2000 Certification.
Join us in the world of trusted names.

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3500 Blackthorn Court
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Tel: 574.232.8289 Fax: 574.232.8295
www.abro.com

ABRO® Quality Products Recognized in Over 165 Countries

NEW PRODUCTS + NEW PRODUCTS +



ABRO®

HI-POWER AUTOMOTIVE BATTERY



Dry Charged "Low Maintenance" Automotive Battery.

- **PREMIUM Quality for European and Japanese Vehicles**
- **OEM supplied to leading vehicle manufacturers**
- **All ABRO batteries are produced under ISO 9001:2000, TSI 16949:2002, QS 9000: 1998 and ISO 14001**

Full container loads FOB Thailand only. Please contact your sales representative for details and price list.

HEADLIGHT RESTORATION POLISH

**REMOVES
YELLOWING!**

- **RESTORES Optical Clarity**
- **IMPROVES Visibility & Safety**
- **ELIMINATES Haze**
- **PREVENTS Re-Yellowing***

*When used as directed every three months.



NET WT. 8 FL. OZ. (237mL)

PART NO. HR-237

NOW IN OUR WAREHOUSE



ABRO Headlight Restoration Polish is a gentle, clarifying cleaner developed for most plastic headlight lenses. The polish removes surface contamination and the cloudy residue that covers the lens. This haze, caused by prolonged UV exposure, penetrates the plastic and has been difficult to remove in the past. Apply ABRO Headlight Restoration Polish early and you can remove all of the haze so your lens covers look like new.

ABRO Headlight Restoration Polish contains diminishing abrasives that blend away surface imperfections to restore clarity to lens covers. As the abrasives work, they gradually diminish under the friction of the cloth until they are completely gone. They will not damage the plastic.

EASY 4-STEP DIRECTIONS

1. *Shake well before use.*
2. *Clean surface, apply a small amount with a clean, dry cloth to the lens.*
3. *Work polish into surface by rubbing in a circular motion.*
4. *Buff off with a clean, dry cloth.*

Extremely stained lenses may require multiple applications.

Some extremely stained lenses may require light sanding with 2000 grit sandpaper.

ABRO®
INSTANT

Windshield Washer Tablets

Makes 5 Gallons of Cleaner

**The Strongest
Super-Concentrated
Formula on the Market.**

ABRO Instant Windshield Washer Tablets are super-concentrated and especially formulated to completely remove road film, dirt and grime leaving windshields sparkling clean.

ABRO Tablets keep your windshield sparkling clean and are safe for people and the environment.

ABRO Tablets are non-toxic, biodegradable and engineered safe for rubber and paint.

Each super-concentrated tablet will yield up to one gallon of unbelievable cleaner power. Formulated to completely remove bugs and road film, "ABRO" tablets can even be used in the winter months with any anti-freeze windshield solvent to add the cleaning power those products lack.

ABRO Instant Windshield Washer Tablets... we supply the cleaning power, you add the water.

Keep a tube of ABRO Tablets in the glove box of your vehicle so the ABRO Tablets will be there when needed.

PART NO. WW-500
12/CASE


Counterfeit Update

The Importance of China



William Mansfield meets with senior Chinese government officials to discuss new methods for intercepting counterfeit goods attempting to leave China.

As many of you know, our anti-counterfeiting efforts have been heavily focused on addressing the issue of China for the past several years. A wide variety of national and international issues (a large workforce, a heavily industrialized production base, government incentives for manufacture and exportation, etc.) have made China the factory for the world.

But just as many of the world's legitimate products come from China, so do many of the world's counterfeit products.

As such, a successful global anti-counterfeiting effort must have at its center finding and eliminating the production of counterfeit products in China. To this end, I traveled to China for two weeks in October and met with a wide variety of government officials.

While the Chinese government often gets criticized in the world press for the existence of counterfeiters in China, ABRO has consistently been pleased with the actions of the Chinese government. We have always found them to be honest, responsive and highly professional in our dealings with them. Moreover, the officials we have dealt with display a keen understanding of the fact that China's future as a global leader is intricately tied with its enforcement of intellectual property laws within its borders.

I was not surprised to find men and women of intelligence and passion in my visits to Chinese police and Customs agents. Invariably, these officials had clear goals and plans to reduce and, one day, eliminate the production of counterfeit goods in China. I spent many pleasant hours discussing both counterfeiting issues in general and the specific problems ABRO faces with these fine people.

The problem of counterfeit goods made in China is not going to go away any time soon, but with the assistance of the people I recently met with, we can expect better days ahead of us.

- William Mansfield



Mr. Mansfield presents a token of ABRO's appreciation of the work done by a local enforcement authority to the official in charge.

!!! 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 giveaways 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 !



ABRONized Delivery Vans in Jeddah, Saudi Arabia!
ABRO distributor UNC, located in Jeddah, had their delivery vans custom designed. The most requested ABRO products were hand-painted on a light blue background.

Meet ABRO's Staff



Please meet **Shannon Steakley**

Shannon will be with ABRO for 10 years in February 2009.

As the Assistant to ABRO's VP, Mr. Tim Demarais, she works in cooperation with customers in West Africa, as well as Europe, the Middle East, Far East, and Oceania regions (Australia / New Zealand) coordinating shipments and providing customer service.

Shannon resides in Michigan with her four children and enjoys going to the beach on Lake Michigan and watching her kids' sporting events.

LIBERIA

Visit to ABRO World Headquarters



Mr. Upjit Singh Sachdeva with Sasan Sohrab in the ABRO lobby.

Mr. Upjit Singh Sachdeva from Liberia visited the ABRO Headquarters earlier this December. He met with Sonny to discuss new products, future purchases, and current affairs in Liberia.

Mr. Upjit is the Director of Jeety Trading Corp., and he is also an Honorary Consulate General of India.



**Sands Expo Center
Las Vegas**

2009 Show Dates:

**Tuesday, November 3
through Thursday,
November 5, 2009**