

## Dr. Maduka Turns 50!

Over the years, Dr. Cosmas Maduka, Chairman of Coscharis Motors, ABRO's #1 customer, has served as an inspiration to many of our ABRO distributors worldwide.


















*Dr. Cosmas Maduka with wife Charity and their five children Cosmas Junior, Charity Junior, Peter, Timothy and Jonathan at the Birthday Celebration in Nigeria.*

Dr. Maduka and his lovely wife, Charity, hosted a gala event celebrating both of their 50th birthdays on January 31, 2009 in Lagos, Nigeria that was attended by over 1,000 guests. Included at the festive event were all of the major pillars of Nigerian industry, top government officials, leading educators throughout Nigeria and a number of overseas guests.

ABRO's Vice President, Tim Demarais, attended this beautiful venue and delivered a special birthday address to Dr. and Mrs. Maduka and invited guests. Also, in attendance were Mr. Victor Aherdemla and Mr. Uzor Obuzor from Coscharis Ghana and Mr. Felix Maduka from Coscharis Ivory Coast. ►

### Inside This Issue

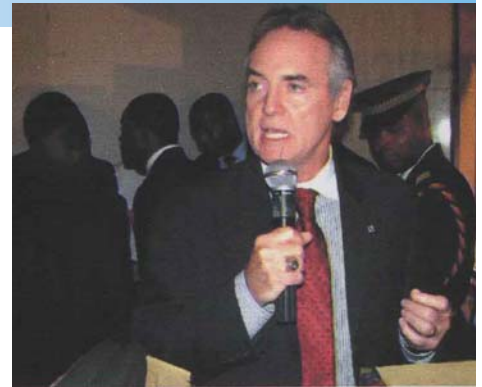
	<b>NIGERIA</b> Dr. Maduka Turns 50 .....1-2
	<b>ALBANIA</b> Seminar Held in Tirana .....3-4
	<b>BULGARIA</b> ABRO Now Nationwide .....5
	<b>ARMENIA</b> Main Store in Yerevan .....5
	<b>ROMANIA</b> Six Regional Salesmen .....5
	<b>INDIA</b> Masking Tape .....6
	<b>QATAR</b> Growing Market .....6
	<b>GUINEA</b> Visit to ABRO Headquarters .....6
	<b>IRAQ</b> New Outlet in Iraq .....7
	<b>BOSNIA</b> New ABROnized Car .....7
	<b>COLOMBIA</b> 20 Years in Business .....8
	<b>URUGUAY</b> Graffiti Event .....8
<b>IN DEPTH REPORT: Windshield Repair Kit ..9</b>	
<b>New Promo Items .....10</b>	
	<b>RUSSIA</b> Advertisement Campaign .....11
<b>Counterfeit Update .....12</b>	
Let's Share Ideas:	
	<b>HONDURAS</b> Desktop Calendars .....13
	<b>NICARAGUA</b> ABRO Posters .....13
Meet ABRO's Staff .....13	

## NIGERIA COSCHARIS *continued*

We would like to take this opportunity to wish a belated but heartfelt birthday salutation to Cosmas and Charity Maduka on behalf of all of the members of the ABRO family in celebration of their half century mark.

Dr. Maduka epitomizes the old adage that hard work, strenuous effort and smart business sense lead to success which is characteristic of all of our successful ABRO distributors worldwide.

**Here's to another 50 great years, Dr. Maduka!**



*ABRO's Vice President, Tim Demarais, delivers birthday greetings to Dr. and Mrs. Maduka.*

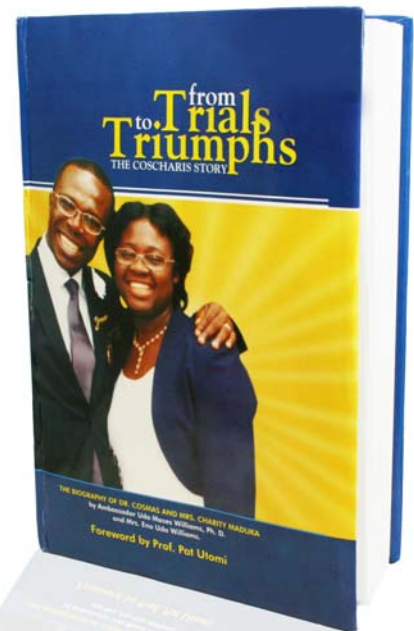


*Dr. Cosmas Maduka welcomed each of the many guests personally.*

## BOOK RELEASE **From Trials to Triumphs - The Coscharis Story**

*At the event in Lagos, Nigeria that celebrated Cosmas and Charity Maduka's 50th Birthday, Dr. Maduka also launched his new book "From Trials to Triumphs-The Coscharis Story". Critics predict this book will be a best seller in Nigeria. The Coscharis success story is truly remarkable and when you examine the book you can see that ABRO has played a role in this success.*

*This "must read" book chronicles the success of Dr. Maduka who grew a \$400 initial investment to a multi million dollar commercial empire that spans the globe today! This is a great motivational guide of what it takes to be successful in today's turbulent business climate.*





## ALBANIA

TREG AUTO

### 2009 ABRO Seminar Held in Tirana



*Treg Auto's customers received this well designed invitation to their 2009 ABRO Seminar.*

*Treg Auto hosted their First Annual ABRO Seminar at the Tirana International Hotel & Conference Center in Tirana, Albania.*



*Michael Molnar, ABRO U.S.A. with Ali Tafili, Treg Auto Distributor and Adrian Vocaj, Treg Auto.*



*Treg Auto had the seminar filmed and created a DVD for all of their distributors.*



*After the seminar guests were invited for drinks, food, and conversations.*

On February 13, 2009 our ABRO distributor in Albania, Treg Auto, held their first ABRO Seminar. Over 30 customers attended the event to learn more about ABRO.

The seminar began with ABRO salesman, Michael Molnar, introducing him-

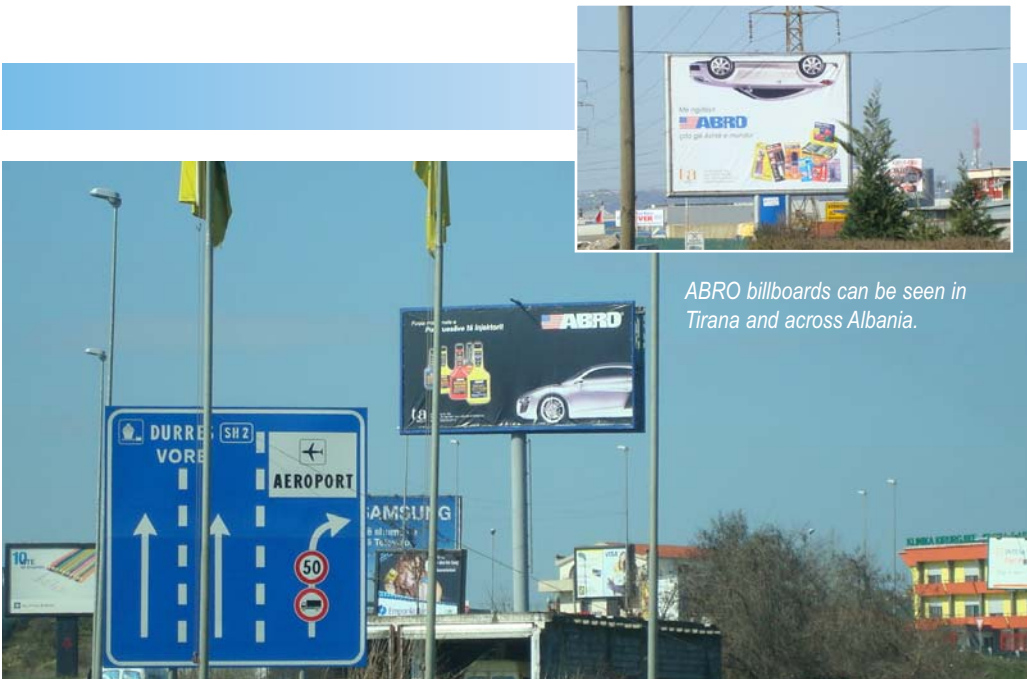
self and giving an overview of ABRO. Klodian Vocaj did an excellent job translating for those who did not understand English.

Klodian Vocaj then gave a presentation on the different categories of products that ABRO has available to

all of its distributors. Klodian's brother, Adrian Vocaj, ended the seminar by presenting all of ABRO's new products.

After the seminar, everyone stayed to eat and discuss their personal successes with ABRO. ▶





ABRO billboards can be seen in Tirana and across Albania.



Klodian Vocaj, Agim Vocaj and Michael Molnar in front of Agim's car service in Lezha, Albania. The ABRO banner is proudly displayed.

## ALBANIA

### TREG AUTO *continued*

Treg Auto has invested in advertising the ABRO name in Albania. They have developed many ideas that would work for any market.

Treg Auto designed billboards displaying various ABRO products. You can see these billboards driving down the main highways in Albania. They are always placed in prime locations so that more people will see them.

Their delivery truck also functions as a moving billboard. It has been painted to show off the ABRO name, the variety of ABRO products and the message that ABRO is "a trusted name worldwide". You can always spot the ABRO delivery truck driving around town.

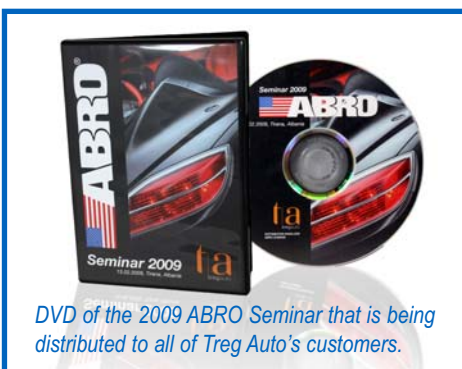
Because of ABRO's success and popularity, counterfeit ABRO products are a problem in Albania. They are trying to fight this by educating customers about the differences and putting banners outside of stores that say "Official distributor of real ABRO Products."



Treg Auto's new delivery truck was designed by Klodian Vocaj.



Adrian Vocaj, Michael Molnar, Gjergj Vocaj and Klodian Vocaj in front of their main ABRO store in Tirana, Albania.



DVD of the 2009 ABRO Seminar that is being distributed to all of Treg Auto's customers.

Treg Auto has done an amazing job of creating a reputation of quality products for ABRO in Albania. They are planning to continue to grow in 2009 and beyond.

## BULGARIA

DIKOM Ltd.



*Doycho Yugov, Dikom President, Michael Molnar, ABRO U.S.A., Ilian Kostov, Dikom President.*

*ABRO notepads, pens, and lighters are products that Dikom's customers use everyday. ABRO is becoming very popular in Bulgaria.*



Dikom was visited by ABRO salesman Michael Molnar this past February to discuss new products and opportunities in Bulgaria. Dikom is now working with a petrol station chain that can be found all over Bulgaria

Dikom's business is projected to grow in 2009 largely because of their immense advertising efforts. ABRO ads can now be found in Bulgarian car magazines. Additionally, they have designed their own pens, lighters and notepads to give to their customers.

## ARMENIA

ABRO KOMFORT



*Robert Sahakyan, Arshak Hovhannissyan, Tigran Barseghyan, Michael Molnar, ABRO U.S.A., Lidia Baroyan, and Ashot Piloyan, President, ABRO KOMFORT at the main store in downtown Yerevan.*

Mr. Piloyan has done a wonderful job of growing the ABRO business in Armenia. He has set up a main store in Yerevan and has warehouses around the city. You can find ABRO in almost any hardware or car shop in Yerevan today. ABRO Komfort started by selling ABRO spray paint and gradually expanded into selling the full range of ABRO products.

## ROMANIA

RO GROUP INTERNATIONAL



*Dr. Roland Roventă, Luminița Bărbulescu, Michael Molnar and Laurențiu Lungu*

RO Group is capturing the Romanian car products market. They have ABRO products in all of the largest stores in Bucharest and all over Romania. RO Group has accomplished this by splitting Romania into 6 sections with each section having a salesman. RO Group offers daily deliveries to all of their customers and during their deliveries they are introducing new ABRO products to them.



## INDIA

### Masking Tape



*Sonny Sohrab, ABRO U.S.A., with Reny Varghese, Crown Tapes, and Mr. A.K. Gupta, Sunrise Industries.*

*Our Indian distributors have continued their explosive growth in India where ABRO Masking Tape is the #1 selling Masking Tape. Through the outstanding efforts of our Indian distributors in 2008, India made the top five list of ABRO distributors.*

## QATAR

### Behzad Trading Enterprises

*ABRO products are now marketed and distributed in Qatar through Behzad Trading Enterprises. Although they have a relatively small market, they are growing the business by importing a majority of the products that we offer. The picture taken is from one of their retail outlets and as you can see, ABRO is strategically placed in the middle of the store right in front of the entrance.*



*Mr. Abhilash Isaac, Sales Manager, Behzad Trading.*

## GUINEA

### Visit to ABRO World Headquarters

Mr. Ismael Niane from Guinea visited the ABRO World Headquarters in South Bend, Indiana along with two of his colleagues.

Mr. Niane spent a great deal of time discussing some of the new products and the different ways that we could continue to grow our sales in Guinea.

*Sonny Sohrab, ABRO U.S.A. with Algassimou Diallo, Ismael Niane and Mamadou Diallo in the ABRO lobby.*





## IRAQ

MERIWAN

### New Outlet in Iraq



Despite the ongoing problems and difficulties in Iraq, Mr. Salar of Meriwan Ltd. has been able to continue to grow his business through investment in advertising and point of purchase displays. The above pictures have been taken from one of the newest shopping centers in Kurdistan where ABRO has quickly become synonymous with high quality, U.S.A. made products.

## BOSNIA

### AVANTI New Smart Car ABROnized with Stars and Stripes



*In 2008 Avanti had another record year with ABRO! They are now reinvesting their money into advertising projects to produce even more growth. Their latest project was ABROnizing their new smart car which they use for driving to all of their meetings. The ABRO car is definitely eye catching.*





From left to right; Erica and Harry, Mario Manta, Silvana and Gustavo Jr., Gustavo Sr., and Magaly Barbosa.

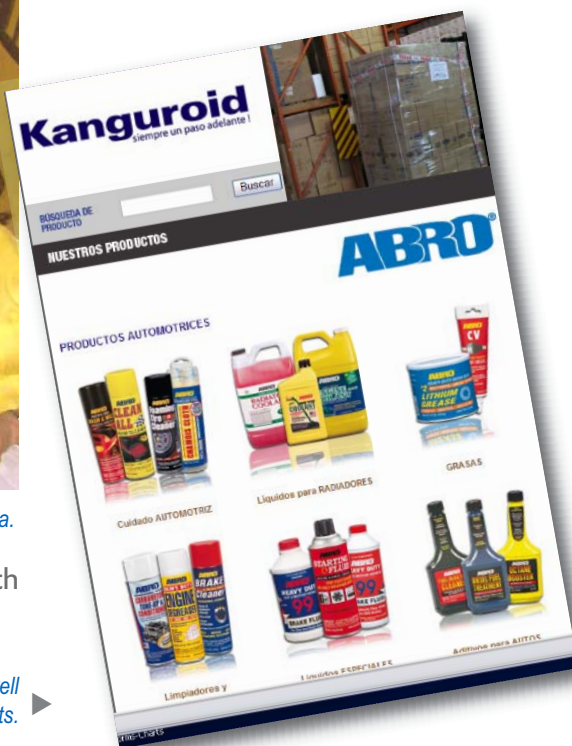
ABRO Industries, Inc. recently celebrated 20 years of doing business with Cellux-Kanguroid and the Barbosa family in Cartagema, Colombia.

*Kanguroid has been doing an excellent job in promoting the ABRO name. Their website is very well designed and shows many ABRO products.*

## COLOMBIA

### KANGUROID

### 20 Years in Business with ABRO



## URUGUAY

Daluc **ABRO Distributor Sponsors Graffiti Event**



Following in the footsteps of ABRO Ecuador, our ABRO distributor Dario Nieves in Uruguay is sponsoring a Hip Hop Graffiti Competition. The event is expected to be a major marketing success.



## IN DEPTH REPORT:

# ABRO Windshield Repair Kit

**EASY TO USE!** Repairs broken and cracked windshields in just minutes!

### PREPARATION

**Hot climate:** Park car in shade. Open windows to cool down glass or a cool, wet cloth may be held on the inside of the windshield.

**Cold climate:** Warm glass by running car heater for 10 minutes. DO NOT use defroster.



### INSTRUCTIONS FOR LARGER CRACKS\*

1. Clean glass with dry cloth.
2. Remove cap from syringe. Start from lowest point of crack. Slowly and gently press down on the plunger following the crack line while filling with the resin.
3. From the inside of the car, press VERY GENTLY on glass just below the area being repaired, allowing the resin to flow into the crack.
4. Replace cap on to the syringe. Place clear plastic or food wrap over the repaired area.
5. Cure in the sun for 20-30 minutes.
6. Clean repair area using a safety razor blade.

\*For cracks up to 8" ( 20 cm)



Locate the damaged area and make sure to remove any loose glass and dirt.



Clean glass with ABRO glass cleaning wipe and dry thoroughly with ABRO microfiber cloth or paper towel.



Peel off one side of the O-ring. Place O-ring on glass, centered over break, with tab pointing upward.



Peel top from O-ring. Attach pedestal to O-ring with tab pointing upward. Run fingers around top of pedestal to make sure seal is firm.



Remove cap from syringe and insert into the pedestal, twisting syringe while inserting. Pull back on syringe plunger until notch on plunger appears. Hook notch onto C-shaped bracket on top of the syringe barrel. Wait 20-30 seconds



Twist plunger and release grip, allowing plunger to go downward injecting resin into damaged area.



Allow to sit for 15 minutes. Remove syringe from pedestal. Cap syringe for future use. Remove pedestal using safety razor blade.



Cover break with clear plastic. Some of O-ring may be on glass... this is OK. Cure in direct sunlight for 15 minutes. Allow more time for a cloudy day.



Remove excess chemical and O-ring from break with a safety razor blade. Clean area with ABRO glass cleaning wipe. Crack should hardly be noticeable now.

## Promotional Items



### IMPORTANT

Please contact your ABRO representative for cost and shipping information **BEFORE** you place promo orders. Thank you.

## NEW ABRO Display Stands

Redesigned with plenty of hooks to hang all of your ABRO products. The bright blue color and large ABRO logo will be noticeable in even the largest store.

Large 70 x 195 x 43cm	1/CASE
Small 50 x 80 x 30cm	1/CASE

**!!! COMING SOON !!!**

**Arriving in the Warehouse:  
MAY 1, 2009**

**!!! AVAILABLE NOW !!!**

## ABRO Promo Boxes

### 1 BOX INCLUDES:

- 10 HATS
- 10 LARGE SHIRTS
- 10 X-LARGE SHIRTS
- 50 PENS
- 25 LAPEL PINS
- 5 NOTE BOOKS
- 50 WELCOME STICKERS
- 100 ABRO STICKERS



**Sands Expo Center  
Las Vegas**

**2009 Show Dates:**

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



**automechanika**

**Messe Frankfurt  
Germany**

**2010 Show Dates:**

**Tuesday, September 14  
through Sunday,  
September 19, 2010**



# RUSSIA ADVERTISEMENT CAMPAIGN



## ABRO®



### АВТОКОСМЕТИКА И АВТОХИМИЯ ИЗ США

Широкий ассортимент средств по уходу и обслуживанию автомобиля

### ЛУЧШЕЕ качество • НИЗКИЕ цены





**Оптово-розничная продажа автокосметики и автохимии торговой марки «ABRO»**

**г. Ростов-на-Дону,**  
ул. Доватора, 153,  
т. 8 (863) 2924545,  
т./ф. 8 (863) 2979696;  
www.abro-don.ru

**г. Москва,**  
ул. Донецкая, 30  
т. 8 (495) 7755910,  
8 (495) 7755911

**г. Санкт-Петербург,**  
ул. Черняховского, 17,  
т. 8 (812) 7646116,  
8 (812) 3250997;  
www.abro.ru



## ABRO®



### АВТОКОСМЕТИКА И АВТОХИМИЯ ИЗ США

Широкий ассортимент средств по обслуживанию автомобиля и уходу за домом

### ЛУЧШЕЕ качество • НИЗКИЕ цены





**Оптово-розничная продажа автокосметики и автохимии торговой марки «ABRO»**

**г. Ростов-на-Дону**  
ул. Доватора, 153,  
т. 8 (863) 2924545,  
т./ф. 8 (863) 2979696;  
www.abro-don.ru

**г. Москва**  
ул. Донецкая, 30  
т. 8 (495) 7755910,  
8 (495) 7755911

**г. Санкт-Петербург**  
ул. Черняховского, 17,  
т. 8 (812) 7646116,  
8 (812) 3250997;  
www.abro.ru

ABRO's second largest market in the world is Russia. With a comprehensive ad campaign, ABRO distributors from MOSCOW, ROSTOV and ST. PETERSBURG came together and emphasized automotive (left) and household (top) products in separate ads. By sharing ad space, they were able to place several ads in a well known Russian car magazine which then wrote an article about the ongoing counterfeit problems. See below.

## A recent article in a well known Russian automotive magazine explored the problem of counterfeit ABRO merchandise.

Noting that the merchandise most likely to be counterfeited are brands like ABRO: well-known trade names that specialize in merchandise of high-quality and low process, the article examines the situation faced by ABRO in The Russian Federation. The article highlighted the extensive work ABRO has done to fight the counterfeiters in places such as China, Argentina and India. ABRO has even enlisted agencies of the United States Government in this struggle.

Even with these efforts by ABRO to identify and stop counterfeiting, unlicensed and infringing products still make it to the marketplace. Therefore, it is important that consumers remain vigilant and make sure that the merchandise that they purchase are genuine ABRO products.

Unfortunately, this can be difficult as the packaging of these counterfeit items is very good and getting better by the year. However, tips are provided to assist consumers in spotting fakes. Readers are encouraged to pay careful attention to details such as the statement of origin included on every genuine ABRO package.

The best way to ensure that you are only paying for ABRO quality, however, is to only purchase ABRO items from the authorized ABRO dealers in Moscow, St. Petersburg and Rostov.



## Counterfeit Update

### *Tireless Groundwork Leads to Success*

As I approach my first year anniversary at ABRO as Director of Intellectual Property, I want to make sure and give credit where credit is due.

There have been many successes over the past year although much remains to be done. Anti-counterfeiting plans were designed and implemented in many countries. There have been multiple successful raids in Saudi Arabia and China and you can expect to see similar successes very soon in additional countries. Most importantly, we've seen the arrest of four counterfeiters in China with the owner still incarcerated today.

But none of this would have been possible without the tireless ground work done over the preceding years by my predecessor, Jon Cook.

Now most of you know Jon in his capacity as our financial expert. But Jon had also served as ABRO's Director of Intellectual Property for years. In that capacity, he grew the ABRO trademark portfolio immensely.

ABRO currently owns 1150 registrations in 160 countries and is pursuing 140 additional registrations in another 9 countries. This gives us a great base upon which to move into the next year and the next decade. It also protects ABRO's place in global commerce which is increasingly important due to the great work and success of our distributors.

The type of work Jon had to do to build this portfolio is the type of work that rarely gets noticed or rewarded. It is time-consuming, filled with exacting details and – to be frank – a bit boring. This work is done on a country by country basis and often long before the ABRO name is well known in that country. Raids and arrests make the papers, but navigating the complexities of a foreign trademark registration bureaucracy does not.

So it's important, I feel, to take a moment to tell Jon "thank you" for his tireless work in creating the legal basis and trademark rights on which I work to enforce and from which we all benefit. It wasn't fun but it was very, very necessary.

Thanks, Jon.

Now that the boring stuff is out of the way (sorry Jon), our next newsletter will bring you tales of raids and arrests. Action and adventure. Good guys and bad.

Stay tuned.

*William Mansfield*



*William Mansfield is taking over the books from Jonathan Cook.*



## !!! 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, web-sites 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!



### Desktop Calendars

Agencia La Mundial, ABRO's distributor in Honduras, came up with this clever idea of handing out calendars which are small enough so customers can place them on their desk. A great way to keep your company name exposed for one entire year.

## Meet ABRO's Staff



Please meet **Adriana VanHuffel**

In 2004 Adriana received her Bachelors Degree in Business Administration from her native country in El Salvador. Adriana has worked with Mario and Stan in the Latin American and Caribbean divisions of ABRO since 2007.

She is currently pursuing a Masters Degree in Business at Indiana University in the evenings.

Adriana likes to read novels and enjoys running and going to the movies. In her spare time, she likes to spend time with her family and enjoys her goldfish Gordo and Nemo.

## ABRO Posters

Para mantener tu auto como nuevo

**ABRO®**

La marca de confianza mundial™

Distribuidor exclusivo

**FERRETERIA ROBERTO MORALES CUADRA**

"37 Años Sirviendo a Nicaragua"

- Carretera Norte : Km. 3 • PBX: 249 0058
- Altamira D' Este : Avenida Principal • Tel.: 278 5751
- Monseñor Lezcano : Estatua 3 1/2 c. al Sur. • Tels.: 250 1908/09

ABRO's distributor in Nicaragua, Ferreteria Roberto Morales Cuadra came up with this oversized poster to promote the ABRO top sellers in their region.

Ferreteria also celebrated 37 years of doing business in Nicaragua.

They have been ABRO customers since the early 1980's.