

## ABRO RUSSIA

# Spectacular ABRO Booth at the Moscow International Motor Show



The new beautifully designed ABRO booth at the MIMS show attracted many visitors and placed ABRO in a position of visual dominance for the show's attendees.

Igor Zorin (ABRO Russia) wanted a totally new design for this year's MIMS show in Moscow. His associate, Denis Zakharov (ABRO Russia), designed the booth. The


idea was to grab the attention of everyone. Our ABRO salesman, Michael Molnar, was in Moscow to attend the exhibition and he reported that the


## Inside This Issue



 **RUSSIA**  
ABRO Booth at MIMS Show ...1-3

NPTK Krepost Sponsor .....3



 **HONDURAS**  
Fire Destroys Facility .....4-5

 **EL SALVADOR**  
Expansion .....5

 **PANAMA**  
Teamwork .....6

 **COLOMBIA &**  **PERU**  
Old Friends Reunite .....6

 **CHAD**  
Visit to ABRO Headquarters ..7

 **CAMEROON**  
 **ARMENIA**  
Rising Stars .....7

**COUNTERFEIT UPDATE**  
Six Million Counterfeit Goods  
Seized in One Year .....8

 **New Products** ..9-11  
Soccer Balls .....11

AAPEX Las Vegas Info .....11

Meet ABRO's Staff .....12  
Let's Share Ideas .....12

**CONGRATULATIONS**  
New ABRO Family  
Babies .....12

continued from page 1

## Spectacular ABRO Booth at the Moscow International Motor Show



*An innovative idea - visitors to the ABRO booth were able to enjoy themselves while playing the wildly popular video game Guitar Hero. This unique attraction caught the eye of many and helped to steer show attendees into ABRO's area.*

ABRO booth was the busiest in the entire hall.

The MIMS was held between August 26 and August 30 at the Crocus Expo in Moscow. More than 600 companies from around the world participated in this year's event and that number is expected to grow next year.

In case you were not aware, this year marked ABRO's 70th year of existence (ABRO has been in business since 1939) and ABRO Russia decided to meet in Moscow to celebrate and promote ABRO. Distributors from St. Petersburg, Moscow, Rostov and Vladivostok all met in Moscow for this show. ▶



Valery Primak; Yuri Sergeev; Mike Molnar (ABRO U.S.A.), Xenia Sergeeva, Igor Zorin (ABRO RUSSIA), Maria Sergeeva, Oleg Kunakov.



Alexandr Babenko, Oksana Yamkovaya, Mike Molnar (ABRO U.S.A.), Victoria Kozeurova, Eugene Yakovlev.





*Back: Mike Molnar, Nikita Zorin, Vadim Polyakov, Igor Zorin, Marina Mukhanova, Eugene Yakovlev, Alexandr Babenko  
Front: Maria Kuznetsova, Ekaterina Ivanova, Valentine Petrova*

This year's booth featured new ABRO products and a new booth design. The booth covered an area around 600 sq ft (20' x 30'). Posters, stickers, pamphlets, t-shirts and catalogs were given out as promotions. A professional photographer was also kept at the booth to take pictures of people enjoying the booth. Some of those pictures can be seen on their website [www.abro.su/galety](http://www.abro.su/galety). The theme of this being ABRO's 70th anniversary was consistent throughout the booth and the promotions. As you can imagine, the booth was constantly full with people interested in learning more about ABRO.

ABRO Russia also decided to use this opportunity to unveil and promote a new line of spray paint that they are now selling called "flash". This is an upscale, artistic graffiti spray paint that after a year of research and development, has finally come to fruition.

This year's show was such a success that a company displaying at the Moscow Vintage Car show in September asked if ABRO would collaborate with them. ABRO Russia decided that they would take advantage of the opportunity to continue to promote ABRO.

All of us here at ABRO USA would like to congratulate everyone at ABRO Russia on their amazing show and their continued commitment to ABRO. ■

## NPTK Krepost (ABRO RUSSIA)

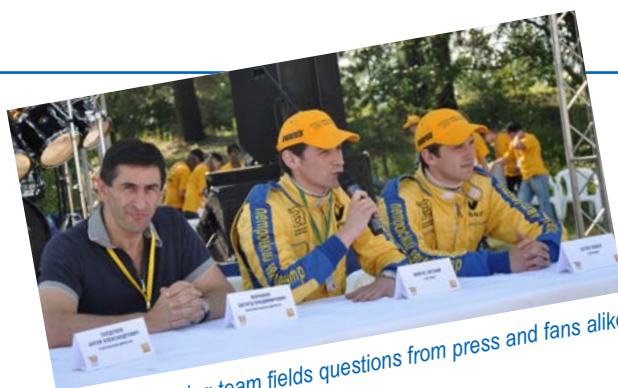
### General Sponsor of Renault Logan Cup Racing Team

NPTK Krepost (ABRO Russia) is now a general sponsor of a Renault Logan Cup Racing Team. The idea is to promote the ABRO name all over Russia and to target car enthusiasts.

Renault Logan Cup is a combination of emerging club rally - the most comprehensible racing challenge in Russia and a Renault Logan Cup low cost racing vehicle, developed by Renault Sport on the platform of the mass market Renault model.

The national racing series "Club Rally Cup" attracts more than 500 racers annually since 2005 and engages 20 stages all over European parts of Russia from Moscow and St. Petersburg to Rostov-Na-Donu and Chelyabinsk. Each club rally event is compressed into two days of racing.

The cup final will take place on October 31, 2009. On August 15, 2009, the ABRO sponsored team took third place. Images from the events will be used for advertising in magazines. Promotional items will also be distributed at the events. We look forward to hearing about the successes of our ABRO team.



*The ABRO racing team fields questions from press and fans alike.*



*NPTK Krepost's team car will promote the ABRO name while it wins races.*



# HONDURAS

Agencia La Mundial

## Fire destroys Agencia La Mundial in San Pedro Sula

A terrible fire destroyed the headquarters of our Honduran distributor, Agencia La Mundial, but this organization's amazing response shows why ABRO keeps growing and growing.

In the evening of July 1, 2009, a fire, most likely started by a short circuiting electrical element, completely destroyed the Agencia La Mundial facilities in San Pedro Sula, Honduras. While the property damage was near total, Kenny Yuja and Jenny Yuja, the owners of Agencia La Mundial, were overjoyed when they confirmed that none of their staff were injured. Luckily they had already left work for the day before the blaze began.

The fire was bravely fought by the local fire department. However, it soon became apparent that the conflagration was too big to halt and they turned to the protection of the nearby buildings so that the fire would not spread. In this they were successful. However, that still left 350 employees of Agencia



*A dreadful fire destroyed the facilities of Agencia La Mundial, which temporarily left 350 Hondurans without work. Luckily no one was hurt because the fire broke out after work hours.*



*The only part of the facility withstanding the fire was the sign of Agencia La Mundial.*

La Mundial temporarily without work. And here is where the real story begins.

As soon as he heard about the fire, Mario Manta left ABRO headquarters in South Bend, Indiana and hurried to the Yuja's side. Together, and with the help of the resourceful staff of Agencia La Mundial, they were able to get the business up and running faster than anyone could have expected.

Spearheaded by Cesar Hernandez, Mr. Yuja's right hand man at Agencia La Mundial, a successful effort was made to bring equipment and machinery in from nearby El Salvador. The office staff for Agencia La Mundial even set up a temporary headquarters in Mr. Yuja's house. In an incredibly short



*A large amount of stored aerosol cans exploded like fireworks and flew all over the place.*



*Kenny Yuja (Agencia La Mundial) and Mario Manta (ABRO) evaluate the damage.*



*Two weeks after the fire, a giant masking tape roll (front left) was still burning.*



*The sad remains of the company's masking tape machine slitter/rewinder.*



continued from page 4

amount of time, Agencia La Mundial was operating out of another facility and its employees were back to work!

When he heard all the details from Mario, Peter Baranay noted that this tragic event showcased key ABRO values. "Teamwork, ingenuity and a refusal to quit have always characterized our people and I'm not at all surprised that Kenny was able to harness these values on behalf of his business and his employees."

As for the future, the Yuja's have big plans. A second warehouse, the construction of which was previously put on hold due to the slow economy, will soon be completed and Agencia La Mundial will set up shop there. For many businesses a catastrophe of this magnitude might very well spell the end of the company. But for Agencia La Mundial it is only the beginning of a bright new future. ■



Shortly after the fire, Kenny Yuja's family home was converted into the temporary office.



A masking tape machine was quickly moved from El Salvador to Honduras to get production going.



Mario Manta (ABRO) with Cesar Hernandez, who is Kenny's right hand. Cesar took on the difficult task to bring machinery from El Salvador.



This much larger distribution center will increase the storage capacity about four times.

## EL SALVADOR

Agencia La Mundial

### Expansion into El Salvador

Kenny Yuja, ABRO's distributor in Honduras, is expanding into El Salvador soon.

Yuja is about to begin operations for a new venture, ABRO El Salvador. ABRO El Salvador will offer a wide range of ABRO products throughout the nation of El Salvador.

Mr. Yuja's extensive experience distributing ABRO products in neighboring Honduras is expected to serve him well in this new territory. Moreover, the Honduran and El Salvadorian operations should be able to support each other in a variety of ways. Nowhere was this advantage on greater display than when the equipment in El Salvador was used to get operations at Mr. Yuja's Honduran company up and running soon after a major fire (see accompanying story).



Kenny Yuja (Agencia La Mundial) and Mario Manta (ABRO U.S.A.)

## PANAMA

Distribudora de Additivos

### Strong Sales Come from Great Partners



*Top: Mario Manta of ABRO Industries with Constantino Catsambanis of Arcom Panama and Tito Herrera of Distribudora de Additivos.*

*Right: Staff and sales force of Distribudora de Additivos.*



Mario Manta credits the strong sales ABRO shows in Panama with our distributors there. ABRO has the good fortune to be teamed up with two very strong Panamanian business men who each dominate their particular fields. The masking and packaging tape sector is handled in Panama by Constantino Catsambanis of Arcom Panama and ABRO chemical products are watched over by Tito Herrera of Distribudora de Additivos.

During a recent trip, Mario noted how both men work not only to their own success, but also each others.

Such teamwork exemplifies why ABRO is so dominant in Panama and continues to grow worldwide.

## COLOMBIA & PERU

### Old Friends Reunite



*Top: Mario Manta spends time with Guillermo Makabe and the Barbosa Family.*

*Left: The Three Amigos - Guillermo Makabe, Gustavo Barbosa and Mario Manta celebrate together.*

*Gustavo Barbosa, his sons and Guillermo Markabe together 20 years ago.*

Recently Mario Manta had a chance to reunite with two of his oldest and dearest friends. Mario got together with Guillermo Makabe of Shurtape Peru and Gustavo Barbosa of Cellux-Kanguroid Colombia to celebrate their long partnership with ABRO.

Upon his return, Mario dug out the attached photo. This 20 year old snap-shot shows Gustavo and Guillermo together two decades ago, along with some of Gustavo's family, at the beginning of what would prove to be a long lived friendship. Mario said he would have found a picture of all three of them, but he was so young back then he can hardly recognize himself. Here's hoping that this partnership lasts another 20 years...at least!



## CHAD

### Mahamat Atteib Abdelkerim Visit to ABRO

#### World Headquarters

ABRO Industries was delighted to receive Mr. Atteib Abdulkerim during his recent visit to the ABRO headquarters in June of 2009. Mr. Atteib spent the time at ABRO discussing new ABRO products and the current state of affairs in Chad. Despite the fact Chad has been embroiled in a Civil War the past several years, ABRO Chad's business has grown significantly every year and this year, Mr. Atteib hopes to double his 2008 sales figures.

Mr. Atteib has done an excellent job in ABROnizing the Chad market and he is looking for continued further success in expanding the sales of our ABRO products in 2011. Also, during his visit to the ABRO headquarters in South Bend, Mr. Atteib had the pleasure of meeting Mr. Ahmed Alushibe of Alemdad Co. for Import & Export, who is ABRO's exclusive agent in Libya and was also visiting ABRO at the same time. Mr. Atteib had a very enjoyable time at dinner discussing various issues with his neighbor from Libya.



## ABRO RISING STARS



### CAMEROON



*Joshua Ozioma, Owner of Ozone*

#### CAMEROON

ABRO Industries wishes to salute Mr. Joshua Ozioma, owner of Ozone Automotive, who is our exclusive ABRO distributor in Cameroon. ABRO Industries has worked with Joshua Ozioma for the past five years and his business has virtually skyrocketed over this time. Last year, his sales doubled despite the tough economic global conditions and this year he has already surpassed his impressive 2008 sales totals. Joshua brings to the ABRO family an aggressive, enthusiastic and intelligent approach to marketing our ABRO products in Cameroon. He has done an excellent job in achieving a dominant market position for our ABRO products in Cameroon and we look forward to working with Joshua Ozioma for many years in the future. Joshua is married to his lovely wife, Lois, and has two beautiful children.



### ARMENIA



*Ashot Piloyan, President of ABRO Komfort*

#### ARMENIA

Ashot Piloyan is the President of ABRO Komfort in Yerevan, Armenia. This year has been a remarkable year for ABRO Komfort as their sales have almost doubled! Mr. Piloyan and his staff make sure that ABRO's full range of products are always in inventory. The ABRO name is becoming more and more recognized in Armenia. We look forward to continuing to grow the ABRO business with Mr. Piloyan in Armenia.



*Atteib Abdelkerim from Chad with Tim Demarais, ABRO Vice President, at ABRO World Headquarters in South Bend, Indiana, USA.*

*Left: Tim Demarais welcomes Mr. Atteib in South Bend.*

*Top: All of the new ABRO products were discussed in the conference room.*

## Counterfeit Update



# Six Million Counterfeits Seized in One Year!

One Year of Action In Saudi Arabia Results in the Seizure and Destruction of Over Six Million Counterfeit "ABRO" Items

It has been one year since ABRO began a major anti-counterfeiting push in Saudi Arabia and the results have been impressive...most impressive.

From September 1st 2008 to September 1st 2009, 6,110,520 fake "ABRO" items in Saudi Arabia have been seized and have either been destroyed or will be soon. This catch is the result of a series of eight raids over the course of the year in the key cities of Riyadh, Jeddah, Madinah and Dammam.

Taken as a whole, they represent a serious blow to the counterfeiters, both in Saudi Arabia and elsewhere.

The pain they cause to counterfeiters in Saudi is obvious. Each seized and destroyed item represents a loss of money and time to the counterfeiter from whom it was taken. Moreover, the seizures disrupt the distribution network that the counterfeiters have developed. If the vendor who was raided thought that he was selling legitimate products, then he is now angry that his supplier lied to him and will likely not continue being their customer. If, as is more likely, the vendor knew exactly what he was doing by selling the illicit products – then he has just learned the true cost of stealing from ABRO. Either way, the wholesalers and importers of the counterfeits now have to deal with a number of angry customers and will have fewer buyers for their illicit goods in the future.

The pain caused to counterfeiters outside Saudi is harder to see as clearly, but in some ways it is more important.

Counterfeiters are, first and foremost, businessmen. This is a crime that people commit for one reason and one reason only – to make money. Also, counterfeiters are a very networked group of businessmen. They keep a careful eye on the market and are always looking for where they can make more money and trying to avoid where they might lose money.

The relentless attack by ABRO on the counterfeit market in Saudi Arabia, a market that many Western brand owners consider to be impossible to police for counterfeits, sends a clear message to these criminals. ABRO has the will and determination to stamp out counterfeiting wherever it exists!

To have such strong action taken in a difficult environment makes all counterfeiters question whether they are next.

Of course, many do not have to question it – they are already in our sights.

Based on our experience in Saudi Arabia, we are implementing strong anti-counterfeiting programs in countries across the globe. While each country presents different challenges, our experience in Saudi has shown that consistent pressure on the counterfeiters brings results.

As our anti-counterfeiting programs start up in more and more countries, the counterfeiters everywhere will begin to see that ABRO is a poor choice for them. As they stop trafficking in counterfeit "ABRO" merchandise in these countries, the economic incentive to manufacture fake "ABRO" items will dry up and you will see less and less counterfeits even in the countries where we have not yet been able to begin anti-counterfeiting operations. This is the cumulative power of a broad ranging anti-counterfeiting program and, in the end, will be the undoing of the counterfeiters.

So this victory, the seizure and destruction of over 6 million counterfeits in Saudi Arabia, is not just a victory for the ABRO distributors in Saudi. It is a victory for all ABRO distributors around the world.

*William Mansfield*  
Director of Intellectual Property



# NEW PRODUCTS + NEW DESIGNS = INCREASED SALES

## APPEARANCE:

**ABROCOLOR**

**AVAILABLE SOON IN WAREHOUSE!**



### ABROCOLOR COLORED AUTOMOTIVE POLISH

- Same Great Formula - **New Design**
- Available in Black, White, Silver, Red, Green and Blue

**PART NO. AB-301**

16 OZ / 473mL

12/CASE

**New  
DESIGN**



Newly designed  
ABROCOLOR will  
replace the current  
bottles soon!



## MAINTENANCE:

**DIESEL INJECTOR CLEANER**

**AVAILABLE NOW IN WAREHOUSE!**



**New  
SIZE**



### PROFESSIONAL QUALITY DIESEL INJECTOR CLEANER

- Treats up to 500 Liter (132 GAL) Truck Tanks
- Eliminates Engine Hesitation
- Improves Mileage
- Dissolves Gum, Varnish & Carbon Deposits

**PART NO. DI-532**

32 FL. OZ / 946mL

12/CASE

## SERVICE FLUIDS:

**PREMIUM QUALITY AUTOMATIC TRANSMISSION FLUID**

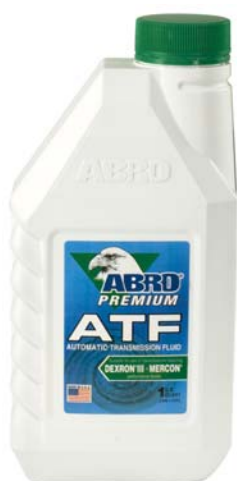


**ATF TYPE A 1 QUART**

**PART NO. AT-160-QT**

1 QUART / .946L

12/CASE



**ATF DX-III 1 QUART**

**PART NO. AT-170DX-III-QT**

1 QUART / .946L

12/CASE



**ATF TYPE A 1 LITER**

**PART NO. AT-160-COS-1L**

1 LITER

12/CASE



**AVAILABLE NOW IN WAREHOUSE!**

**New  
PRODUCT**

- NEWLY DEVELOPED ATF'S
- Premium Quality at Competitive Pricing
- Contact Your Sales Staff for Details

# NEW PRODUCTS + NEW DESIGNS = INCREASED SALES

## HOUSEHOLD:



### AIR FRESHENER

- Immediately Destroys Offensive Odors While Providing Long Lasting, High Quality Fragrance to Refresh Your Car, Home and Office.
- 3 in 1 Formula: Odor Neutralizer, Aromatherapy and Essential Oil
- Available in Anti Tobacco, Lilac, Ocean and Strawberry

**AVAILABLE IN FULL CONTAINER LOADS.  
SHIPMENTS DIRECTLY FROM FACTORY!**

PART NO. AF-300-AT **ANTI TOBACCO**

PART NO. AF-300-LI **LILAC**

PART NO. AF-300-OC **OCEAN**

PART NO. AF-300-ST **STRAWBERRY**

10 FL. OZ. / 300mL

48/CASE

MADE IN TURKEY



**New  
PRODUCT**

**APPEARANCE:**  
**PREMIUM ABRO GOLD**



### CONCENTRATED CAR WASH WITH CARNAUBA WAX

- Premium, High Foaming, Concentrated Car Wash and Wax Contains Real Carnauba Wax
- Unique Formula Cleans, Shines and Protects in One Easy Step.

PART NO. CW-990

64 FL. OZ. / 1.82L

6/CASE

**AVAILABLE SOON IN WAREHOUSE!**

## HOUSEHOLD:

### SUPER KILLER INSECTICIDE



**New  
PRODUCT**

### SUPER KILLER INSECTICIDE

- Instantly Kills Cockroaches, Mosquitoes, House Flies, Sand Flies and Many Other Flying Insects.

PART NO. SK-300

300 mL 24/CASE

MADE IN TURKEY

**AVAILABLE IN FULL CONTAINER LOADS.  
SHIPMENTS DIRECTLY FROM FACTORY!**

## COLD CLIMATE:



**AVAILABLE  
NOW IN WARE-  
HOUSE!**

**New  
PRODUCT**



### PREMIUM DIESEL ANTIGEL

- Assures Normal Diesel Engine Performance in Low Temperatures up to -47°C
- Eliminates the Gelling of Diesel Fuel

PART NO. DA-500-R

32 FL. OZ. / 964mL

6/CASE



# NEW PRODUCTS + NEW DESIGNS = INCREASED SALES

## REPAIR & MAINTENANCE:

### ABRO SANDPAPER

**New  
PRODUCT**



MADE IN THAILAND

**AVAILABLE IN FULL CONTAINER LOADS.  
SHIPMENTS DIRECTLY FROM FACTORY!**



### WATER PROOF - ABRASIVE SANDPAPER

- Perfect for Commercial and Industrial Sanding
- For Metal, Plastic Filler, Wood, Fiberglass, etc.
- Extremely Durable
- For Hand and Machine Sanding

See Sell Sheet for Quantities and Part Numbers.

**New  
PRODUCT**

**ABRO®**  
**WATERPROOF - ABRASIVE  
SANDPAPER**

ABRO silicon carbide waterproof sandpaper sheet is perfect for sanding everything from lacquers, paint, body fillers, to metal, stone and marble work.

ABRO's waterproof paper sheet is made with sharp cutting, silicon carbide grain. It works best with water or other sanding lubricants.

**FEATURES:**

- Silicon carbide grain
- Resin on resin bond
- High quality latex-backed
- Sharp cut
- Very fine finish
- Resists heat with great grain adhesion
- Resists all moisture

PART NO.	GRIT	QTY PER 1 SLEEVE	QTY OF SLEEVES PER 1 CASE	TOTAL SHEETS
SA-60-50	60 Grit	50 sheets	5 sleeves	50 x 5= 250 sheets
SA-220-100	220 Grit	100 sheets	5 sleeves	100 x 5= 500 sheets
SA-400-100	400 Grit	100 sheets	10 sleeves	100 x10=1000 sheets
SA-1200-100	1200 Grit	100 sheets	10 sleeves	100 x10=1000 sheets

ABRO® INDUSTRIES, INC.  
P.O. BOX 1174  
SOUTH BEND, IN 46628  
U.S.A.

**DOWNLOAD SELL SHEET HERE**

## PROMO ITEMS ABRO SOCCER BALLS

ABRO now has soccer balls available to all of our distributors. The ball has a design of the globe on it along with ABRO's trademarked logo.

The product number is SB-010 and each case contains 10 balls. Please ask your ABRO salesman for more details.



## COME VISIT US AT THE 2009



**AAPEX**  
AUTOMOTIVE AFTERMARKET PRODUCTS EXPO

**Location:**

**Booth: 4071  
Sands Expo Center  
Las Vegas**

**Show Dates:**

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

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

## ABRO Billboards

During a recent meeting between Mike Molnar (ABRO U.S.A.) and Eugene Yakovlev (ABRO-DV), they discussed starting to put up some billboards in Vladivostok, Russia for advertising.

They looked at a previous ABRO Newsletter where Treg Auto in Albania had used billboards for advertising ABRO for ideas. (ABRO-DV will begin to have these billboards displayed in Vladivostok starting October 1, 2009. Let's keep sharing ideas.



## Congratulations!



*Tersandro "Stan" Santos with Jena and their brand new daughter, Liliana Jae Allison Santos.*

Tersandro "Stan" Santos is proud to announce the birth of his daughter Liliana Jae Allison Santos. Liliana was born on September 12, 2009, and weighed a healthy and happy 8 pounds and 5 ounces. Both baby Santos and Liliana's mother, Jena, are back home now and doing well.

Tersandro Santos has been with ABRO for over 12 years and is a salesman for Latin America and the Far East.



*Proud father Man Hin from EAL Man Hin in Mauritius with newborn daughter Selene.*

Also being welcomed to the ABRO family is the new daughter of ABRO's distributor in Mauritius, Mr. Man Hin. The beautiful baby girl is named Selene and was born on June 30, 2009. Selene is the third daughter of Mr. Hin and his wife, Marlinda. Baby Selene can expect a warm welcome to her new home from big sisters Athena and Venus.

## Meet ABRO's Staff

Have you ever wondered who that friendly ABRO person is you are talking to?



Please meet **Charlene Chmielewski**

Making sure that the customer's requests are fulfilled just as they want them to be can be difficult even in a traditional business. At ABRO, where success depends on complicated issues such as coordinating factory production schedules and international shipping systems, it can seem almost impossible but not for Charlene. It is a passion for her to force a series of sometimes chaotic systems into order. And specifically, an order that pleases ABRO's distributors.

While she can be a tough cookie on the phone with a vendor or shipper, she is a softie when it comes to children and animals. She especially adores her five granddaughters and she loves her dogs and cats.

So if you are a distributor in China, Russia, Ukraine, Belarus, the Middle East or any of the other areas that Charlene covers, you can rest easy knowing that your orders are being vigilantly watched over by her and you are in good hands.