



Newsletter 1st Qtr. 2011  
Volume 5 Issue 1

# AAPEX Show 2010

FIFTEEN YEARS OF COMMITMENT

Las Vegas, November 2-4, 2010



Distributors and ABRO staff meet and gather at ABRO's booth in Las Vegas at the AAPEX Show 2010.

By Peter F. Baranay

Barely 40 days after the completion of Automechanika 2010, the ABRO family gathered in Las Vegas for the AAPEX Show. Although few ABRO distributors attended the two shows, nearly the entire ABRO team was at both. And busy we were – hosting dozens of ABRO distributors from around the world, meeting with suppliers, and entertaining at some great places including the Centurion Penthouse of Caesars Palace.

Fifteen years ago, in 1995, ABRO first came to Las Vegas for the AAPEX Show. We had no actual booth on the floor of the Exhibit, instead utilizing an oversized room at Caesars Palace as our headquarters. I say “over sized room” as a comparison to what we have today, it surely would not have been considered a “suite”. Back then, our Wednesday night event consisted of a small

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## LAS VEGAS AAPEX Show *continued*



*Robert Ngabe, Rwanda; Frank Turimici, Burundi; Sasan Sohrab, ABRO USA; Vijay Reddy, Burundi.*



*Tersandro "Stan" Santos, ABRO USA; and Shahilla Latif from Malaysia with Tim Demarais and Mario Manta.*



*Michael Molnar, ABRO USA; with ABRO suppliers and ABRO customers.*



*Mario Manta, ABRO USA, with Maria Ysabel Ureña and Leonor Sosa, Dominican Republic.*



*Sasan Sohrab, ABRO USA, with ABRO distributor Emil Armanyos from Egypt.*

selection of appetizers from the room service menu and “yours truly” was the bartender. They were rather humble beginnings in comparison to the events we now host. Over the years at Caesars Palace, we moved into progressively larger rooms until 2000 when we hosted our events in the two story classic suite.

In 2000, the same year we moved to the much larger suite, ABRO opened our first booth on the floor of the AAPEX Exhibit Center. It was a rather humble booth of 10’ deep by 20’ wide.

A few years later, we expanded to a 20’ x 20’ and rapidly grew to a 20’ x 30’. Although we are clearly

not “done”, the booth we unveiled in 2009 was the largest to date at 20’ x 40’ with two private conference rooms, casual meeting places and a dedicated area for distributors to log on, check e-mails, and of course place new orders.

Fifteen years have gone by in a blink of an eye, and over the years, we ▶

LAS VEGAS  
**AAPEX Show** *continued*



*Peter Baranay (center) greets arriving guests.*

have welcomed new distributors and new suppliers. However, many things have remained constant: ABRO's commitment toward our distributors and our suppliers, a sense of team work and the dedication to expanding ABRO's global presence.

Over these past 15 years there have been great memories from the show. For those who were with us at our Wednesday night event, we prepared a time line including photos from 1995 through 2009. For those unable to attend, we have posted this on our website.

The link can be found here:

<http://www.abro.com/15years/>

To all of those who have made the trek to Las Vegas over the past 15 years, my thanks and appreciation. I look forward to seeing all of you later this year at AAPEX in Las Vegas, November 1-3, 2011.

*ABRO customers, distributors and suppliers listen to Peter Baranay's speech during the ABRO Appreciation Night held at the Caesars Palace Penthouse.*



**LAS VEGAS  
AAPEX Show** *continued***Dinner at the Palm**

*Maria Humaña and Orlando Retana, Importaciones Re Re - Costa Rica; Mario Manta, ABRO; Tito Herrera, Distribuidora de Aditivos - Panama; Rolando Medina, Distribuidora Mega - Mexico.*



*Rene Cantu and Graciela Cantu, Ciclusa - Mexico; Mario Manta, ABRO; Rolando Medina, Distribuidora Mega - Mexico; Tito Herrera, Distribuidora de Aditivos - Panama; Marvin Retana, Inportaciones Re Re - Costa Rica; Stan Santos, ABRO, Jorge Oviedo, Ovil Parts - Paraguay*

Once again Mario Manta and Stan Santos entertained ABRO's Latin American distributors with a fabulous dinner at one of Las Vegas' premiere restaurants – The Palm.

"I love our annual dinner at The Palm" gushed Mario after the event, "it's such a great location and it has a surprising amount in common with ABRO. It started out as a little family restaurant just about the same time as ABRO was started and now it is a name respected worldwide – just like ABRO".

The dinner was attended by the ABRO distributors from Costa Rica, Panama, Mexico, Guatemala, Paraguay, Puerto Rico & Peru.

**Dinner at the Spago Restaurant**

While the Latin American contingent dined elsewhere in Las Vegas with Mario and Stan, the rest of the ABRO sales force – Tim Demarais, Sonny Sohrab and Mike Molnar – discussed future expansion plans with several other distributors over a scrumptious meal at the world famous Spago restaurant. While the focus may have been business, they all found time to enjoy both the food and the exciting atmosphere of Caesars Palace where Spago is located.

*Left to Right: Emil Armanyos, Egypt; Sonny Sohrab, Robert Ngabe, Rwanda; Joshua Oziama, Cameroon; Tim Demarais, Terry Watson, Fiji; and Michael Molnar.*



**2011 Show Dates:**

**Tuesday, November 1  
through Thursday,  
November 3, 2011**

**Location:**

**Sands Expo Center,  
Las Vegas**

**LAS VEGAS AAPEX Show** *continued*

"On behalf of the entire ABRO team, I would like to welcome you to our annual appreciation dinner tonight. ABRO has the opportunity to celebrate our success not only with our distributors who are in the market place on a daily basis, but also with our suppliers who do an outstanding job creating the products sold throughout the world.

As we gather here tonight in 2010, I am struck by the contrast of this night two years ago when we celebrated in this same spectacular venue. It was two short years ago in 2008 that the world seemed poised on the brink of a financial abyss and the signs of a financial meltdown were everywhere: banks were failing, currencies were plummeting, confidence in government was eroding, joblessness in the U.S. was soaring. You will recall, that when I spoke two years ago, I made a commitment to all ABRO distributors that they would continue to receive the financial and product support that they had come to expect during the "good times". I commented that no one who met their obligations and remained committed to ABRO would see anything but unbridled support from ABRO.

You did your part and ABRO did theirs. My compliments to all of you and all of you are stronger today than two years ago. You deserve a round of applause.

On the flipside, ABRO remained committed to our suppliers. Unlike many other companies during that era, ABRO did not arbitrarily take longer payment terms, or create charge backs for no apparent reason, or reduce purchases. ABRO not only persevered throughout this difficult period, but we thrived. All of you deserve another round of applause for your achievements during the last 24 months.

As much as we enjoy sharing where we have come from, ABRO does not dwell on the past, we are focused on the future. However, for those that have not had the opportunity to review 15 years of Las Vegas memories here at Caesars Palace, I refer you to the banner in the hallway which shows some much younger, and thinner members, of the ABRO

staff over the past years here at Caesars and the AAPEX Show.

As all of you know, the outstanding success that ABRO has had throughout the world has led to the challenges of the illegal counterfeiting of ABRO products. In just the last 90 days, ABRO has had resounding success against these criminals:

In Egypt, during the month of August, we made major raids in four cities.



*Peter Baranay  
at Caesars Palace*

A total of 88 people were arrested – three of whom were major importers and who now face up to a year in jail. Over 45,000 counterfeits were seized and will be destroyed. Although many of the 88 arrested were released within a few days, 51 were convicted and will serve six months and 12 will serve a year in prison.

But don't let our success in Egypt blind you to our success in China, where in during the last two months, we've done raids on two major wholesalers of counterfeits. Over 64,000 counterfeit items were seized and will be destroyed. Two of the cases have been turned into criminal investigations.

In Ukraine, during the month of August, raids took place in 14 separate market places located in 8 different cities. We had a recent action in Saudi Arabia where raids

on 9 shops resulted in arrests and the confiscation of 125,000 items.

The total body count in the last 90 days: Over 100 arrested and a quarter of a million cases confiscated and destroyed.

These relentless pursuits of those who infringe the ABRO name will continue. And while we here enjoy the sophisticated hospitality of Las Vegas, ABRO's Director of

Intellectual Property, Bill Mansfield, along with our Beijing based attorney, and a contingent of high level Chinese officials are touring the hinterlands of Western China setting up a program to interdict contraband that has previously flowed into Russia. ABRO has been successful in tracking down these criminals and we will continue to do so even if it means traveling over two thousand kilometers from Beijing to Urumchi, China!

We just want the counterfeiters to know one thing; ABRO will hunt you down and strike back. Go rip off someone else.

As odd as it may seem, counterfeiting is a sign of success. It shows that you, our distributors, have built ABRO into a brand name so powerful – so valuable – that people see it as worth stealing. So we happily undertake the fight against the

counterfeiters in order to ensure that the brand name you've built stays strong.

Last year ABRO celebrated our 70th Anniversary and we created a time line of important events. We brought it back for this year in case you did not have an opportunity to see it.

As is our tradition, I would like to welcome those members of the ABRO family who have not been here before.

First, I'd like to thank the large group of Caesars Palace people who work so closely (and in the background) with us.

Continuing with ABRO distributors - From Saudi Arabia - a wonderful organization that has been working with Tim Demarais for over 20 years: Mr. Ali Alfares and Mr. Al Khaldi Thwaini of Alfares Trading Co.

From Canada, President of Transit Warehouse, Stephan Guy, Pierre Ambien, and Vincent Fortier.

From Burundi - Mr. Vijay Reddy, who is the President and Mr. Frank Turimuci is the CEO of the company Car Care Burundi.

From Paraguay, Jorge Oviedo, of Ovil Parts.

ABRO has enjoyed great success in Ecuador with ABRO Desivos Del Ecuador.

Mr. Miguel Villagomez and Mr. Celso Cepeda are with us this year as they have been many times before. Joining them this year for the first time from Promesa who is one of the largest retailers in Ecuador: Javier Echeverria, Ana Maria Gomez, Eduardo Moncayo, and Carlos Ligua.

From Algeria, joining Mr. Lamri Boudoukha for the first time from BVS Algeria, is Mr. Boubaker Guidoum.

Thank you for coming.

Thank you for being a part of the ABRO family and thank you for your friendship.

**Peter F. Baranay**  
**President of ABRO**

**NIGERIA****Grand Opening of the New Coscharis Automotive Center in Abuja**

*Tim Demarais, Vice President of ABRO with Dr. Cosmas Maduka, Owner and President of Coscharis Motors and ABRO's President, Peter Baranay, at the Grand Opening of the new Coscharis Automotive Center in Abuja, Nigeria.*

December 14, 2010 was a red letter date for the Coscharis Group as they inaugurated the Grand Opening of the new Coscharis Automotive Center in Abuja, Nigeria which is the largest Automotive Showroom in Africa.

This new, ultra-modern office complex will feature the various automotive agencies that the Coscharis Group is handling on an exclusive basis including BMW, Jaguar, Range Rover and Ford. Executives from all of these respected companies attended the event as well as the President of ABRO Industries, Peter Baranay, and

Vice President, Tim Demarais. Furthermore, ranking politicians throughout Nigeria including key state Governors as well as high profile Nigerian Business Executives were all at the Grand Opening.

This state-of-the-art facility will take Coscharis to a new level in the Nigerian Automotive Industry which certainly will boost the sales of our ABRO automotive chemicals throughout Nigeria.

We heartily congratulate Dr. Maduka and his executive team for their vision in creating such a beautiful structure in Abuja, the capital city of Nigeria.



*The new Coscharis Motors Automotive Center facility offers state-of-the-art technology.*

**Counterfeit Update****ABRO Testifies Before U.S. Congress**

*ABRO's Director of Intellectual Property, William Mansfield, testifies before the United States Congress regarding the importance of intellectual property for the growth of small businesses.*

*Recently, ABRO's Director of Intellectual Property testified before the U.S. Congress.*

*On July 21, 2010, William Mansfield appeared before the U.S. House of Representative's Small Business Committee. The Committee was holding hearings entitled "The Impact of Intellectual Property on Entrepreneurship and Job Creation."*

*William was able to speak to the committee about ABRO's experiences in creating, growing and protecting its corporate intellectual property. In his testimony, he outlined the extensive steps that ABRO has taken over the years to protect its name in the marketplace.*

*He was also able to present the case that strong intellectual property rights are essential for small and medium sized companies, such as ABRO, to compete against large corporations. While a very large company with multiple brands can afford to allow a certain amount of counterfeiting without suffering too much damage, smaller companies cannot be as lax in their anti-counterfeiting actions. Any attempt to damage the reputation of a company like ABRO must be treated as the serious threat that it is.*

*This is the third time that a representative of ABRO has been asked to speak before the United States Congress and cements ABRO's position as a major voice in America on the side of small businesses and brand owners.*

**PANAMA****Visit to ABRO's Distributor**

*Peter Baranay, President of ABRO, paid a visit in November 2010 to Panama to meet with Tito Herrera, owner of Distribuidora de Aditivos. A newly built, well stocked warehouse and three custom designed delivery trucks made it possible for Distribuidora de Aditivos to continue their stronghold on the Panamanian market.*

**EL SALVADOR****ABRO Represented at Hardware Trade Show in San Salvador**

ABRO El Salvador recently hosted a popular booth at a hardware trade show in San Salvador. The ABRO distributor's presentation drew in a large number of potential customers and is expected to help their business grow greatly in the coming year.

## ECUADOR ABRO Advertisement Campaign

ABRODESIVOS DEL ECUADOR ran an extensive public relations campaign in the local media. They advertised monthly in the very popular local automotive magazine, Carburando, resulting in a 20% increase in 2010 sales.



"Instantaneidad" digital, conseguir la cultura mediática con su conglomerado en el menor tiempo es la pasión compartido, la utilidad del entorno de sentido común.

# ABRO®

### CINTAS ADHESIVAS PARA EL SECTOR GRAFICO

- ✓ Cinta de Empaque (con o sin impresión)
- ✓ Cinta Masking
- ✓ Cintas Doble Faja de espuma
- ✓ Cinta de Fijación Poliéster
- ✓ Cinta Adhesivo Transferible
- ✓ Cintas de escritorio

- ✓ Cintas de la mejor calidad al mejor precio
- ✓ Disponible en variedad de medidas
- ✓ Metraje exacto.

LA MARCA DE CONFIANZA MUNDIAL

Mayor Información: (02) 2065-065 - 2065-040 | abro@abro.com.ec

presentó en el pasado Salón del Automóvil de Ginebra y que, según ha dicho, anticipa la configuración mecánica que

La Van que pien... H-1 Family VAN

...el nuevo integrante del equipo Promesa

## ABRO®

### ADITIVOS PARA COMBUSTIBLE

- ✓ Limpiador de inyectores.
- ✓ Elevador de octanaje.
- ✓ Tratamiento de diesel.
- ✓ Tratamiento de gasolina

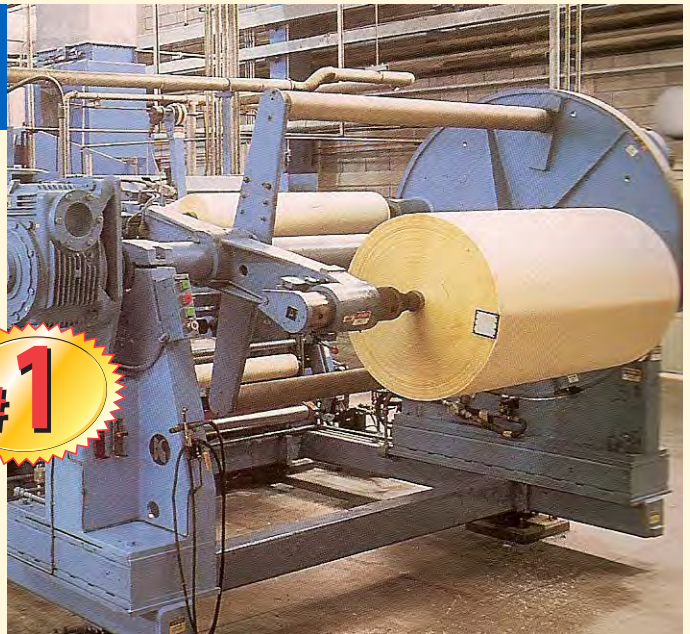
OTROS PRODUCTOS ABRO

- Aditivos automotrices de cuidado y mantenimiento.
- Silicones
- Pinturas en aerosol
- Cintas adhesivas

QUITO: (02) 2498-851 / 2  
QUAYAGUIL: (04) 2206-485 / 6  
CUENCA: (07) 2866-303

## TOP TEN ABRO BEST SELLERS OF 2010

1. MaskingTape - Jumbo Rolls
2. Gasket Makers/Sealants
3. Spray Paints & Paint Remover
4. Tapes & Stretch Film
5. Carb and Choke Cleaner
6. Lubricants & Motor Oil
7. Adhesives
8. Batteries
9. Repair Products
10. Masking Tape - Cut Rolls





**New  
PRODUCT**

**New Arrivals!**

These brand new ABRO products have arrived in our ABRO warehouse. **Now available for mixed container orders.**

**HI-POWER**

**LOW MAINTENANCE BATTERIES**

ABRO's dry charged "Low Maintenance" batteries offer

PREMIUM Quality for European and Japanese vehicles

OEM supplied to leading vehicle manufacturers

All batteries are produced under ISO 9001:2000, TSI 16949:2002, QS 9000:1998 and ISO 14001

Non-USA Origin



**New  
PRODUCT**



**PART NO. BA-NS40Z**

**PART NO. BA-NS40ZL**

**PART NO. BA-NS60**

**PART NO. BA-NS60L**

**PART NO. BA-NS100**



**New  
PRODUCT**

**HEAVY DUTY POWER DEGREASER**

Concentrated Deep Penetrating Formula Multi-Purpose Industrial Cleaner and Degreaser for Car, Home and Industry

**PART NO. PD-320**

32 OZ./946mL 12/CASE

**PART NO. PD-620**

1 GAL./3.785L 6/CASE



**New  
PRODUCT**

**ABRO SMOOTH 100  
PREMIUM ENGINE TREATMENT**

Premium Formula for Best Available Protection of High Mileage Vehicles Enhances Fuel Economy For Gasoline Engines

**PART NO. SM-100**

15 OZ./444mL 6/CASE



**New  
PRODUCT**

**1-STEP WAX -N- DRY**

Easy and Quick Way to Dry and Wax Car in One Easy Step Provides Long Lasting Shine and Protection to Car Polish Will Not Stain Plastic, Rubber and Glass

**PART NO. WD-473**

16 OZ./473mL 12/CASE



# New Arrivals!

These brand new ABRO products have arrived in our ABRO warehouse. **Now available for mixed container orders.**



**CLEAN ALL FOAM CLEANER  
LIME SCENT**

Fresh Lime Scent  
Deep Cleaning Foaming Action Lifts Out Dirt and Removes Stains from Upholstery, Vinyl and Carpeting  
Includes Brush Cap  
Non-USA Origin

**PART NO. FC-650**

650mL 12/CASE



**A/C DEODORIZER**

**FOR CAR INTERIOR**

Efficiently Removes Interior and A/C Odors  
Easily Cleans A/C Units and Leaves a Long Lasting, Fresh Lemon Scent

**PART NO. AC-050**

5 OZ/ 142g 12/CASE



**BLACK XTREME WET TIRE SHINE**

Creates High-Gloss Wet Shine  
Preserves Rich Black Look  
Conditions and Prevents Drying and Cracking of Tires  
No Buffing or Streaking

**PART NO. BX-999**

22 FL. OZ./650mL 12/CASE



**WINDSHIELD WASHER  
READY TO USE FORMULA**

Pre-Mixed Ready to use Formula  
Cleans Streak Free  
Removes Bugs and Tar  
Will Not Harm Car Finishes

**PART NO. WW-456**

1 GAL./3.785L 6/CASE



**SUPER GOLD PASTE WAX**

Non-Abrasive, Pre-Softened Carnauba Wax  
Safe and Effective on All Types of Finishes  
Non-USA Origin  
New and Improved Packaging With Stronger, Stackable Lid

**PART NO. PW-400**

8.11 OZ./230g 12/CASE

## ETHIOPIA Creative Advertising Campaigns

Once again, AIA Trading in Ethiopia has proven that through hard work and creative advertising campaigns, you can dramatically increase your business. Even through these tough economic conditions, AIA was able to drastically increase their business to over \$2,000,000 a year now. The attached advertisement was put in newspapers on a regular basis which has helped create a great name for ABRO products in Ethiopia. We look forward to continuing our increase in Ethiopia and the rest of the world in 2011.



## HONDURAS Agencia La Mundial New Group Apparel

Agencia La Mundial continues to be ABRO's #1 distributor in Central America.

All counter employees of Agencia La Mundial's five stores in San Pedro Sula, Honduras, proudly show their new ABRO wear.

Agencia La Mundial also converts ABRO tape and fills ABRO coolant in Honduras.



**ABRO**  
A TRUSTED NAME WORLDWIDE™

**Реализация крупным и малким оптом  
высокачественных средств  
по уходу за автомобилем.**

- Очистители, промывки
- Герметики
- Аэрозольные краски и грунтовки
- Клеи, средства для ремонта
- Полироли
- Освежители воздуха
- Смазки
- технические жидкости
- Присадки в масло и топливо
- Ремонтные скотчи, изоленты

**ТОО «ТН Инжиниринг» – эксклюзивный дистрибутор одного из ведущих мировых производителей автохимии и автокосметики «ABRO Industries Inc.» (США) в Казахстане и Средней Азии.**  
Адрес: 050042, г. Алматы, ул. Сулейменова, 17 А, офис. 22  
тел./факс: +7 (727) 255 4441 <http://www.abro.kz>; e-mail: [info@abro.kz](mailto:info@abro.kz)

## KAZAKHSTAN Steady Growth

We would like to give a special salute to TN Engineering, our exclusive ABRO Distributor in Kazakhstan who is doing a wonderful job in promoting our ABRO products there. We are quite impressed with this advertisement that was recently shown in Kazakhstan.

The managing directors, Mr. Nurgaly and Mr. Nizamutdinov have grown our ABRO business steadily over the past five years and we look forward to an even better year 2011 through their excellent promotional efforts.

## Visit to ABRO World Headquarters

### SAUDI ARABIA



In October of 2010, we had the pleasure of receiving Mr. Alhashim and Mr. Kumar of Al Hoda Company of Dammam, Saudi Arabia. Al Hoda has been selling our ABRO PVC Cement in the Kingdom of Saudi Arabia for the past seven years and has done an excellent job in penetrating the market.

We certainly do hope to increase our business with Al Hoda in 2011 as the company has been quite aggressive in selling our PVC Cement to the contractors in Saudi Arabia taking advantage of the recent building boom in the Kingdom.

*Tim Demarais with Mr. Alhashim and Mr. Kumar in the ABRO lobby.*

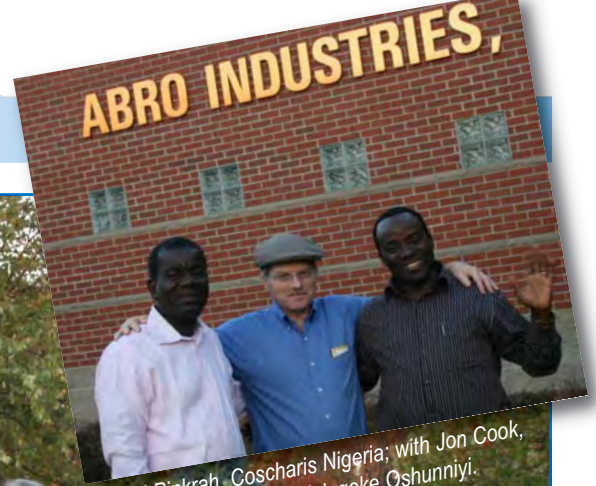
### TOGO

Also in October of 2010 Dr. Kodjo of AKOA visited our corporate facility for the first time. Dr. Kodjo has been doing an excellent job in selling our ABRO Masking Tape in Togo and visited our corporate offices to see how he could expand the sales of our other ABRO products in Togo.

Dr. Kodjo sees tremendous market potential for our ABRO product line in Togo and we do look forward to working with Dr. Kodjo in 2011 in the sales of our ABRO products.



*Dr. Amegnihe Kodjo with two of his associates and Tim Demarais in the ABRO conference room.*



Daniel Pinkrah, Coscharis Nigeria; with Jon Cook, ABRO USA; and visitor Adegoke Oshunniyi.

**NIGERIA**

Peter Baranay and Tim Demarais recently welcomed over 50 visitors from Nigeria to the ABRO World Headquarters in South Bend, Indiana. The visitors, friends of the company through ABRO's connection with Nigerian ABRO distributor Coscharis and its owner, the prominent philanthropist, Dr. Cosmas Maduka, stopped by on a tour of the United States. While they were ABRO's guests they were treated to dinner and an evening of lively conversation with Peter and Tim. "That's one of the things I love about this company" said Peter, "you end up with friends from all around the globe."



Tim Demarais and Peter Baranay welcome the visitors from Nigeria.

**GUINEA**

We were glad to receive Mr. Issa Niane of Guinea in our World Headquarters in South Bend, Indiana. He has made regular trips to our office but this one is particularly impressive considering the challenges that Guinea is currently facing, both in terms of economic problems and political turmoil. We appreciate the commitment that his organization has shown to ABRO and we are convinced that this strong foundation will result in improved business for years to come.



Sasan Sohrab with Mr. Issa Niane from Guinea in the ABRO conference room.



A 2.4 mile swim, 112 mile bike ride and 26.2 mile marathon was mastered by ABRO's supplier Guy Berkebile.

## ABRO Stays Fit

No one can ever accuse ABRO of standing still. As a company, our sales continue to climb every year. And individually, members of the ABRO family keep moving as well.

Guy Berkebile, the owner of ABRO supplier Guy Chemical, competed again in the Ironman World Championship in Hawaii this year. Just like last year, Guy made us all proud with his determination and athleticism as he swam, biked and ran his way to the end of the grueling competition.

Guy wasn't the only one pushing himself hard this year. ABRO's own Sasan Sohrab completed his first full triathlon as well. He competed in the annual Niles Triathlon which takes place near Chicago. Sonny made a great showing; finishing 9th for his age group and 40th overall.

Clearly, the competition will never catch ABRO napping.

**23rd Annual Niles Triathlon**  
Olympic Distance

Saturday, September 4, 2010  
Niles, Michigan

**Congratulations!**  
**Sasan Sohrab**

With the Time of 2:47:47

**9th Place**  
in Age Group 45-49  
Finished 40th Overall



Swim: 1.5K 38:43



Bike: 40K 1:21:09



Run: 10K 45:33

## Meet ABRO's Staff



### Please meet **Dan Jacobs**

Dan Jacobs joined ABRO as an intern in May of 2010. He works for and learns from ABRO's Creative Director, Birgit Sommer. Dan is currently studying for his Bachelor of Fine Arts degree in Industrial Design at the University of Notre Dame in South Bend, Indiana. He expects to graduate in May of 2011 and then predicts he will move to Chicago and work designing high-tech products.

At the University of Notre Dame, Dan serves as the Photo Editor for the student newspaper. In his spare time, Dan enjoys traveling, art and mountain biking.

Since Dan joined us, he has been involved in designing new product labels, the Spanish Product Catalog, redesigning the ABRO website and assisting ABRO's video team with the new ABRO product videos.



## ABRO Brings in the Heavy Equipment

ABRO's distributor in Caracas, Venezuela recently made a major investment in the future.

Cintas Cellux de Venezuela installed a 1.6 meter Slitter / Rewinder in order to dramatically increase their productivity when it comes to converting tape.