

ABRO's President Speaks at EX-IM Bank Annual Conference



Peter F. Baranay, President of ABRO Industries, Inc.



Peter F. Baranay, President of ABRO Industries, Inc., (far right) responds to a question from Moderator Mike Hofman, Editor of Inc.com and Deputy of Editor of Inc. Magazine (far left) at the EX-IM Bank Conference held in Washington D.C.

The Export-Import Bank of the United States held their 2011 Annual Conference in Washington D.C. at the historic Omni Shoreham Hotel March 31 and April 1, 2011. From 10:00 A.M. to 11:00 A.M. on Thursday, March 31, a panel discussion titled "From Small to Large: Growing Small Business Through Exports" was held for the sold out audience of 1300 people. The panel was introduced by the President and CEO of HSBC Bank USA, N.A., Irene Dörner. The moderator was Mike Hofman who is the Editor of Inc.com and the Deputy Editor of Inc. Magazine. **Peter Baranay was one of three panelists.** The other panelists were Howard Dahl, the President of Amity Technology and John Baumstark, the Chairman and CEO of Suniva.

The panel discussion was a perfect platform for Peter to discuss the importance of the Export-Import Bank to ABRO's success. ABRO has been attending the

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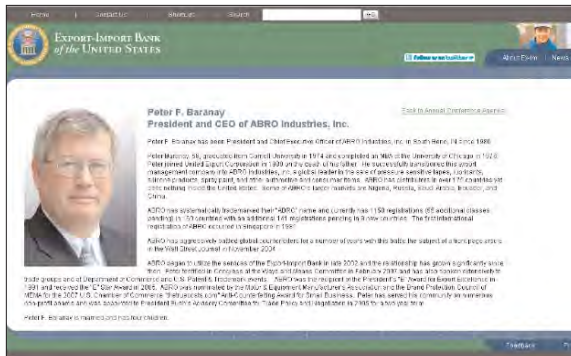
Fred P. Hochberg
Chairman and President
Export-Import Bank of the
United States

Peter,

Thank you for helping the Bank kick off the annual conference. You were engaging, energetic and helped our audience understand the opportunities in the international market for small businesses. And, you know, I love a company that's 100% exports.

Congratulations on your recent approval with the Bank, and we look forward to more deals with ABRO in the future.

Best,
Fred



Peter Baranay's bio on the EX-IM Bank website.

EX-IM Conferences since 2002. Our first transaction with EX-IM in 2002 was to secure the largest private single-buyer policy ever issued by the Bank for Nigeria. The following year ABRO rolled this policy into a new spread of risk Multi-Buyer Policy that the Bank had just introduced. In addition to the Multi-Buyer Policy, ABRO also utilizes the Export-Import Bank's Working Capital Program to collateralize our receivables.

This collateralization allows ABRO to secure credit with J.P. Morgan Chase so we can finance our distributor base.

Also attending the Conference were Josiah Samuel, the Managing Director of Coscharis Motors Limited, Godwin Umeaka, the CFO of Coscharis Motors Limited, and Jonathan Cook, the Director of Credit Operations for ABRO Industries, Inc. A private meeting was held with EX-IM officials to update them on the current market in Nigeria.



Godwin Umeaka, CFO of Coscharis Motors Limited, Jacqueline Meredith Grahm, Principal of Trade Acceptance Group, Ltd., Jonathan Cook, Director of Credit Operations of ABRO, with Josiah Samuel, Managing Director of Coscharis Motors Limited, during a dinner meeting Wednesday night before the conference.

Other speakers at the Conference included Lawrence Summers, the former economic adviser to President Obama and the CEOs of Siemens AG, Caterpillar, Inc., Honeywell International, Inc. and Boeing.



ABRO to Attend Canton Import and Export Fair in Guangzhou, China



April 15-19, 2011

During the Canton Trade Fair in China, you will be able to meet up with the ABRO team. Please contact your ABRO sales manager for details.



ABRO Booth:

Sands Expo Center, Las Vegas

Show Dates:

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

INDIA

AIPL-SUNRISE

Impressive Advertising and Promotional Campaign



Mr. A.K. Gupta, Owner of AIPL-SUNRISE with Sasan "Sonny" Sohrah, ABRO U.S.A. during the recent AAPEX trade show in Las Vegas. In the background (left) Tim Demarais, Vice President, ABRO, U.S.A. with customers.



India has been one of the fastest growing markets for ABRO Industries over the last few years and producing record sales in 2010. Our business has continued to grow based on innovative advertising and promotional campaigns for a number of products in automotive and adhesive industries. Mr. A.K. Gupta has a dedicated sales staff that now attend a number of automotive, hardware and adhesive shows throughout India.



Shown here are several impressive trade show booths, a new product catalog, point of purchase promotional tools and a product display tent.



RUSSIA Visit to ABRO World Headquarters

This March ABRO's World Headquarters was visited by Igor Zorin (JSC Himavtoprom – Moscow), Evgeny Yakovlev (ABRO-DV – Vladivostok), Victoria Kozeurova, and Max Metveev.

Many current issues were discussed including the status of sales in Russia, logistical options, and new products. ABRO is in the developmental stage of creating a premium line of additive products specifically for the Russian market.

The hard work that all of the ABRO representatives in Russia have done is really allowing ABRO to take another step forward. This year ABRO-Russia is on pace to have a record year again.



Peter F. Baranay, ABRO President, with Victoria Kozeurova and Max Metveev; Igor Zorin; Evgeny Yakovlev and Mike Molnar, ABRO, in the foyer of ABRO's World Headquarters in Indiana, U.S.A.

LIBERIA Jeety Trading President/CEO Receives One of India's Highest Awards



The President of India, Mrs. Pratibha Patil, conferring the Pravasi Bharatiya Samman Award 2011 to Mr. Upjit Singh Sachdeva at Vigyan Bhawan, New Delhi (India).



The Prime Minister of India, Dr. Manmohan Singh congratulating Mr. Upjit Singh Sachdeva for receiving the Pravasi Bharatiya Samman Award 2011.

We are proud to announce that our ABRO distributor in Liberia, Mr. Upjit Singh Sachdeva, President/CEO of Jeety Trading Corporation, has received one of India's highest and most noteworthy awards, the Pravasi Bharatiya Samman Award, from the President of India, H.E. Mrs. Pratibha Devisingh Patil, at the PBD Annual Award Program held at Vigyan Bhawan, New Delhi, India on Sunday, January 9, 2011.

Mr. Sachdeva is the Consular General of India in Liberia and has done a tremendous job in Liberia over the years.

Unrest Does Not Deter Tim Demarais From Middle East Trip

ABRO Vice President, Tim Demarais, has been routinely visiting the Middle East for over 37 years.

Saudi Arabia

His first stop was Saudi Arabia where ABRO has become one of the most dominant brands in the Kingdom. Our ABRO Masking Tape, Spray Paint, Epoxy, Super Glue and Insulation Duct Tape are the market leaders in Saudi Arabia.

Mr. Demarais spent a great deal of time with Falcon Plastic Products Co. who has been our Licensee for our ABRO Masking Tape since 1991. Jumbo rolls of Masking Tape are shipped to Falcon from the USA where they are then converted into cut rolls and sold throughout the Kingdom through Falcon's nationwide channels of distribution. Business continues to grow with Falcon who is in the process of setting up a similar operation in the UAE.



Mr. Saleh, Falcon, with Tim Demarais, ABRO U.S.A.

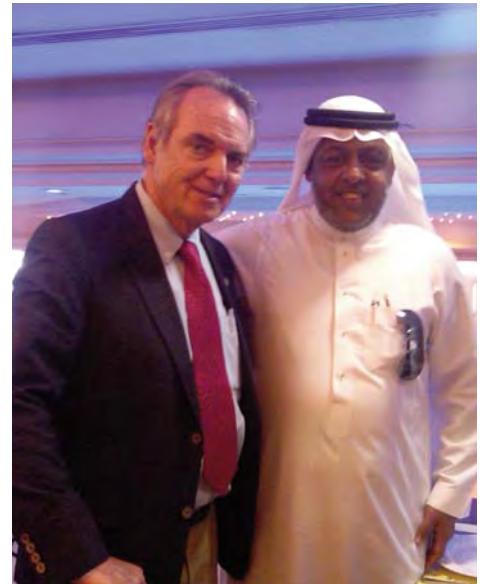
Also, Mr. Demarais had some very productive discussions with Mr. Omar Bin Mahfooz and his son, Ahmed, who is the exclusive distributor of our ABRO Epoxy and Super Glue in Saudi Arabia and their organization has done an excellent job in helping us fight counterfeit ABRO products in Saudi Arabia.

Another long time ABRO customer that Mr. Demarais met was Mr. Ali Alfares of Al-Fares Trading. Mr. Demarais did business with Mr. Ali's Father and three Uncles 30 years ago and Al-Fares has become a loyal ABRO customer throughout the years.

Mr. Demarais also had a good meeting with Mr. Senno and Mr. Thomas of Al Muhaidib Hardware who have sold our ABRO Spray Paint successfully in Saudi Arabia for the past 30 years. He also met with Mr. Abdul Ghani of United Norcom in Jeddah who is selling our full line of automotive chemicals in Saudi Arabia.

Mr. Demarais also met with Mr. Salim of ATRACO and Al Haleef in Riyadh who have done a great job in promoting our Spray Paint and making it #1 in the Kingdom.

Mr. Demarais spent time with Mr. Nizam of Atteyah M. Al-Zahrani & Sons Co. who has increased the



Tim Demarais with Mr. Omar Bin Mahfooz.

sales of our ABRO automotive chemicals in Riyadh. Mr. Demarais also met with Al Hoda Trading who is our authorized distributor of ABRO PVC Cement in Saudi Arabia.

In 2010, ABRO Industries experienced tremendous growth in the sales of our FSK/Aluminum Foil Duct Tape in the Kingdom of Saudi Arabia. Our sales on these two products increased 24% over the 2009 sales. Our reinforced FSK and Foil Tape has become the #1 choice by contractors throughout the Kingdom as no other tape has performed as effectively and efficiently over the past 25 years in the Kingdom as our ABRO FSK and Foil Tape. We would like to certainly thank our committed and dedicated refrigeration and air conditioning distributors in the Kingdom who have convinced contractors to specify our ABRO FSK

Unrest Does Not Deter Tim Demarais From Middle East Trip

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and Foil Tape for the many commercial projects that are currently being undertaken in Saudi Arabia. Mr. Demarais tried to meet with all of these companies who made this success possible in Saudi Arabia including Fawaz Refrigeration & Air Conditioning, Mariam Trading, Modinest, Al Talalia Trading Co. Ltd., Naji Mohammed Al-Gharably Trading Est. and other companies who continue to push our FSK/Foil Tape to contractors throughout Saudi Arabia.



Mr. Ahmed Alushibe from Libya met up with Tim Demarais in Dubai.

Dubai

Mr. Demarais spent some quality time in Dubai with Mr. Hakim Safdari who is the founder of H. Safdari International Trading Co. who has been selling ABRO products for over 33 years. Mr. Safdari has done an excellent job in marketing our ABRO Spray Paint in his region and ABRO is the #1 selling Spray Paint in the UAE today.

Mr. Demarais also spent time with Mr. Farajallah and his son, Basim, in Dubai who has been selling our ABRO PVC Cement under the Fastweld name in the UAE for the past 25 years.

Finally, Mr. Demarais also had the good fortune of meeting our authorized ABRO distributor in **Libya**, Mr. Ahmed Alushibe, who was forced to leave Libya because of the turbulent events in Libya to conduct his business operations from Dubai. Despite the instability in Libya, Mr. Ahmed continues to try to sell ABRO products in Libya and is doing all he can to ensure that his family and employees remain safe. Our hearts and prayers go out to the brave people of Libya who are trying to establish their own political destiny.

As you can see from this article, a common thread which has led to the success of our ABRO products in the region, is a long standing relationship with all our ABRO distributors in the Middle East. This is one of the primary reasons that ABRO has become a dominant brand in this part of the world. We certainly do appreciate the efforts that our ABRO distributors go through every day in promoting our ABRO products to their customer base.



Mr. Ali Alfares (Alfares Trading) with Tim Demarais.

Top Picture: Tim Demarais gave this photo to the Alfares Brothers, the founders of Alfares Trading, 30 years ago as a gift. It is still proudly displayed in the Alfares office. All of the brothers are retired and ABRO is doing business with their sons now.



□ *Mr. Hakim Safdari and Tim Demarais.*

Counterfeit Update

ABRO Attends 6th Global Congress on Combating Counterfeiting and Piracy



The sale of fake products is a global problem and no company knows that better than ABRO. So it was no surprise that representatives of ABRO were invited to attend the 6th Global Congress on Combating Counterfeiting and Piracy.

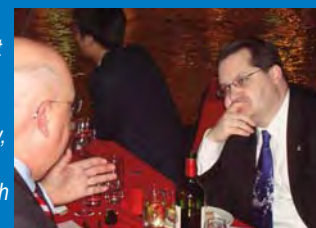
The Global Congress was held in Paris, France this year at the prestigious Cite des Sciences et de l'Industrie. Attendees came from across the globe to meet and discuss the latest developments in the fight against counterfeiters.

Both ABRO President Peter Baranay and Director of Intellectual Property, William Mansfield, attended the Global Congress. While there they were able to make valuable contacts with government authorities from around the world. They were also able to provide the benefit gained from their experience fighting counterfeiters in multiple countries to other brand owners.



ABRO's President, Peter Baranay, (second left) with Chinese government authorities.

ABRO's Director of Intellectual Property, William Mansfield, (right) discussed new ways of fighting counterfeiters with other conference attendees.

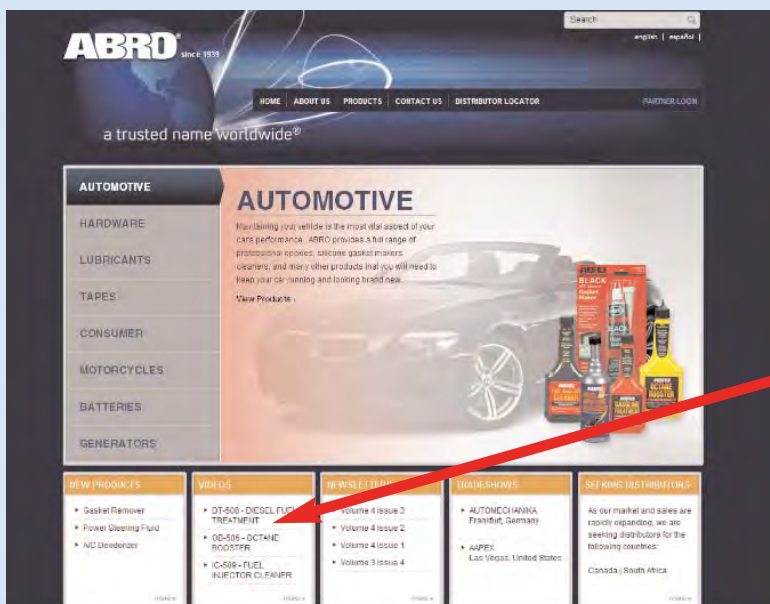


ABRO

Brand New Product Videos Uploaded to the ABRO Website

Check out our newly created ABRO videos on the ABRO website!

Let us know how you like the videos and which ABRO products you would like to see next.



Under the category VIDEOS you can now easily view our new ABRO Product Videos. We recently added 10 additional products and are in the process of uploading more product videos soon.

www.abro.com



NEW ABRO PRODUCTS ARE NOW AVAILABLE IN WAREHOUSE

New PRODUCT

New Arrivals!

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



**New
PRODUCT**

MULTI-PURPOSE WIPES

Gentle Cleaning/Degreasing Wipes
For Personal Use Such As Hand Cleaning
For Cleaning and Protecting Most Surfaces in Car, Boat, Home and Office

PART NO. CW-200

20 Wipes 24/CASE

**New
PRODUCT**



RADIATOR RUST INHIBITOR

Superior Corrosion and Rust Inhibitor
Protects Radiator Tube Surfaces Such as Tin, Nickel, Zinc and Other Coated Steel Cores

Works Well in Hot and Cold Weather

PART NO. RI-707

11 FL. OZ /325mL 12/CASE

Now with new and improved pre-cut nozzle tip for easy application.

**New
DESIGN**



URETHANE AUTO GLASS ADHESIVE

Quick Curing One-Part Polyurethane Adhesive
Designed for Close Cut-Out or Tape Installations

PART NO. UR-3000

10.1 OZ./300mL 12/CASE

**New
PRODUCT**



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

**New
PRODUCT**



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

**New
PRODUCT**



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

1GAL./3.785L 6/CASE

DOMINICAN REPUBLIC**PETROQUIMICOS****Sales Meeting to Honor Top Sales Force**

Leonor Sosa and Maria Ysabel Ureña make a Powerpoint Presentation to the sales force of Petroquimicos. Pedro Ureña, founder of Petroquimicos, looks on as Leonor describes the very positive impact the awards have made on total sales.



Mario Manta (left) congratulates the Top Salesman of Petroquimicos, Alfonso Peralta, together with Leonor Sosa (right).

Other salesmen receiving cash awards were Isaac Santos (2010 winner), Eufemio Adames and Juan Alberto Suarez.

COLOMBIA**KANGUROID****ABRO Budget for 2011**

Tony Chen, Mario Manta, Harry Barbosa and Gustavo Barbosa Sr. recently met in Cartagena to discuss the ABRO Budget for 2011. ABRO sales in Colombia have nearly tripled in the first quarter of 2011. Congratulations!

COSTA RICA**GRUPO RE RE****New ABRO Delivery Truck**

A brand new delivery truck was purchased by Grupo RE RE, ABRO's distributor in Costa Rica to accommodate the increasing business in the region. Since 2006, ABRO sales in Costa Rica have doubled! 2011 is expected to be a record year.



Gustavo Barbosa, Giancarlo Boscarolo, Mario Manta, Freddy Antunez, Sandra Figueroa, Xavier Villagomez, Celso Cepeda, Juan Manuel Arbelaez, Hugo Lopez, Javier Villagomez, Miguel Villagomez and Cesar Hernandez.

ECUADOR ABRODESIVOS DEL ECUADOR Mini ABRO Convention Hosted in Quito, Ecuador

For the third time in five years, a number of ABRO distributors traveled to Quito, Ecuador to attend a mini conference.

This is a great opportunity to learn from other members of the ABRO family” commented first time attendee Hugo Lopez.

From the ABRO Archives



During a recent trip to El Salvador, Mario Manta, ABRO U.S.A. and Salvador Quintanilla, salesman for ABRO El Salvador, happened to notice an ABRO Fire Extinguisher in a hardware store. Looking at it closer, they saw that the production date was from 1975.

“This is a disposable extinguisher we bought from a U.S. company in Linden, NJ. We sold tens of thousands of them (mostly in Australia) until the company went out of business in the middle 80’s”.

*Daniel C. Pease,
recently retired
Vice President
UEC Fire Protection*



Top:
ABRODESIVOS DEL ECUADOR currently manufactures cores, fills coolants and brake fluid and has a tape converting operation. The company is now looking at expanding their converting business to include stretch and PVC films.

Left:
Sandra Figueroa and Xavier Villagomez look at the recently purchased ABRO stretch converting machine. This machine will enable to convert large jumbo rolls into smaller hand rolls.



Joshua Ozioma,
Ozone Djorl SARL

CAMEROON

Djorl Sarl

Billboards and Tradeshows Lead to a Record Year

ABRO Industries experienced another record year in Cameroon in 2010 because of the strong commitment that Mr. Joshua Ozioma of Ozone Djorl SARL has made in promoting ABRO products in Cameroon. Mr. Ozioma's sales were up over 20% in 2010 as he greatly increased his marketing and promotional efforts.

Attached are pictures of four of the billboards that were recently erected in Cameroon and today there are eight colorful billboards in five major cities in Cameroon.

Furthermore, Joshua Ozioma participated in various trade shows and also advertised in the Cameroon Tribune which is a national newspaper distributed nationwide. We certainly salute Joshua for his strong efforts to significantly increase ABRO sales in 2010 and we are hoping for even more success in 2011.



ABRO billboards can be seen throughout five major cities in Cameroon.

Ozone Djorl SARL recently participated in various trade shows.

Meet ABRO's Staff

Please meet

Tersandro "Stan" Santos

Stan Santos is an International Sales Manager at ABRO Industries, Inc.



Tersandro "Stan" Santos

Originally from Forteleza, Brazil, Stan came to America during high school as a foreign exchange student. He stayed in the United States to study at Bethel College located in South Bend. After earning a bachelor's degree in Mathematics, Stan obtained an M.B.A. from Indiana University South Bend. He then joined the ABRO staff in 1998.

Stan's territory covers the Caribbean, Brazil, Chile, Paraguay, China, the Philippines, as well as many other countries.

When not spending family time with his wife, Jenna, and their beautiful new daughter, Liliana, Stan likes to play soccer and practice ju-jitsu.

!!! 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!

GUATEMALA

CENTRACASA

New ABRO Sign for Corporate Office



Centracasa is promoting the ABRO name with a new sign. Due to its diagonal shape, this sign will be noticable from all angles. Very clever idea!



Sandra Figueroa, Hugo Lopez, Eduardo Carranza and Mario Manta, ABRO U.S.A., discuss how to best promote the ABRO name in the Guatemala area.

The new team of Sandra, Hugo and Eduardo have done wonders to promote and sell new ABRO products in the Guatemalan market.

Centracasa's sales in Guatemala continue to increase at a record pace.