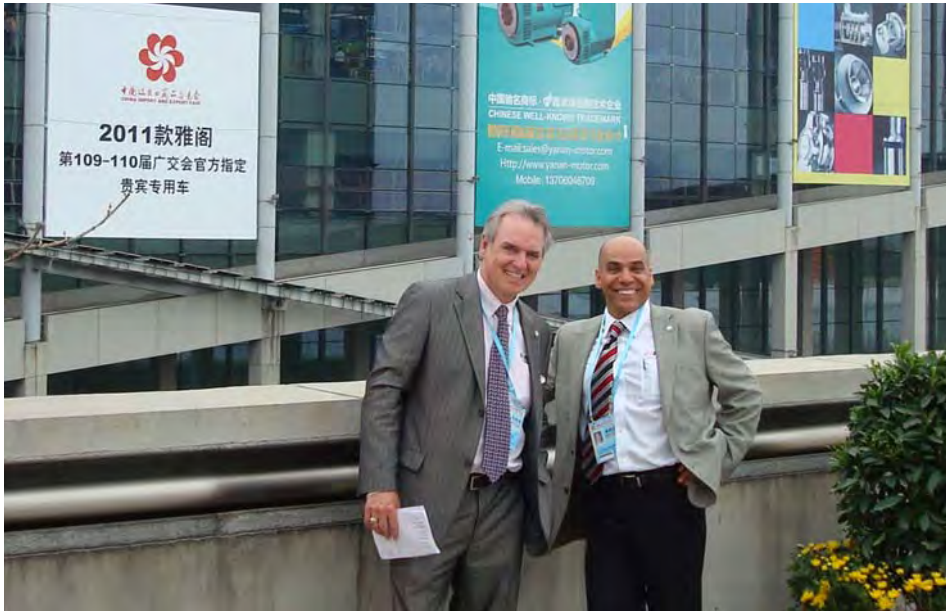


Entire ABRO Sales Team at the Canton Trade Fair in China!



Tim Demarais (ABRO U.S.A.), and Sasan "Sonny" Sohrab (ABRO U.S.A.), at the recent Canton Trade Fair in Guangzhou, China.

The ABRO sales contingent, consisting of President, Peter Baranay, Vice President, Tim Demarais and Sales Managers, Mario Manta, Sonny Sohrab, Stan Santos and Mike Molnar all attended the 2011 Canton Trade Fair in Guangzhou, China in April of this year.

The Canton Trade Fair is the most important and successful platform between China and the rest of the world as the Fair covers over 1,160,000 square meters and accommodates almost 59,000 exhibition

stands. Over 20,000 Chinese and foreign companies participated in the Fair this year. This exhibition is China's largest trade fair of its kind and is a comprehensive and multi-functional





Michael Molnar (ABRO USA) with Eugeny Yakovlev, ABRO-DV, Russia.


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Entire ABRO Sales Team at the Canton Trade Fair in China!

event of international importance. Many ABRO customers around the world attended the trade show and had very productive meetings with various ABRO sales personnel.

The ABRO management team also worked closely with private investigators during this show to closely monitor the exhibition to look for any companies selling counterfeit products. Several companies were identified selling counterfeit ABRO products and were severely dealt with by local authorities.



Mario Manta (ABRO USA), with ABRO distributors Celso Cepeda and Xavier Villagomez, Jr. of ABRODESIVOS del Ecuador.



Dr. Maduka and wife Charity, Coscharis Nigeria with Tim Demarais, Sasan "Sonny" Sohrab and Mr. Ajit Gupta.

We enjoyed meeting a number of our ABRO distributors from around the world including Dr. Cosmas Maduka and Mr. Raphael Agbasionwe from Coscharis Motors, Mr. Ajit Gupta from India, Mr. Celso Cepeda and Xavier Villagomez, Jr. from Ecuador, Mr. Safdari from Dubai, Mr. Salim from Saudi Arabia, Mr. Victor Sy and Mr. John Sy from the Philippines, Mr. Mohammed Ibrahim from Ethiopia



Raphael Agbasionwe, Sasan "Sonny" Sohrab, Tim Demarais, Celso Cepedo, Mario Manta, Xavier Villagomez, Jr., Stan Santos, Dr. Cosmas Maduka, Charity Maduka, Ajit Gupta, Eugeny Yakovlev, and Michael Molnar at a dinner meeting during the Canton Trade Fair.



Peter Baranay (ABRO USA), Tim Demarais (ABRO USA), Ajit Gupta (AIPL Sunrise Industries, India), Raphael Agbasionwe (Coscharis, Nigeria), Sasan "Sonny" Sohrab (ABRO USA), and with Dr. Cosmas Maduka (Coscharis, Nigeria).

and Mr. Eugeny Yakovlev from Russia. We also held separate meetings with our ABRO distributor in China, Dongguan Wan Long Auto Care Products Co., Joanna Long, who was also exhibiting at the Fair. Tim Demarais also stopped in Shantou China before the Fair and met with our largest

tape converter in China, Shantou Smith Trading Co., Ltd. and held productive meetings with Mr. Tony Chan and Sandy Chan in Shantou, China. All our ABRO distributors in attendance were most helpful in helping us source several new products from reputable Chinese manufacturers that will be marketed

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Entire ABRO Sales Team at the Canton Trade Fair in China!

under the ABRO name and manufactured according to strict USA specifications. These new products will be available later in 2011 and more information about these new products will be featured in our next newsletter.

The visit to Guangzhou was most productive for all of those who attended and our relationships with our suppliers and customers were certainly strengthened during our productive meetings and our social engagements at the Fair. It is always an important event when members of the ABRO family can get together (no matter what country they are in) to meet and greet each other and share dynamic and energizing ideas on how to expand the sales of ABRO products in their respective markets. ■

INDIA

Mr. Gupta (AIPL) Receives Award for Outstanding Sales & Marketing

Mr. Ajit Gupta receives an award from Mr. Baranay for outstanding sales and marketing achievements in 2010. Mr. Gupta has invested heavily in a totally new company that is in charge of sales and marketing of ABRO products throughout India. His team will travel to different regions in India and attend regional and national trade shows on a regular basis which has resulted in unbelievable growth during the last five years. He has set some aggressive goals for the next few years and based on previous success, we have no doubt that he will achieve and exceed all his goals. Mr. Gupta is now the second largest customer of ABRO products worldwide. Congratulations to him and his excellent team for this success that they have created in India!



Left Picture: Ajit Gupta (AIPL Sunrise Industries) and Peter Baranay (ABRO USA) with ABRO's Award for Outstanding Sales & Marketing. Right Picture: Sasan "Sonny" Sohrab (ABRO USA) with Mr. Gupta.



ABRO Recognized as the Best!



On May 17, 2011, ABRO's Director of Intellectual Property, William Mansfield (right) and ABRO's President, Peter F. Baranay, (left) were presented with the prestigious World Trademark Review Industry Award for the best anti-counterfeiting program in the Vehicles & Transportation field.

Recently ABRO's Director of Intellectual Property, William Mansfield, was presented with the prestigious World Trademark Review Industry Award for the best anti-counterfeiting program in the vehicles & transportation field. On May 17, 2011, World Trademark Review Magazine, the premier professional journal focusing on international trademark issues, hosted an awards ceremony to give out its annual Industry Awards. The awards are presented each year to in-house anti-counterfeiting teams protecting the trademarks of businesses around the world. Awards are given in over a dozen categories.

The nominees and winners are almost exclusively major trans-national corporations. For example, both the internet giant Google and soft drink behemoth Coca-Cola each won two awards this year. Other nominees and past winners include companies such as Apple, Microsoft, Estee Lauder and Johnson & Johnson. Past winners in the Automotive category include Harley-Davidson and BMW.

So it was a surprise and an honor when ABRO made the shortlist for the award this year. "I certainly didn't expect it" said Mansfield. "We're a very small company compared to the rest of the industry and our Legal Department – which consists of just me – doesn't have the millions of dollars and dozens of lawyers the rest of the nominees have, so I wouldn't have thought we'd even show up on the publisher's radar screen."

It is precisely the disparity in resources that makes the receipt of the award such a point of pride for ABRO's President, Peter F. Baranay.

"I've always said that with the right enforcement philosophy and the right people, we could do just as good a job protecting our trademarks as the

big guys do" said Peter. "But we didn't...we did an even BETTER job than they did"!

The award comes on the heels of a series of great successes for ABRO.

"In Egypt the authorities arrested 88 counterfeiters and convicted almost all of them to sentences of between six months and one year. In China we've seen convictions of multiple counterfeiters to sentences of well over a year. In Saudi Arabia we've seized and destroyed literally millions of dollars of fake goods. In Ukraine we are putting pressure on sellers of fake ABRO goods in every corner of the country. The list goes on and on" said Mansfield.

When asked how they have been so successful, William Mansfield points to Mr. Baranay's vision and commitment. "ABRO isn't a conglomerate, it's a family. So Peter takes the theft of the ABRO name very personally. He is more than willing to invest the resources it takes to do the job of protecting it right. I have a long history in this industry and I could be working at a lot of different places right now, but I don't think there is anyone out there I could work for who is more committed to doing the job correctly. Why would you work for anyone else?"

When asked the same question, Peter noted "Bill [Mansfield] likes to get his hands dirty. He's not one of these lawyers who only wants to sit behind his desk all day. He's constantly on the road, meeting with our distributors and our investigators to find out what actually works in a different country. He has great success in enlisting the assistance of foreign officials because when he meets with them, they see that he really does respect them and genuinely wants to learn from them."

In fact, William Mansfield was back on the road the day after the awards ceremony to attend a major anti-counterfeiting conference in Kenya and then to meetings in Cairo and Dubai.

"Peter recognized the value of the ABRO brand early on and laid the foundation for protecting it by registering the ABRO mark throughout the world" said Jerry Gallagher, a partner with the law firm of Barnes & Thornburg who has worked with ABRO on intellectual property issues for more than a decade. "ABRO's commitment to fighting counterfeiters is unparalleled. Not many companies the size of ABRO would hire someone to fight counterfeiters full-time as ABRO has done with Bill Mansfield. These awards almost always go to much larger companies but anyone who looks at ABRO's record of successes can see that it was well earned."

Other companies nominated for the award in the same category this year were BMW, Daimler, TI Automotive and Yamaha Motor Company.

Counterfeit Update



ABRO's undercover investigators identified the company producing fake goods.



The infringers not only lost over half a million fully completed products, they also lost significant amounts of materials that would have been used to make more fakes.



Locals look on as the fake goods are taken away for destruction.

Single Raid Nets Seizure of Over Half a Million Pieces of Fake "ABRO" Super Glue

On June 10th illegal counterfeiters of ABRO merchandise received another setback as Chinese officials yet again raided a producer of fake products.

Yuyao administrative and police officials conducted a surprise raid on a warehouse in that region and seized a significant amount of counterfeit "ABRO" Super Glue. Not only were nearly half a million fully completed fake "ABRO" Super Glue products seized, but also nearly 200,000 additional fake "ABRO" Super Glue hang cards and 17,250 fake "ABRO" Super Glue packing boxes were also seized.

Upon hearing of the successful raid, Peter Baranay praised the Chinese officials involved.

"The men and women of the government agencies involved with this action deserve the thanks of the entire ABRO family. Because of their hard work and integrity, the ABRO brand name is stronger and consumers around the world can have even more confidence in our products".

Some at ABRO see a successful raid like this as more than just a lone victory, but rather part of the mounting evidence that ABRO is on the right path.

"It is not uncommon to hear North American and Western European brands complain about the failure of anti-counterfeiting programs in China, but they really have no one to blame but themselves" said William Mansfield. "ABRO has taken a very direct and very respectful approach when it comes to working with Chinese government officials and we have had nothing but success. It is time for the rest of the brand owning world to set aside their outdated prejudices against China and look at the reality as it stands now".

Shipment of Counterfeits Stopped

As June 2011 came to a close, ABRO scored another victory in its war on counterfeiters.

A major shipment of fake ABRO products was identified and seized by Estonian Customs officials as it attempted to enter their country. The seized shipment included 4,800 pieces of fake "ABRO" Stop Leak, almost 30,000 pieces of fake "ABRO" Steel and over 52,000 cans of fake "ABRO" Carb and Choke.

"This is a great victory for the integrity of the ABRO name" said ABRO President, Peter Baranay. "The counterfeiters had a lot invested in getting this shipment of fakes to the market and they just lost every penny they invested. This will hurt them big time!"

According to Estonian officials, it appears that the products were destined for Russia.

"I'm not surprised that they were meant for Russia" said ABRO's Director of Intellectual Property, William Mansfield, "Russia is a major market for ABRO so it would make sense that it is a major market for the counterfeiters".

ABRO's Russian distributor expressed pleasure that ABRO's anti-counterfeiting measures stopped the shipment of lower-quality and lower-priced fakes before they hit the marketplace.



Just some of the thousands of counterfeit ABRO products seized by Customs officials in Estonia.

HONDURAS

Agencia La Mundial

Yes, ABRO is Now Available at Walmart!



Agencia La Mundial has achieved what no other ABRO distributor has done before. They entered the giant Walmart. ABRO coolants are being sold throughout Honduras and El Salvador now. Shown is a Walmart store in Tegucigalpa, the capital of Honduras.

!!! LET'S SHARE IDEAS !!!

ABRO Uruguay recently sponsored a craft and graffiti event in Montevideo, Uruguay. Old vinyl records were used for a canvas. Clever idea!



RUSSIA - ROSTOV

Albionex

New Office Building Under Construction in Rostov



Michael Molnar (ABRO U.S.A.), with Valeriy Avdeev, Oleg Kunakov, Alexey Avdeev, Anna Goncharova and Dmitry Goncharov.

In April this year, ABRO salesman, Michael Molnar, spent a few days in Rostov, Russia. He met the owner of Albionex, Valeriy Avdeev to discuss the current status of ABRO business in his region. He also met with Valeriy's children Alexey and Anna who are now in charge of many of the day to day aspects of the business. Tours of their warehouses and current offices were taken. Albionex has also begun construction on a new office building. Albionex is on pace to have another great year.

RUSSIA - VLADIVOSTOK

ABRO-DV

Eugeniy Yakovlev, the owner of ABRO-DV, came to China to meet the ABRO sales team at the recent Canton Fair. New ideas were discussed with the ABRO sales team and the ABRO distributors present at the Fair.

Right after the show, Eugeny Yakovlev and Michael Molnar flew to Vladivostok. They visited the warehouse and the ABRO office. Meetings on how to increase the sales of ABRO goods were held. ABRO-DV has a very high outlook for the future. We are excited about the growing sales of ABRO-DV in Vladivostok and all the Russian Far East.



Oxana Yamkovaya, Michael Molnar, Eugeny Yakovlev, Olesya Kolotusha

ETHIOPIA

A.I.A. Pvt. Ltd.

New Trade Show Booth for ABRO in Ethiopia



Mr. Mohammad A. Ibrahim, A.I.A. Pvt. Ltd. with two of his staff members during the National Automotive and Hardware Trade Show in Ethiopia.

Mr. Mohammad A. Ibrahim, the owner of A.I.A. Pvt. Ltd. has been extremely creative in finding ways to make ABRO a household name throughout Ethiopia. In addition to having an excellent sales team, Mr. Mohammad has been employing great advertising tools such as weekly ads in the newspaper to continue to promote the ABRO name. His company is now selling almost the entire range of ABRO products in Ethiopia and their business has continued to soar over the last few years.

A.I.A. is now for the first time attending the National Automotive and Hardware Trade Shows that will take place in Ethiopia on a yearly basis.

ABRO Industries, Inc. is proud to be a partner of Mr. Mohammad A. Ibrahim and A.I.A. Pvt. Ltd. in Ethiopia. Together we have created a team that can compete with any brand that wants to penetrate the Ethiopian market.

MADE IN U.S.A.



New Premium Products Made in U.S.A.

New Premium Quality ABRO products are to arrive in our ABRO warehouse by July 30, 2011.

Available for mixed container orders.



**New
PRODUCT**

PREMIUM LIQUID WAX

Long Lasting High Gloss Shine
Restores and Protects Painted Surfaces
Easy to Apply and Wipe Off

PART NO. LW-900

16 FL. OZ./473mL 12/CASE



**New
PRODUCT**

PREMIUM LEATHER CONDITIONER

Safely Protects and Cleans
Instant Shine; No Rubbing
Prevents Fading, Cracking, and Aging of All
Leather and Leather-Like Surfaces

PART NO. LC-750

8 FL. OZ./240mL 12/CASE



**New
PRODUCT**

PREMIUM SCRATCH REMOVER

Safely Removes Surface Scratches
and Swirl Marks
Re-Shines Dull Paint
Wipes Off Easily

PART NO. SR-800

8 FL. OZ./240mL 12/CASE



**New
PRODUCT**

NON-CHLORINATED BRAKE & PARTS CLEANER

Removes Brake Fluid, Grease and
Oil Instantly
Safe, Non-Chlorinated Formula

PART NO. BC-750

14 FL. OZ./397g 12/CASE



**New
PRODUCT**

SUPER HEAVY DUTY INDUSTRIAL STRENGTH ENGINE DEGREASER

Strongest Formula Available
Cleans and Degreases Gasoline and Diesel
Engines, Outboard Motors and All Other
Heavily Soiled Engines and Machinery

PART NO. DG-400

16 OZ./454g 12/CASE

NEW ABRO PRODUCTS AVAILABLE IN WAREHOUSE JULY 30, 2011

MADE IN U.S.A.



New Premium Products Made in U.S.A.

New Premium Quality ABRO products are to arrive in our ABRO warehouse by July 30, 2011.

Available for mixed container orders.



**Now
Available
in 3 Sizes**



**New
PRODUCT**



**New
PRODUCT**

PREMIUM GOLD CAR WASH

Concentrated Wash with Carnauba Wax
Cleans, Shines and Protects

Safe for All Finishes Including Clear Coats
Contains No Harsh Detergents, No
Abrasives

PART NO. CW-990

64 FL. OZ./1.82 L 6/CASE

PART NO. CW-990-32

32 FL. OZ./946mL 12/CASE

PART NO. CW-990-16

16 FL. OZ./472mL 12/CASE

SINCE 1939
ABRO®
A TRUSTED NAME WORLDWIDE®

SILICONE CLEANER & CAR WAX
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. SW-300
16 FL. OZ./472mL 12/CASE

SUPER GOLD PASTE WAX
• Multi-Directional, No-Solvent
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. PW-400
8.11 OZ./230g 12/CASE

ABRO® PREMIUM LIQUID
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. LW-900
16 FL. OZ./472mL 12/CASE

ABRO® PREMIUM GOLD CAR
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. CW-990
64 FL. OZ./1.82 L 6/CASE
PART NO. CW-990-32
32 FL. OZ./946mL 12/CASE
PART NO. CW-990-16
16 FL. OZ./472mL 12/CASE

Premium Products

Wax & Polish

LIQUID METAL POLISH
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. MP-434
8 FL. OZ./236mL 12/CASE

ABRO® PREMIUM LEATHER CONDITIONER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. LC-700
8 FL. OZ./236mL 12/CASE

HEADLIGHT RESTORATIVE
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. HR-237
8 FL. OZ./236mL 12/CASE

WATERLESS WAX
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. WW-600
17 OZ./482g 12/CASE

ABROCOLOR® COLORED AUTOMOTIVE POLISH
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. AP-301
16 FL. OZ./472mL 12/CASE

CLEAN ALL FOAM CLEANER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. FC-577
12 OZ./340g 12/CASE

LEATHER CLEANER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. PA-510
16 FL. OZ./472mL 12/CASE

PROTECT-ALL®
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. PA-510
16 FL. OZ./472mL 12/CASE

FOAMING TIRE CLEANER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. TC-600
12 OZ./340g 12/CASE

WHEEL CLEANER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. WC-160
12 FL. OZ./355mL 12/CASE

1-STEP WAX-N-DRY
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. WD-473
16 FL. OZ./472mL 12/CASE

INTERIOR PRODUCTS

EXTERIOR PRODUCTS

AUTO GLASS CLEANER
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. GC-400
12 OZ./340g 12/CASE

BLACK XTREME WET TIRE SHINE
• Cleans, Shines, Protects
• Safe for All Finishes, Plastic and Glass
• Non-Abrasive
PART NO. BX-990
12 OZ./340g 12/CASE

MADE IN U.S.A.
ABRO INDUSTRIES, INC.
P.O. BOX 1174 • SOUTH BEND, IN 46708 • U.S.A.
TEL: (317) 574-2527 • FAX: (317) 574-2527 • WWW.ABRO.COM

APPEARANCE PRODUCT SELL SHEET
DOWNLOAD HERE

!!! LET'S SHARE IDEAS !!!

ABRO-DV

ABRO Commercial

ABRO-DV has put a lot of resources into promoting the ABRO name in the Russian Far East. This is a region of Russia that was not fully invested in before ABRO-DV joined ABRO-RUS. They have put banners in all of the bigger stores and are now running a commercial on local television! ABRO-DV is doing an excellent job of promoting ABRO in their region.



WATCH THE VIDEO!

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 !

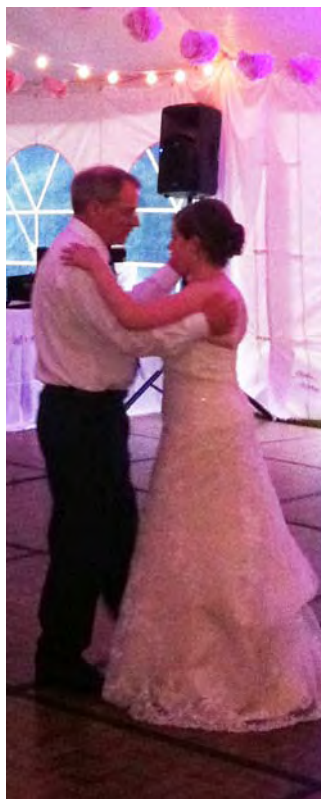
Congratulations!

Three Weddings at the ABRO Family in South Bend

On June 18, 2011, Jonathan Cook, ABRO's Director of Credit Operations, and wife, Toni, were the proud parents when their daughter, Erin Cook, married David Elliott, from Indiana.

Michael Molnar, ABRO salesman, is marrying his college sweetheart, Stephanie Wright, on July 16, 2011 at the St. Pius X Church in Granger, Indiana.

Peter Baranay, ABRO's President, and wife, Nancy, are delighted to announce the wedding of their oldest daughter, Allison Marie, to Michael Patrick Duffy, on July 30, 2011 at the Basilica of the Sacred Heart on the beautiful Notre Dame Campus.



Jon Cook with daughter Erin Elliott.



Michael Molnar with fiancée Stephanie Wright.



Allison Baranay with fiancée Michael Duffy.

Meet ABRO's Staff



Birgit B. Sommer
Director of Creative Services,
ABRO

Please meet **Birgit B. Sommer**

Birgit is ABRO's Creative Director and handles the design of all ABRO related projects such as product labels, catalogs, posters and promotional items.

She is also coordinating the design and set up for ABRO's booths for the AAPEX (Las Vegas, USA) and Automechanika (Frankfurt, Germany) trade shows. Birgit is a native of Stuttgart, Germany and relocated in 1999 to South Bend with her husband, Tim, and their daughter, Emely.

Birgit has been with ABRO since July of 2003. When Birgit is not at ABRO, she is taking care of her three bulldogs who keep her on the move.

Birgit enjoys traveling, riding her bicycle and loves to visit Chicago frequently.