

ABRO Meets with Chinese Anti-Counterfeit Officials in Spain

ABRO strengthens the connections with Chinese Officials at the International Law Enforcement Conference in Madrid, Spain



Friends gather at the 2011 International Law Enforcement IP Crime Conference. (From left to right) Mr. Kevin Sun - President of Sunfaith China Limited; Mr. Li Qunying – Director, Intellectual Property Division, Department of Policy and Legal Affairs, General Administration of Customs; Mr. William Mansfield – Director of Intellectual Property, ABRO; Mr. Gao Feng – Deputy Director, Economic Crime Investigation Department, Ministry of Public Security; Mr. Peter Baranay – President, ABRO; Mr. Liu Ji Qing, Senior Attorney with Deheng Law Firm

Peter Baranay, President of ABRO, and William Mansfield, ABRO's Director of Intellectual Property, attended the recent 2011 International Law Enforcement Intellectual Property Crime Conference held in Madrid, Spain September 20th to 22nd.

The conference was co-hosted by multi-national police agencies INTERPOL and EUROPOL as well as the Cuerpo Nacional de Policia of Spain. The theme of the conference was "Transforming Regional Success into Global Action". Police and enforcement agencies

from around the world sent representatives to the conference.

"It was a pleasure to host the Chinese delegation and share a slice of classical Spanish architecture, cuisine and entertainment with them."

**—Peter Baranay
President, ABRO**

ABRO took the opportunity of the conference to strengthen its re-

	ABRO Attends Europol Conference in Spain	1-2
	AAPEX Tradeshow Las Vegas.....	3
	The 2011 MIMS Show in Moscow, Russia	4
	ABRO's Grease Factory Up and Running Again.....	4
	Visit to Strongline Autoparts in Dublin, Ireland	5
	Technical P and DL Products, England.....	5
	Toolex Design s.r.o. Czech Republic	5
	SIA' 2011 Motor Show Ukraine	6
	Meet ABRO's Warehouse Staff	6
	ABRO's India-Russia Connection	7
	Bosnia and Herzegovina Visit to Avanti	7
Counterfeit Update.....		8
	Pinturas Megalux Argentina.....	9
	Armando Godoy Puerto Rico	9
	New Branch Opens in Hermosillo, Mexico	9
ABRO Warehouse New Arrivals		10
Let's Share Ideas:		
	Russia Automotive Calendar.....	11
	Dominican Republic Radio Spot	11
Meet ABRO's Staff Rex Miller.....		11

ABRO meets with Chinese Anti-Counterfeit Officials in Spain

Continued from page 1

Photo 1:
Mr. Li Qunying,
Mr. Liu Ji Qing,
Mr. Peter Baranay
and Mr. Gao Feng

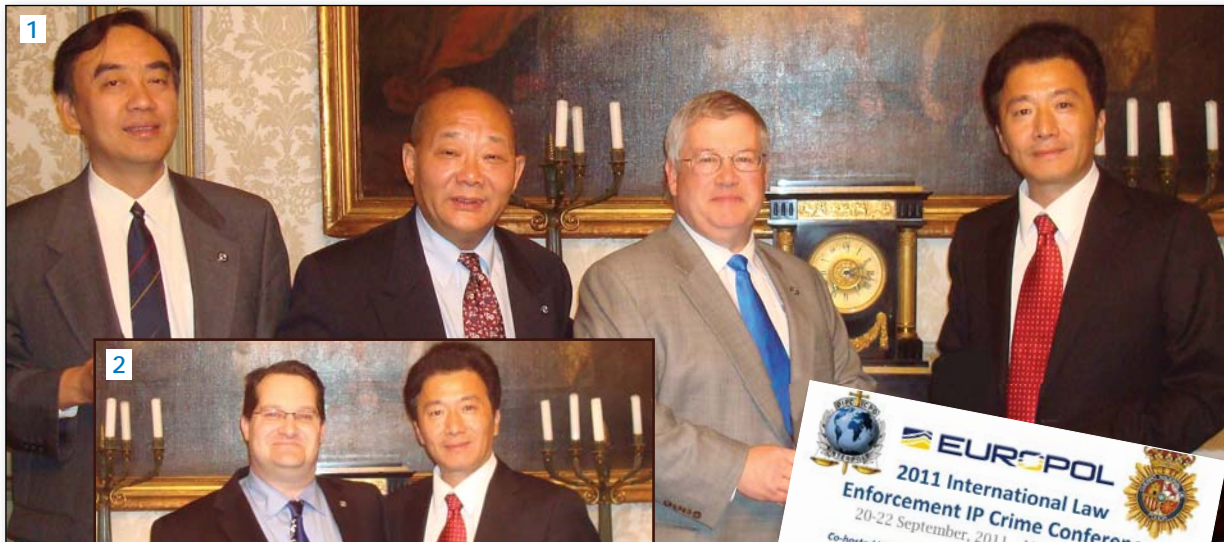


Photo 2:
Mr. William
Mansfield and
Mr. Gao Feng



ABRO representatives, attorneys and investigators in China and key Chinese government officials gather together to share a pleasant evening while attending an international anti-counterfeiting conference in Madrid, Spain recently.



EUROPOL CONFERENCE INFO:

<https://www.europol.europa.eu/content/event/international-law-enforcement-intellectual-property-crime-conference-981>



lationship with key Chinese government officials by hosting an exciting dinner event.

The event was held at the Palacio De Fernan Nunez, a 19th century palace and former home of Duke Fernan Nunez. Much of this royal residence is closed to the public, but was open to the friends of ABRO the night of the event for a catered multi-course meal of traditional Spanish delicacies.

The guests were entertained during the evening by professional Flamenco dancers. The dancers displayed three different interpretations of this traditional Spanish dance style over the course of the evening.

"I think everyone had a great time" said Peter Baranay after the event. "It was a pleasure to host the Chinese delegation and share a slice of classical Spanish architecture, cuisine and entertainment with them."



NOVEMBER 1-3, 2011

Sands Expo Center, Las Vegas, Nevada USA

The AAPEX Show is quickly approaching. We have many activities planned to help make this a successful and pleasurable event for all. Please read the ABRO info sheet filled with many tips for the show.

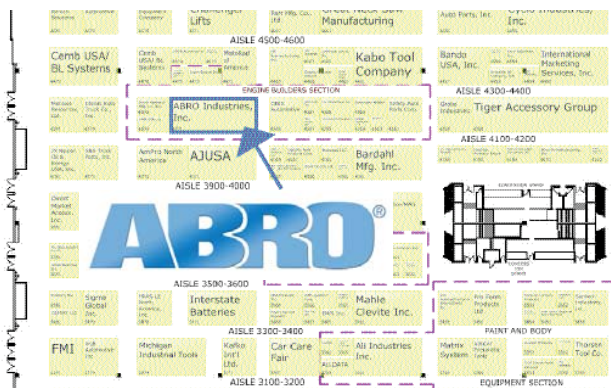
Please let us know that you are coming and we look forward to see you at the ABRO Booth #4271!



BOOTH LOCATION

Upper Level, Number 4271

More information: www.aapexshow.com



CLICK HERE FOR GREAT SAVINGS ON
HOTELS, RESTAURANTS & EVENTS:
<http://www.aapexshow.com/aapex2011/public/Content.aspx?ID=2502&sortMenu=102005>



Checklist for AAPEX Visitors



Register for your AAPEX

show ticket online here:



or purchase your ticket on-site at the AAPEX International Registration, located outside the Center for International Commerce in the Lower Lobby of the Sands Expo & Convention Center.



Please contact the ABRO team abro@abro.com if you need any assistance with documents such as visa applications or letters of invitation.



Before making hotel reservations, please check with your ABRO sales staff for special rates at the "ABRO Hotel" caesarspalace.com



Please let your ABRO sales staff know if you plan to attend any of the ABRO evening events. This helps us to plan ahead.

The 2011 MIMS Show in Moscow

This August Mike Molnar traveled again to Moscow for the annual MIMS (Moscow International Motor Show). Owner of JSC Himavtoprom, Igor Zorin, once again organized a spectacular booth with the help of Denis Zakharov. This show was very important for the launching of ABRO's new premium line of products for Russia called "ABRO PLATINUM". ABRO is now committed into reaching out to the premium performance market in Russia. The quality of the packaging and the product itself will be held to the highest standards in the industry. Representatives from ABRO-DV (Vladivostok), NPTK Krepost (St. Petersburg), and Albionex (Rostov) were also in attendance. ABRO business in Russia is on pace to break last year's record sales numbers!



Julie Khmelevskaya, Vadim Polyakov, Denis Zakharov, Igor Zorin, Eugene Yakovlev, Oleg Kunakov, Mike Molnar, Andrey Ganzha, Alexander Stillman



This year the ABRO products were organized by category in new, illuminated display cases.

ABRO's Grease Factory Back in Business

Factory Bouncing Back From Devastating Fire

ABRO's grease factory, located on the east coast of the U.S.A., has bounced back at a new production location after its factory was destroyed this summer in a multimillion-dollar blaze.

The factory's 35 employees never missed a paycheck and they are temporarily operating out of a leased factory.

Plans to rebuild and maybe even expand in the near future are in the works.



Demolition work at the site of ABRO's grease factory which was destroyed by a fire.

Dublin, Ireland

Vice President, Tim Demarais, became the first ABRO executive to visit the Emerald Isle. In September, Mr. Demarais met with Strongline Auto Parts in Dublin, Ireland who has been our authorized ABRO distributor in Ireland the past five years.

Mr. Demarais was very impressed with the personnel and organized facilities of Strongline Auto Parts as their central headquarters and warehouse in Dublin does an excellent job in servicing the entire country.



Paul Warren, Tim Demarais and David MacNeaney

Strongline is firmly committed to ABROnizing the Irish market and over the years, we have seen steady growth with our ABRO business in Ireland despite the downturn in the worldwide economy. Mr. Demarais met with Managing Director, David MacNeaney and Sales Director, Paul Warren, who are most interested in increasing the sales of ABRO products in 2012. New ABRO products were discussed with Mr. MacNeaney and Mr. Warren.



The Strongline Autoparts building, located in Dublin, Ireland

Strongline Auto Parts is doing an excellent job in handling the entire range of ABRO products and we are quite confident our ABRO product line is in "strong hands" with Strongline!

England

Technical P and DL Products

Technical P is run by Tony Huck in England. Tony is managing ABRO's distributors in England, Ireland, Spain, and Portugal. In September, Mike Molnar met with Tony in England to have a meeting with ABRO's English distributor, DL Products. Attending this meeting from DL Products was General Manager, Paul Kingston and President, Laurence Hart.

The main topic that was discussed was how to increase sales in 2012. Ideas that were covered included: logistics, new products, and marketing. We are confident that 2012 will be ABRO's most successful year ever in England!



Laurence Hart, Mike Molnar with Paul Kingston and Tony Huck during their recent meeting in London, England.

Czech Republic - Toolex Design s.r.o.

In October, Mike Molnar traveled to Prague in the Czech Republic to visit with Toolex Design who is ABRO Industries' newest distributor. They are in the process of establishing their ABRO business in the Czech Republic, Slovakia, Poland, and Hungary. They have been aggressively studying the market and making contacts. One of the most important aspects of business in the European Union is documentation and certification. Toolex Design has invested their time and money into this part of the business. Veronika Mitrofanova has been an integral part of managing this very big project of collecting all of this information.

They have these official documents for over 100 ABRO products:

- European MSDS • Translations/Symbols (stickers for each product)
- Technical Inspections • Aerosol Inspections • Official Registration of REACH
- Official Registration of European Chemical Association (ECHA)
- Official Registration of Czech Chemical Association (CHLAP)
- EKO-KOM. (packaging registration with the European Commission in Brussels)



Veronika Mitrofanova, Mike Molnar and Yury Senkevich during a meeting in Prague.

ABRO has not concentrated on these particular markets in the past. With Toolex Design's owner, Yury Senkevich, we believe that the potential business is a huge opportunity.

SIA'2011 Motor Show Ukraine



Natasha and Yuriy Rabinovich with models at the ABRO booth during the 2011 SIA Show in Ukraine.



Mike Molnar, Yuriy and Natasha Rabinovich and Dmitriy Pochtin.



Award for High Quality products displayed at the 2011 SIA Show in Ukraine.

This May, AMT-28 once again participated in the annual SIA Motor Show in Kiev, Ukraine. At this year's show, AMT-28 received an award for displaying a large range of products of high quality.

Mike Molnar met with AMT-28 in Dnepropetrovsk, Ukraine this September. They visited the warehouses which continue to expand in order to be able to hold the large volume of inventory that they need to have to supply their market. They also had meetings at the AMT-28 headquarters to discuss what has been accomplished in 2011 so far, and to establish some new goals for 2012. Business in Ukraine is up from last year and there is definitely a commitment to continued growth.

Meet ABRO's Warehouse Staff

At the ABRO warehouse, Chief Maintenance Technician, Tim Nixon stands ready to keep all vehicles and machines working so that the warehouse staff can get your orders delivered on time.

Now armed with a new air compressor, Tim can tackle any job that comes up. Here he is seen fixing a damaged forklift. Being able to repair things like a forklift in-house not only saves money, but also means that less time is taken away from the warehouse's mission of delivering product to our distributors.



Tim Nixon is repairing a forklift at ABRO's warehouse.

ABRO's India-Russia Connection

This September, ABRO salesman, Mike Molnar and Russian distributor Eugeny Yakovlev (ABRO-DV) traveled to New Delhi, India. They met with Ajit Gupta from Sunrise Industries to discuss ABRO business in each other's markets. Many ideas were discussed in Mr. Gupta's new high rise office.

New products were introduced and selling strategies were shared. Both of these successful distributors are looking at ways to invest more into the ABRO name as they understand the huge potential for continued growth in their



Eugeny Yakovlev, Mike Molnar and Ajit Gupta in New Delhi, India.

Bosnia and Herzegovina - AVANTI



Irmin Abhaspahic, Mike Molnar and Jasmin Abhaspahic at one of AVANTI's stores.

ABRO salesman Mike Molnar recently visited AVANTI in Sarajevo, Bosnia and Herzegovina. Sales this year are expected to be up at least 10%! Much time was spent on developing the business strategy for 2012 that will allow AVANTI to continue their growth. AVANTI is in the process of opening up two additional retail outlets for ABRO products in Sarajevo. These stores will open their doors for business in the middle of October.

Counterfeit Update

EGYPT STILL OFF LIMITS TO FAKES

A counterfeiter in Cairo got a big surprise as he waited for a 40-foot container of counterfeit “ABRO” Epoxy Steel to be unloaded from a cargo ship – he was already busted! ABRO’s worldwide network of investigators had identified the fakes as they left China and kept track of them while they traveled around the world. Upon their arrival in Egypt, government authorities swooped in immediately and seized possession of the illegal merchandise. This has no doubt cost the counterfeiter dearly and severely disrupted his illicit sales network.

But this counterfeiter should be used to that by now.

This makes the second time that ABRO has been able to arrange for a police raid resulting in the seizure of the illicit “ABRO” goods destined for this particular counterfeiter. Because of the fact that he is a documented repeat offender, it is expected that he will face enhanced penalties for his crime. So besides the destruction of the fakes, he will probably also have to pay a fine that could easily top US\$10,000 as well as losing his import license.

“I think many counterfeiters thought they had a period of relative safety after the recent government shake-up in Egypt” said ABRO President, Peter Baranay. “They probably figured that all the changes in who was running what agency would prevent us from being able to move quickly to intercept their illegal actions. But (Director of Intellectual Property) William Mansfield was back in Cairo only a week or two after the revolution and we never lost our control over the counterfeiting situation in that key country.”

The only question left is how much financial loss can the Cairo counterfeiter suffer before he realizes that he can’t steal from ABRO anymore?



“We never lost our control over the counterfeiting situation in that key country.”

—Peter Baranay
President, ABRO

BREAKING THE CHINA-DUBAI CONNECTION



A major shipment of fake “ABRO” masking tape was seized by vigilant Chinese Customs officials in Shenzhen, China.

Counterfeit products being made in China and then shipped through Dubai has been a standard method for the distribution of fake merchandise for the past decade. ABRO has focused on breaking this connection and ending this practice and we are having success.

Just recently a major shipment of counterfeit “ABRO” masking tape was seized by vigilant Chinese Customs officials in Shenzhen, China as the counterfeiters were attempting to export it to Dubai. It is expected that, once in Dubai, the shipment would be sent to sellers of fake products in Europe and Africa.

Instead, these illegal goods will end up destroyed and the manufacturer will face other penalties.

“One thing the counterfeiters are learning about trying to rip off ABRO” said Director of Intellectual Property, William Mansfield “is that even if you can get the fake goods made without being caught, you are still only half way done. We’ve spent years working with Customs officials in China to maximize the very real chance that any counterfeit merchandise you try to ship out of the country will most likely end up seized and destroyed. Try explaining that to your waiting customers!”

“The old idea that China is a source for unlimited unauthorized goods is out of date” said Peter Baranay. “The Chinese Customs system is a great example of the reality now in China. They are some of the best trained and best supported troops in the world when it comes to the global war on counterfeits. I’d put them up against the counterfeiters any day – they are very very good.”

SELLER OF COUNTERFEITS IN CHILE TAKEN TO JAIL

When Chilean police conducted a raid on a seller of counterfeit ABRO goods recently, the counterfeiter made a very big mistake. He offered the police a bribe to go away.

This, not surprisingly, did not go over well with the authorities. They promptly arrested the counterfeiter and he spent the night in jail before being bailed out. Now he faces two felony charges – counterfeiting and attempted bribery.

He also had thousands of fake products seized which are now headed to destruction.

To make matters even worse, this was not the first time the counterfeiter had been in trouble for selling illegal goods. In fact, he was on probation for counterfeiting and now faces enhanced penalties because a condition for his probation was to not be found selling fake goods again.

Multiple newspapers carried stories of the counterfeiter’s new legal troubles the next day. He can now be rest assured that there will now be several people keeping watch over him in the future.

Pinturas Megalux, Argentina

Exposferretera was held in Buenos Aires, Argentina, from September 1st to September 4th. The show was very well attended by hardware store owners from Uruguay, Bolivia, Paraguay and Argentina.


The four day event attended by 16,212 generated over 200 major leads. Fernando Ruggiano of Pinturas Megalux commented “we were very impressed with the results we obtained from this event.”



Ana Matossian and Jessica Guglielmino next to the ABRO spray paints display stand.



Hernan Ruggiano, Gustavo Vecchio, Fernando Ruggiano, Rodrigo Fornari, Sebastian Alvarez with Sergio Sanchez, Ana Matossian and Jessica Guglielmino at the Megalux booth.



Armando Godoy †
February 25, 1951 - September 18, 2011

*With
Deepest Sympathy*

The ABRO Family is deeply saddened on the sudden passing of Armando Godoy, our long time representative in Puerto Rico.

Armando was a great person and all of us who worked with him thought the world of him and will miss him very much.

Armando was very much admired and respected, and we can truly say that we have all enjoyed working with him during the last 10 years.

Armando Godoy leaves behind his wife, Isabel Gonzalez of 22 years, a daughter, Isabel R. Godoy and a son, Armando G. Godoy.

Mexico

New Branch Opens in Hermosillo

Automotriz E Industrial de Chihuahua is set to outgrow its name. ABRO's distributor in western Mexico, headquartered in Chihuahua, is opening a new branch in nearby Hermosillo that will bring ABRO products to that currently underserved area of the country. The owner, along with his sons, of Automotriz E Industrial de Chihuahua – Octavio Hernandez – is excited about the growth of his company and sees the expansion into the Hermosillo area as a logical next step. His main contact at ABRO is in full agreement.

“This is going to be a great move” commented ABRO's International Sales Manager for the region, Mario Manta “Octavio [Hernandez] and his family are making rapid progress in the business and this expansion west will only accelerate that growth.”





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16 FL. OZ./473mL 12/CASE



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

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**PREMIUM
SCRATCH REMOVER**

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

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INDUSTRIAL STRENGTH
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Strongest Formula Available
Cleans and Degreases Gasoline
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Concentrated Wash with Carnauba Wax
Cleans, Shines and Protects
Safe for All Finishes Including Clear Coats
Contains No Harsh Detergents, No Abrasives

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PART NO. CW-990-32

32 FL. OZ./946mL 12/CASE

PART NO. CW-990-16

16 FL. OZ./472mL 12/CASE

Let's Share Ideas

Russia - ABRO on the Calendar Cover



NPTK KREPOST, ABRO's distributor in St. Petersburg sponsored a rally team in recent years. The official Renault dealership in St. Petersburg created this rally team which took part in the Renault Logan Cup. The racing cars of the team bore the logo of ABRO. The team won third place and a picture of the car was featured on the cover of the Renault calendar.

Dominican Republic

ABRO's distributor in the Dominican Republic, Petroquimicos, has recently made a significant investment in promoting the ABRO brand name in that country.

Petroquimicos had a radio commercial created that advertises ABRO products. The commercial, which you can listen to by clicking on the speaker icon below, has already begun airing on radio stations in the Dominican Republic and has received an overwhelmingly positive response.



Meet ABRO's Staff

Rex Miller

Rex Miller is not a stranger to ABRO. Rex has worked with the company for the past 9 years on a consulting basis. So this summer when Peter asked Rex to work full time for ABRO as its CFO, Rex knew what he was getting himself into!

Rex and his wife, Amy, have three great kids – Emma (12), Jack (10) and Sam (8) - that keep them busy full time. From taxiing to sporting events to family vacations, Rex loves spending time with his family.

At ABRO, Rex's role is to help lead the change in the financial and accounting functions. Where Rex says, "it's pretty easy to see why things run so smoothly at ABRO, the people are great, conscientious and work so well together". Rex's first big project will be to oversee the re-vamping of our enterprise software system, affectionately known as Webster.



"It's pretty easy to see why things run so smoothly at ABRO"

—Rex Miller

**Chief Financial Officer
ABRO**