

## ABRO INCREASES ITS PRESENCE AT AAPEX SHOW 2011

*ABRO's Bigger Booth Accommodates Increasing Number of Visitors*



Mario Manta, Festus Ubabudu, Stan Santos, Raph Agbasionwe, Felix Maduka, Charity Maduka, Rex Miller and Victor Aherdemla in front of the new addition to the ABRO booth.



Gideon Segal, Tim Demarais, Peter Baranay, Anthony Goerke, Michael McGregor, Terry Watson.



Charity and Dr. Cosmas Maduka, Fimbarr Ogu, Sonny Sohrab and Joshua Ozioma.

ABRO continued to make good on its commitment to distributors to have a significant presence at the most important international annual industry trade show – the Automotive Aftermarket Products Expo or AAPEX – by doing it bigger than ever.

As usual, ABRO welcomed its distributors in high style. Treated to dinners and shows throughout the week, they were able to spend some pleasant times with each other as well as the ABRO staff. The Wednesday night party was more luxurious than ever. More

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ABRO's booth offered a newly added, larger conference room.



Mario Manta with Xavier Villagomez, Pedro and Maria Isabel Urena.



Valery Primak, Tatiana Chumakova, Andrew Andrianov, Vadim Polyakov, Boris Babenchik, Igor Zorin, Elena Fedonina, Yury Senkevich, Andrew Chamortsev, Eugeny Yakovlev.

ABRO distributors than ever before joined together Nov. 1st through the 3rd in Las Vegas in preparation for what is expected to be another record setting year for ABRO.

While the entertainment and companionship are a fun part of the AAPEX event, there was still much work to be done. To assist our

distributors in that work, ABRO did one more thing bigger and better than ever. The ABRO booth, most recently expanded just two years ago, grew yet again. A spacious new meeting area was added to the already sprawling display booth. The new meeting area gave ABRO distributors a place to meet with

their ABRO contacts as well as each other in comfort. All ABRO sales staff reported that the improved facilities were well received by all and found to be of greater assistance.

In his annual Wednesday night event "State of ABRO" speech, Peter Baranay continued the tradition of identifying all first-time

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attendees. Joining ABRO from New Zealand were Murray and Allison Eide who work with Terry Watson and we were pleased to have them with us and look forward to continuing to grow our business in New Zealand.

From the Czech Republic, Yury Senkevich, of Toolex Design who is taking the lead on expanding ABRO's business in not only the Czech Republic, but also throughout the European community.

From Moscow, Andrew Andrianov of JSC Himavtoprom.

From Vladivostok, Oxana Yamkovaya and Olesya Kolotusha of ABRO-DV.

From Panama, Juan Silvera Jr. and Veronica Silvera of Distribuidora de Aditivos.

From Yemen, Mohammed Al-Alimi of Al-Alimi Bros.

From Brazil, Eugenio Leus Tome of Leus

From Puerto Rico, Gonzalo Godoy, Jorge Godoy, Vilma Godoy, Virginia Godoy and Lillian Mattei of Caribbean Sales.

From Uruguay, Agustin Nieves of Daluc

From Canada, Kunal Sharma, son of Sanjay Sharma of Venture Auto Parts.

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"The world in the last 12 months has been a tumultuous place. All the while, the ABRO family has grown in size, in global reach, in employment. I know that we, as a team: distributors, customers, suppliers - are better off today than we have ever been. Tonight I recognize those achievements and I salute you."

*—Peter Baranay  
President, ABRO*

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*Peter Baranay welcomes ABRO customers and suppliers at the Wednesday event.*



*Attendees at the annual Wednesday night party were able to enjoy wonderful music and delicious food in a luxurious setting perched high above Las Vegas at the beautiful Caesars Palace.*



*ABRO was honored that Dr. Cosmas Maduka and his wife, Charity, chose to attend the event and share their experience and expertise with other ABRO distributors.*

## Peter F. Baranay Appointed to EX-IM Bank Advisory Committee

ABRO President Peter Baranay has been appointed to the prestigious Advisory Committee for the Export-Import Bank of the United States.

The United States' government's Export-Import Bank is a key player in the area of international commerce. It was established by the U.S. government in 1934 to help finance and insure the purchase of American made goods by people in other countries. It has been especially essential in the expansion of United States business interests in developing nations where private lenders may be unwilling to take the initial risks inherent in the opening of a new marketplace.

ABRO has been involved with the Ex-Im Bank since 2002. ABRO has not only dealt with the Bank as a client, but has also been called upon several times to assist in the proper running of the institution. In 2003-2004, Jon Cook, ABRO's Director of Credit Operations, served on the Bank's Sub-Saharan sub-committee. Recently Peter

was even called upon to speak at the Bank's annual meeting.

The Advisory Committee will provide insight and advice to the management of the Bank based on their own individual experience.

When asked what he feels that he can bring to the table in his new capacity, he points to his experience as a small businessman and entrepreneur. "Too often when people talk about the export of American products they focus only on the large companies like Boeing and Caterpillar" said Mr. Baranay at the annual conference in April 2011, "but most American exports are from small and medium companies like ABRO and it is vital that those companies have a voice when decisions are being made that will affect their ability to do business in non-traditional markets. I intend to be that voice."

Peter Baranay had previously served on the Advisory Committee for Trade Policy and Negotiations in the Office of the United States Trade Representative under President George W. Bush.



Thursday, December 15, 2011

### Ex-Im Bank Announces FY2012 Advisory Committee Members

Washington, D.C. – Today, The Export-Import Bank of the United States (Ex-Im Bank) announced the addition of eight new members to the Bank's Advisory Committee for 2012. Now in its 29th year, the Congressionally-established committee helps Ex-Im Bank review policies and programs by providing input from various sectors of the U.S. economy.

Returning member Nelson Cunningham, managing partner of McLarty Associates, will chair the committee.

*"I am pleased to announce our 2012 Advisory Committee members," said Ex-Im Bank Chairman and President Fred P. Hochberg. "Their service and expertise is greatly appreciated, and we look forward to working together to find new ways to increase U.S. exports and create jobs."*



*Chairman Fred P. Hochberg with Peter F. Baranay, who will be representing the manufacturing sector.*

#### About Ex-Im Bank:

Ex-Im Bank is an independent federal agency that helps create and maintain U.S. jobs by filling gaps in private export financing at no cost to American taxpayers.

In the past six years, Ex-Im Bank has earned for U.S. taxpayers \$3.7 billion above the cost of operations. The Bank provides a variety of financing mechanisms, including working capital guarantees, export-credit insurance and financing to help foreign buyers purchase U.S. goods and services.

Ex-Im Bank approved \$32.7 billion in total authorizations in FY 2011 -- an all-time Ex-Im record. This total includes more than \$6 billion directly supporting small-business export sales -- also an Ex-Im record. Ex-Im Bank's total authorizations are supporting an estimated \$41 billion in U.S. export sales and approximately 290,000 American jobs in communities across the country. For more information, visit [www.exim.gov](http://www.exim.gov).



## Visitors to ABRO World Headquarters

Last month after the AAPEX Automotive Show in Las Vegas, we were honored to have Mr. Boudoukha and Mr. Guidoum from Algeria visit our corporate offices in South Bend, Indiana.

This was the first time Mr. Boudoukha and Mr. Guidoum visited ABRO headquarters. We have been doing business with these fine gentlemen in Algeria for the past ten years. They have done an excellent job in distributing our ABRO Spray Paint in Algeria as they have become one of our top ABRO Spray Paint distributors in the world. New Spray Paint products were discussed such as our ABRO Crackle Premium Enamel Spray Paint, our ABRO Stone Premium Textured Spray Paint and our ABRO Plastic Spray Paint. We are confident that Mr. Boudoukha and Mr. Guidoum will be successful in introducing these new unique Spray Paints in Algeria through their excellent channels of distribution.

We certainly enjoyed having these two first time visitors to ABRO Industries and we are confident that our productive discussions will lead to increased business in Algeria next year with their fine company.



Tim Demarais, Mr. Boudoukha, Mr. Guidoum and Sonny Sohrab.

## ABRO TOP 15 BEST SELLERS 2011

1. 2123 (Masking Tape)
2. AT-160-C-1L (A.T.F. Type A)
3. 2123Y (Masking Tape)
4. 3450 (FSK Tape)
5. AB-500 (Motor Oil Treatment)
6. CC-200 (Carb & Choke Cleaner)
7. P.49 LW (Body Filler Lightweight)
8. 9-AB (Silicone Gasket Maker)
9. ET-912-BLK (Electrical Tape)
10. ES-507 (Epoxy Steel Adhesive)
11. #11-CELLULOSE (Cellulose Thinner)
12. IC-509 (Fuel Injection Cleaner)
13. SP-011 (Spray Paint Gloss Black)
14. SS-1200-CLR (Silicone Sealant)
15. 2290 (Aluminum Tape)

## SEPTEMBER 11-16, 2012

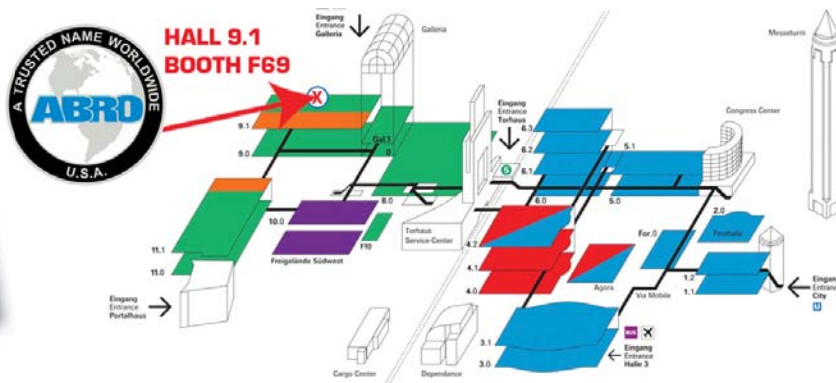
MESSE FRANKFURT, GERMANY

### 2012 IS THE YEAR OF THE AUTOMECHANIKA.

We have many activities planned to help make this a successful and pleasurable event for all. (Details will be in our next newsletter.)

Please let us know that you are coming and we look forward to seeing you at the same location as in 2010: **ABRO Booth F69 in Hall 9.1**

The ABRO Hotel will again be The Westin Grand Frankfurt.



# DECORATIVE SPRAY PAINT

MADE IN U.S.A.



**stone  
look**



**DP-ST-300 CR**  
(Cream)



**DP-ST-300 WH**  
(White)



**DP-ST-300 SA**  
(Sand)



**DP-ST-300 GR**  
(Granite)

## STONE PREMIUM TEXTURED SPRAY PAINT

*Create the Look and Feel of Real Stone*

- Creates Stone Texture on Wood, Metal, Plaster, Unglazed Ceramic & More

8 OZ. (227g)     6/CASE

**Available  
at the ABRO  
warehouse  
NOW!**



## STONE PREMIUM CLEAR SEALER

*Seals and Protects  
Stone for Exterior Use*

- Seals and Protects on Wood, Metal, Plaster, Unglazed Ceramic & More

8 OZ. (227g)     6/CASE

**DP-ST-300 CS**  
(Clear Sealer)



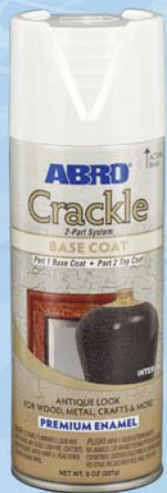
# DECORATIVE SPRAY PAINT



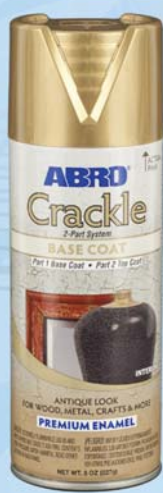
**crackle  
effect**



**DP- BC-100 BK**  
(Black)



**DP- BC-100 WH**  
(White)



**DP- BC-100 GO**  
(Gold)

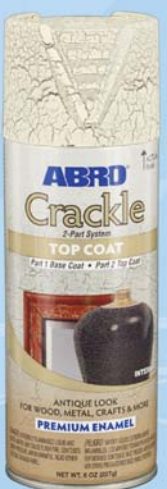
## CRACKLE PREMIUM ENAMEL SPRAY PAINT BASE COAT PART 1

- Creates Antique Look on Wood, Metal, Plaster, Unglazed Ceramic & More
  - Part 1 of 2 Part Process
- 8 OZ. (227g) 6/CASE

*Spray-on crackle finish  
lets you create an  
antique, weathered,  
crackled wood effect.*



**DP-TC-200 WH**  
(White)



**DP-TC-200 AL**  
(Almond)



**DP-TC-200 RB**  
(Red Brick)



**DP-TC-200 BL**  
(Black)

## CRACKLE PREMIUM ENAMEL SPRAY PAINT TOP COAT PART 2

- Creates Antique Look on Wood, Metal, Plaster, Unglazed Ceramic & More
  - Part 2 of 2 Part Process
- 8 OZ. (227g) 6/CASE

**Available  
at the ABRO  
warehouse  
NOW!**

# Counterfeit Update

## CHILEAN COUNTERFEITER PUNISHED

*The counterfeiter located in Chile whose arrest was reported in our last issue has now been forced to pay for his crimes.*

*The infringer will be covering all costs associated with the violation – including paying for the seizure and destruction of the fake goods. He will also be covering ABRO's costs in the matter. More importantly, however, he will be spending an additional 61 days in jail. Finally, he is banned from working for the Chilean government for 3 years.*

*"This is good news for both ABRO and for the Chilean people" said ABRO President, Peter Baranay, when told about the court's judgment. "Our brand name is protected and the people of Chile can purchase our products with confidence because they know they are the real thing. The Chilean judicial system has proven itself yet again as one of the best in the world."*

*"A prison sentence is always a good thing" commented ABRO's Director of Intellectual Property, William Mansfield. "When trademark counterfeiting is seen as a crime that can result in jail time, fewer people will go into that illegal business. There are very few people out there who would consider 61 days in jail to be an acceptable 'cost of doing business'."*

## ABRO SHARES ITS EXPERIENCE WITH CHINESE OFFICIALS



*William Mansfield joins with intellectual property attorneys representing several major American brands doing business in China during the recent visit of Chinese government officials.*

*Ministry of Commerce, the Supreme People's Procuratorate, Chinese Customs, the State Copyright Administration, the State Intellectual Property Office and others. The officials are working on improving China's intellectual property protection systems. It was hoped that incorporating the experience of the panel participants would assist them in improving the efficiency of their systems.*

*William Mansfield also participated in the Sino-US IPR Roundtable for Government and Business Representatives held after the main part of the conference. He was able to expand on his earlier comments and provide specific recommendations to the assembled officials.*

*William Mansfield, ABRO's Director of Intellectual Property, was recently part of an industry panel held during a visit of over a dozen top Chinese government officials as part of the International Cooperation Forum on China's Intellectual Property held in San Francisco on October 17, 2011.*

*The panel was organized by the Quality Brands Protection Council, the premier Chinese-based organization for Western brand owners who are dealing with counterfeiting issues in China, of which ABRO is a prominent member. It brought together intellectual property professionals working at several major brands to discuss their experience in fighting fake products in China.*

*The audience included Chinese government officials from agencies including the*



## Let's Share Ideas

### Promoting ABRO in the Russian Far East



ABRO-DV has continued to look for new and unique ways to promote the ABRO name in the Russian Far East. They recently had a building painted in Vladivostok, Russia. This building is on one of the busiest roads in the city and drivers will surely see the wide range of products that ABRO offers every day!

### ABRO Retiree Charlene Chmielewski



On December 16th 2011, Charlene Chmielewski retired from ABRO.

Charlene started in July of 1999 and leaves us as a Shipping and Logistics Manager. In that capacity, she coordinated the shipping of ABRO products to over 35 international markets. She especially enjoyed working with ABRO's distributors in Russia and says that they are the part of her job she will miss most.

Asked about her post-retirement plans, Charlene admits that she intends to do virtually nothing for a while "the idea of not working for a few months sounds fantastic" she said. She expects to visit her children and grandchildren around the country.

## Meet ABRO's Staff

### Makeisha Wilson

*The most recent addition to the staff at ABRO headquarters in South Bend is Makeisha Wilson.*

*Makeisha has extensive experience in consumer financing and is now assisting Sasan "Sonny" Sohrab and Sue Harper with sales and shipping.*

*Makeisha has lived in the area all her life and is close to her large family that also live nearby. She received her undergraduate degree in Business at Indiana University's South Bend campus and is considering going back to school for a Masters in Business Administration. In her spare time, she likes shopping for shoes and accessories.*



—Makeisha Wilson  
Administrative Assistant  
ABRO