

## ABRO DISTRIBUTORS SHOW PRESENCE AT TRADE EVENTS

### ABRO Trade Show in India



ABRO's very impressive trade show booth.



Sonny Sohrab with Mr. Gupta, ABRO's distributor in India, at the dinner reception.

Although ABRO Masking Tape has long been the #1 selling brand in India, our automotive products are now coming to the forefront. We are expecting a great deal of growth in the automotive and hardware area entirely because Mr. Gupta decided to launch the products in a much bigger way by participating in all of the relevant regional trade shows.

This was the first time that ABRO was represented at the Auto Expo in India which takes place every two years. Mr. Gupta and his marketing team had done an unbelievable job with the booth and we had distributors from all corners of India visiting us during the show. In addition to the booth itself, we had organized a dinner reception where we were able to get together with distributors from different regions of India and get to know them on a more in-

Continued on page 2



ABRO Tradeshow  
in India..... 1-2



ABRO Tradeshow  
in Iraq ..... 2



Upcoming Tradeshow:  
Automechanika, Germany..... 3



ABRO Sales Skyrocket in  
West Africa ..... 4-5



ABRO Russia Visits ABRO World  
Headquarters..... 6

#### Sales Meetings in Europe:



Ukraine..... 7



Georgia..... 7



Armenia..... 7



Czech Republic..... 7



Albania ..... 8



Turkey ..... 8

Counterfeit Update..... 8

#### Let's Share Ideas:



New ABRO Delivery Truck with  
Easy-Access Side Doors..... 9



ABRO Promotional Poster..... 9

#### Meet ABRO's Staff:

Gina Villalta ..... 9



*Trade Events - Continued from page 1*

timate one on one basis. This show took place in January and since then, Mr. Gupta and his marketing team have participated in several other regional shows in different parts of the country and have had the same type of wonderful success.

ABRO would like to thank Mr. Gupta and his entire organization for their efforts and resources that they committed to these shows. We are absolutely confident that this will translate into tremendous growth for ABRO Industries in India over the next few years.



*Sonny Sohrab (center, back row) with the ABRO sales and marketing team of India.*

## ABRO Trade Show in Iraq

ABRO products have been selling throughout Iraq for several years but we now have officially expanded our presence by participating in regional trade shows.

Mr. Salar has made an aggressive plan for the growth of ABRO products in Iraq over the next few years and participating in different trade shows throughout Iraq is a key part of his marketing plan. This has allowed Mr. Salar to secure new distributors in different parts of Iraq.



*Top: A staff member demonstrates the use of ABRO products.*

*Bottom: Meriwan Ltd's trade show booth featuring ABRO products.*

He has also introduced a number of new products in this market for the first time. We now sell nearly all ABRO products in this market and we expect our business in Iraq to continue its fast growth. Since the situation is improving in Iraq, we anticipate our business will grow substantially over the next few years.

Again, we appreciate the effort that Meriwan Ltd. has put into the promotion of the ABRO brand



*Mr. Salar (Middle) with customers during a recent trade show in Iraq.*







## ABRO Sales Skyrocket in West Africa

The economic performance of Sub-Saharan Africa is pulling ahead of the developed world and ABRO sales are booming because of it. There have been many discussions about the tremendous growth in certain emerging markets but we are discovering that the “Sleeping Lion” of Africa is now awakening and we feel it will soon be “Roaring” over the next decade.

Tim Demarais recently took a trip to several of our largest markets in West Af-

rica and was quite impressed by the tremendous increased sales activity that was realized in 2011 in Nigeria, Cameroon, Ghana, Chad and the Ivory Coast.



*Emeka Mwagbo, Godwin Umeaka, Joe Mwagbo, Daniel Pinkrah, Tim Demarais, Dr. Cosmas Maduka, Josiah Samuel, Raph Agbasionwe and Felix Maduka celebrating a record year in Nigeria!*

The largest sales increase in 2011 by any of our ABRO distributors worldwide was demonstrated by Coscharis Motors which increased their total sales volume by over \$20,000,000! Congratulations should be given to everyone in the Coscharis Motors sales organization as Dr. Cosmas Maduka has put together an excellent sales team led by Raph Agbasionwe. Coscharis Motors has no plans to rest on its laurels and in fact, has budgeted a larger increase in sales in 2012.



*Daniel Pinkrah receiving recognition from ABRO Industries for his 25 years of loyal and competent service to the Coscharis organization.*

Coscharis Ghana also increased their ABRO sales dramatically by showing a 50% increase in sales over 2010. Managing Director, Victor Aherdemla, has spearheaded ABRO sales throughout Ghana by opening up strategic sales depots that basically bring our ABRO products to the local markets. Victor has a great staff in Ghana that is tirelessly working to spread the ABRO message throughout Ghana.

Similar sales success was also noted in Cameroon with ABRO sales in Cameroon jumping 30% as Ozone International had a tremendous year in 2011. Manag-



*ABRO Sales Skyrocket in West Africa - Continued from page 4*



*Joshua Ozioma, Atteib Abdelkerim and Tim Demarais got together in Douala, Cameroon and shared ideas on how ABRO can improve its sales position in the region.*

ing Director, Joshua Ozioma, effectively developed an excellent strategic sales plan in early 2011 and aggressively ABROnized every part of Cameroon and not only hit his sales targets but far exceeded them.

Another market that experienced an impressive increase in ABRO sales activity was Chad as ABRO sales grew 60% in 2011. The Managing Director of ABRO Chad, Mr. Atteib Abdelkerim, saw the vision of ABRO's success in Chad five years ago and he has worked very hard in introducing ABRO

products into Chad. Mr. Atteib has done a wonderful job in selling a variety of ABRO products throughout Chad despite political and economic difficulties that Chad has faced the past several years. Mr. Atteib is a true ABRO man and he fully expects to continue the success in ABROnizing the Chad market!

Also, ABRO Industries was impressed with the performance of SOCARI Ivory Coast. Despite six months of selling no ABRO products because of the wind down of the Civil War in the Ivory Coast, our sales in this country in 2011 equaled our 2010 sales. Managing Director, Felix Maduka, did an excellent job in maintaining our ABRO presence in the Ivory Coast even during the tumultuous times of the Civil War. Felix Maduka is expecting to greatly increase ABRO sales now that there is some stability in the Ivory Coast.

ABRO business is also booming in other markets in West Africa and we are very excited about the potential of further increasing our market share throughout the region. Because of the quality and competitive nature of our ABRO products, West African consumers have embraced the ABRO name which should bode well for the future as we continue to increase the number of ABRO products that are demanded by our customer base in Sub-Saharan Africa.



*Victor Aherdemla and Tim Demarais visiting Bafae Kwamena, one of ABRO's largest sub-distributors in Ghana.*



## ABRO Russia Visits ABRO World Headquarters



*Peter Baranay, Valery Avdeev, Sergey Kostyankov,  
Eugene Yakovlev, Igor Zorin, Boris Babenchik,  
Vadim Polyakov, Michael Molnar*

In 2011, Russia was ABRO's third largest market. In the beginning of each year, representatives from Moscow, St. Petersburg, Rostov, and Vladivostok meet to discuss all current issues pertaining to ABRO in Russia. This January they met at ABRO's Headquarters in South Bend, Indiana. The meetings were very productive. Everything revolved around one idea. How do we take the next step in Russia? The Russian market is very specific on what they want. ABRO-USA has made a commitment to increase the range of products for Russia in 2012. Many projects are currently in progress. We expect to see the growth of the past two years to continue in 2012.



*Russian distributors meet with ABRO staff.*

## AMT-28 Ukraine

This winter, Michael Molnar visited Ukraine to discuss the current business situation. President of AMT-28, Mr. Yuriy Rabinovich, his wife and top manager Natasha Rabinovich, and Sales Manager Dmitriy Pochtin expressed that the Market in Ukraine is changing. ABRO USA will work with AMT-28 to change with the market as best they can. Working closely together will be more important than ever before in Ukraine. This May, AMT-28 will participate in the Kyiv International SIA '2012 Motor Show. Michael Molnar will be in attendance.



*Dmitriy Pochtin, Natasha Rabinovich, Michael Molnar, Yuriy Rabinovich*

## Line Media Georgia

This February ABRO salesman Michael Molnar traveled to Tbilisi, Georgia to meet with the President of Line Media, Mr. Alexander Khakhiashvili. The main topic of discussion during their meeting was how to grow the business in 2012. As a result of their meetings, Line Media will begin to import refrigerants into Georgia. This is a completely new business for Line Media, and it will help them expand their business this year.

Since there are no flights from Tbilisi to Yerevan, Mr. Khakhiashvili offered to drive Mr. Molnar to Yerevan, Armenia to meet with ABRO's distributor there. Mr. Khakhiashvili and Mr. Piloyan have become friends and often speak together about their ABRO business.

## ABRO Prestige Armenia

In Armenia, Michael Molnar and Ashot Piloyan discussed the future of the business at length. They both believe that there are opportunities for growth.

Mr. Piloyan is reinvesting in the ABRO name. He currently has multiple billboards around Yerevan and is in the process of beginning construction on a new shop/showroom. We are very optimistic that the ABRO Business in Armenia will grow in 2012!



*Alexander Khakhiashvili, Michael Molnar, Ashot Piloyan*

## Toolex Design Czech Republic



*Yury Senkevich, Michael Molnar*

Michael Molnar stopped in Prague, Czech Republic for a night to have a meeting with the President of Toolex Design, Mr. Yury Senkevich and his top manager, Veronika Mitrofanova. Many issues were discussed including logistics, product information and documentation (REACH).

Toolex Design is working very hard to get their ABRO business started and they are moving in the right direction.





Adrian Vocaj, Klodian Vocaj, Michael Molnar, Gjergj Vocaj

## Treg Auto, Albania

A stop in Tirana, Albania is always a great experience. The Vocaj family has treated the ABRO business as if it were their own creation from the very beginning. ABRO salesman, Mike Molnar, said, "Everytime I go to Tirana, I learn something new about the products that we are currently selling and I leave with some new product idea." The ABRO business in Albania is in great hands today, and it will continue to be in the future as well.

## Sabros Ithalat Pazarlama, Turkey

ABRO has been looking for a distributor in Turkey for some time now. We feel as though we have finally found someone that can represent the ABRO brand well. ABRO salesman, Michael Molnar, traveled to Istanbul earlier this year to meet with the company Sabros and its President, Mr. Selahattin Selek, and his top manager, Mr. Aykut Inal. They are working very hard to get the ABRO brand established in the Turkish market. We believe that the Turkish market represents a big opportunity for ABRO. Currently, a new product is being developed specifically for the Turkish market. It is a diesel system cleaner (DS-900) and it will be available to all other ABRO distributors soon as well.



Aykut Inal, Michael Molnar, Erkan Celikkol, Selahattin Selek

## Counterfeit Update

### COUNTERFEITERS HEADED TO PRISON

Two Chinese citizens who were caught distributing fake "ABRO" Super Glue last summer have been sentenced to prison. The owner of the infringing company, Yuyao Kexing Adhesive Company, was sentenced to three years in prison and an additional three years of probation. A senior employee of the company also received a sentence of one year imprisonment along with one year of probation.

"Good" said ABRO President, Peter Baranay, when he was informed of the sentence. "These criminals need to be in prison."

"Obtaining criminal – as opposed to just civil - sanctions against the violators of ABRO's intellectual property has been a consistent goal of ABRO's anti-counterfeiting program since my first day with the company" states William Mansfield, Director of Intellectual Property. "We have found the Chinese judicial system very responsive to our efforts. They take the violation of our rights very seriously. Of course, the irony is that the Chinese government is constantly being falsely accused of not taking these rights seriously. I hope the critics of the Chinese system will look at the results ABRO has achieved and reconsider their outdated stereotypes."

### SUPPLIERS TO COUNTERFEITERS ALSO PUNISHED BY CHINESE AUTHORITIES

A major milestone was reached in the recent criminal prosecution surrounding the fake "ABRO" Super Glue supplier Yuyao Kexing Adhesive Company. Not only was that company punished, their suppliers of tubes and cards used in connection with the counterfeit products were also found guilty. Significant financial fines were announced by the court against both Ningbo Xinhanlin Print Company and Shanghai Changhai Tube Packing Company. The individual owners of both those companies were also fined by the court.

"What this means," said Peter Baranay "is that companies are now on notice that even doing business with a counterfeiter of our products can result in criminal penalties. This will make suppliers hesitant to work with the counterfeiters and make stealing from us an even less profitable proposition than it was before."





## Let's Share Ideas

### New ABRO Delivery Truck With Easy-Access Side Doors



ABRO-DV in Vladivostok, Russia continues to reinvest money into their ABRO business. Recently they purchased a new delivery truck. This truck is specially designed to carry pallets and it can be loaded and off loaded by a forklift without a docking station. This is possible because the side walls open allowing for easy access to both sides and the entire length of the truck. Of course, ABRO is prominently displayed all over the truck.

### ABRO Promotional Poster



La Mundial, ABRO's distributor in Honduras, undertook an extensive advertising campaign in 2011, that resulted in a 25% increase in total sales.

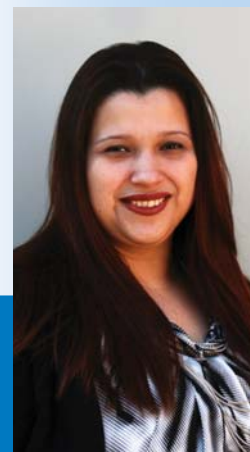
## Meet ABRO's Staff

### Gina Villalta

Gina works for International Sales Manager and Vice-President Tim Demarais. She most often handles spray paint order fulfillment and especially loves when she gets to oversee the whole process from start to finish.

When Gina Villalta was only six years old, she and her family fled her hometown of Mayasa, Nicaragua because of the civil war there. They came to Miami, Florida, where she grew up.

Two years ago, Gina moved to South Bend, Indiana. Asked what she likes best about Northwest Indiana Gina cites the "slower pace of life" compared to the Miami area. The peace and quiet is appreciated by not just Gina, but also her daughters Michelle – age twelve – and Sophia – age five.



—Gina Villalta  
Administrative Assistant  
ABRO