

## ABRO and Ex-Im Bank The Partnership Continues



President Barack Obama signs the Export-Import Bill during a ceremony in South Court Auditorium in the Eisenhower Executive Office Building, May 30, 2012



ABRO Industries President Peter F. Baranay with Ex-Im Bank Chairman Fred Hochberg

Peter F. Baranay, President of ABRO Industries, Inc., was one of more than 150 small and medium-sized business owners and other invited guests from across the country that attended the ceremony on May 30, 2012 when President Obama signed the Export-Import Bank Reauthorization Act of 2012 into law. Ex-Im Bank Chairman Fred P. Hochberg joined the President at the White House for the signing ceremony.

The Ex-Im Bank Reauthorization Act of 2012 extends the Bank's authority through 2014 and ultimately increases its portfolio cap to \$140 billion.

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“Today is a great day for U.S. businesses – both large and small,” said Chairman Hochberg. “By signing this bipartisan bill into law, President Obama has once again demonstrated his strong commitment to America’s business owners, workers and exporters. The President has been a strong champion of Ex-Im Bank, and thanks to his leadership, more U.S. companies are exporting to more countries. With



Indiana Congressman Joe Donnelly pictured here with Peter F. Baranay has been an unwavering supporter of the Export-Import Bank of the U.S.

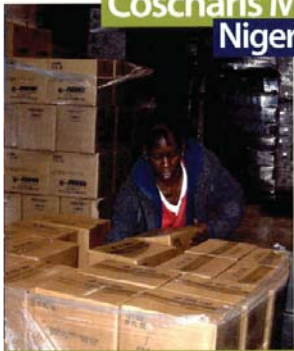
our reauthorization now achieved, the Bank will continue to do what it does best – help our nation’s workers compete globally and support U.S. jobs at no cost to American taxpayers”.

Peter F. Baranay commented that “the reauthorization of the Export-Import Bank adds much needed certainty and predictability for export companies like ABRO and their workers and will allow ABRO to continue the growth strategies they have pursued for many years”.

## Ex-Im Bank Annual Conference 2012

Peter F. Baranay was a panelist at the recent Ex-Im Bank Conference. Peter participated on the Global Access for Small Business Panel moderated by Charles Tansey, SVP Small Business for Ex-Im Bank. Peter addressed how ABRO develops new markets and buyers, how important it is to be able to offer open account payment terms and the particular challenges ABRO faces in exporting to sub-Saharan Africa countries.

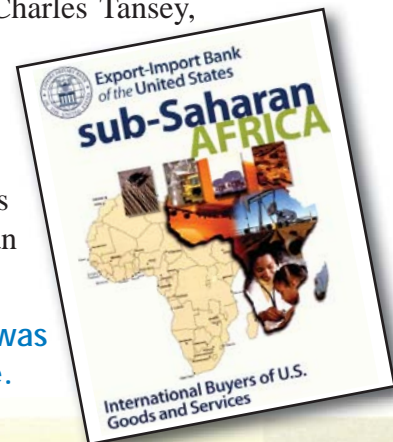
**Coscharis Motors Limited of Nigeria was featured in the Ex-Im Bank brochure.**



**Coscharis Motors Limited Nigeria**

Nigeria's Coscharis Motors Limited in Lagos has greatly expanded their business through an Ex-Im Bank insurance policy offered by ABRO Industries, Inc., of South Bend, Ind., a small business exporter of automotive and industrial supply products. This policy allows the U.S. exporter to offer a credit line to Coscharis Motors backed by Ex-Im Bank, thus negating the need of the U.S. exporter to require cash in advance. This relationship started modestly in 2002 and the credit line is now in excess of \$10 million.

Success Story



### Broker of the Year Trade Acceptance Group

Edina, Minnesota  
[www.tradeacceptance.com](http://www.tradeacceptance.com)

**Trade Acceptance Group Wins Broker of the Year 2012 Award at the Ex-Im Bank Annual Conference for the Third Time.**

ABRO has been using TAG’s services since 2002 when TAG won their first Broker of the Year award. They were also honored in 2008.

Trade Acceptance Group, Ltd., a trade finance company headquartered in Edina, Minnesota (near Minneapolis) with offices in Chicago, is an active promoter of credit insurance to small-business exporters from coast to coast.

TAG provides innovative trade-finance solutions using Ex-Im Bank products, including brokering export-credit insurance policies, arranging working capital loan guarantees for exporters, and assisting foreign buyers in obtaining medium-term and loan guarantees. The company also offers international credit reports, consulting and training services.

ABRO is proud to be a client of TAG and congratulates TAG on an unprecedented “3-PEAT” as winner of the Ex-Im Broker of the Year.



# VISIT ABRO - SEPTEMBER 11-16, 2012

## MESSE FRANKFURT, GERMANY

### ABRO Evening Program

Automechanika Frankfurt - September 11-16, 2012

**Monday 09-10-12**

Arrival at ABRO Hotel  
Westin Grand Frankfurt, Konrad Adenauer Strasse 7  
Frankfurt am Main, 60313 Germany. Phone: 069 / 29810

No Evening Program

**Tuesday 09-11-12**

San San - Chinese Restaurant in ABRO Hotel  
Westin Grand Frankfurt, Konrad Adenauer Strasse 7  
Frankfurt am Main, 60313 Germany. Phone: 069 / 298 10  
Meeting Point: 7:20 pm in the Lobby of Hotel

Enjoy this modern and elegant interpretative cuisine of China.  
Conveniently located at the ABRO Hotel.

**Wednesday 09-12-12**

Hafez - Persian Restaurant in Hotel Oriental  
Baseler Strasse 21 (Near Main Train Station)  
60329 Frankfurt am Main, Germany. Phone: 069 / 231654  
Meeting Point: 7:00 pm in the Lobby of Hotel  
or 7:30 pm at Hafez  
Fine Persian Cuisine paired with Middle Eastern Music and  
Belly Dancers will make this a memorable night.

**Thursday 09-13-12**

KUBU - International Restaurant at the Oprah Place  
Opernplatz 2, Frankfurt am Main, Germany. Phone: 069 / 92 00 390  
Meeting Point: 7:30 pm in the  
Hotel Lobby or 7:30 pm at KUBU  
This modern restaurant is located at the  
beautiful Oprah Place in Frankfurt. Enjoy  
a buffet style dinner in the Goethe room.

**Friday 09-14-12**

J. W. von Goethe - Boat Cruise down the River Main  
Primus-Linie, Mainka 36, 60311 Frankfurt am Main  
Phone: 0 69 / 13 38 37 - 0 / -12  
Meeting Point: 7:00 pm in the Lobby of Hotel  
or 7:30 pm at Boat "J. W. von Goethe"  
Enjoy a fun evening on a cruise boat chartered for ABRO guests. A buffet  
will be served. Boat docks at 10 PM. Party continues until midnight.

**Saturday 09-15-12**

Palace of India - Indian Restaurant  
Vibeler Strasse 27, 60313 Frankfurt am Main  
Meeting Point: 7:20 pm in the Lobby of Hotel  
or 7:30 pm at Palace of India  
Authentic Indian specialties will be offered.

**Sunday 09-16-12**

Departure - No Evening Program

### ABRO EVENTS

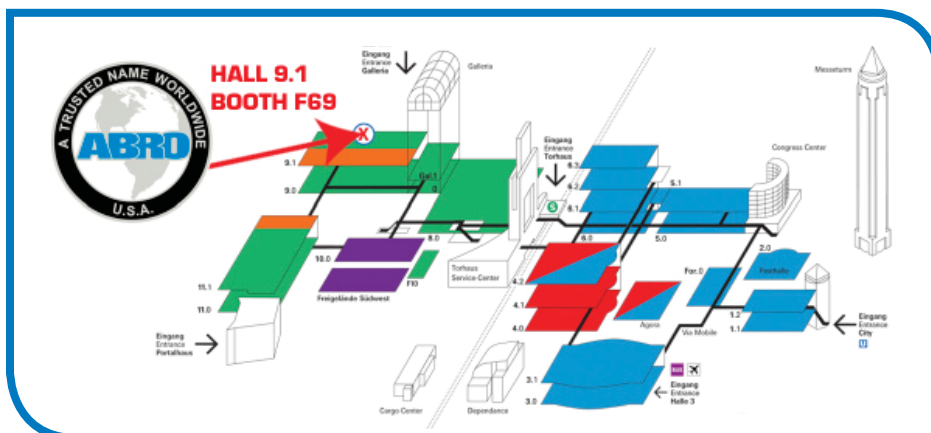
We have many activities planned  
to help make this a successful and  
pleasurable event for all.

Download the  
info sheets here.



Please let us know if you are coming.  
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.



**LINK TO  
AUTOMECHANIKA  
SHOW INFO:**



**LINK TO TICKETS:**



automechanika

# Visitors to ABRO World Headquarters

## Kuwait



Sasan "Sonny" Sohrab, and Mr. Rakesh Bahl with family met with Peter F. Baranay during a trip in May 2012.

*It was a pleasure for us to receive Mr. Rakesh Bahl from Construction Materials Center Co., and his family to our headquarters in South Bend, Indiana. They were traveling to the USA for the graduation of their daughter and made an effort to also come to our office for a quick visit.*

## Algeria



Mr. Ali and Mr. Salmi Mourad, Sarl Saroussa, ABRO's distributors from Algeria, with Sasan "Sonny" Sohrab.

*As our business in Algeria has continued to grow over the last few years, it is more important for us to have regular face to face meetings. It was our honor to have Mr. Salmi Mourad and his nephew, Mr. Ali, visit our office recently for a very productive two day visit to South Bend.*

## Mongolia



Mr. Tugserdene Battulga and Mr. Jamiyansuren Battulga from Mongolia with Peter F. Baranay and Mike Molnar.

*Akuma Erin LLC from Mongolia is one of ABRO's newest distributors. They have been one of Mongolia's leading automotive aftermarket distributors for many years. When they saw that there was an opportunity to become the official representative for ABRO in Mongolia, they flew to South Bend, IN to meet with Mike Molnar and Peter Baranay. We welcome Akuma Erin LLC to the ABRO family!*

## Uruguay



Tersandro "Stan" Santos, Adriana VanHuffel, Elizabeth Rossier with Dario Nieves, Daluc, ABRO's distributor in Uruguay, and Mario Manta.

*ABRO's distributor in Uruguay, Dario Nieves, visited ABRO Headquarters in Indiana to meet with ABRO's Latin American Division and discuss all current issues pertaining to ABRO. The meeting was very productive. Everything revolved around how to increase the ABRO sales in Uruguay. Dario Nieves is planing on broadening the range of products for the increasing demands in Uruguay.*



## Ivory Coast



Recently, SOCARI, our ABRO distributor in the Ivory Coast undertook a vigorous promotional campaign for specific ABRO products. Managing Director, Felix Maduka, wanted to focus on our ABRO Brake Fluid and other ABRO lubricants. SOCARI started this promotional program on June 15th and will run this program through the middle of August. Felix has mentioned that the program already has produced some positive results which hopefully will lead to increased lubricant business in the Ivory Coast.

## New ABRO Distributor in New Zealand

### Automotive Supplies NZ Limited

ABRO is pleased to announce that we have appointed a new distributor to handle our ABRO products in New Zealand – Automotive Supplies NZ Limited (ASL). The Managing Director of ASL – Murray Eade is re-launching the ABRO brand to the New Zealand public through major chain stores and other high profile automotive outlets in New Zealand. ASL will be handling the entire ABRO range and they are planning to establish a designated website to further promote ABRO products in New Zealand. We are very excited about the partnership between ABRO and ASL and look forward to seeing a nice increase in ABRO sales in New Zealand this year.

## Honduras

### ABRO in Walmart



Thanks to ABRO's distributor in Honduras, Agencia La Mundial, a wide range of ABRO products are now available to shoppers visiting Walmart stores in Honduras. Not only will this development result in additional sales for both Agencia La Mundial and ABRO, it also expected to dramatically expand and strengthen the ABRO brand name in the Latin American region.

## Cameroon

### ABRO Soccer Team



Joshua Ozioma

*Ozone is currently sponsoring a professional ABRO football team that also provides additional exposure for the ABRO name.*

Earlier this month, Joshua Ozioma, the Managing Director of Ozone International, our exclusive agent for Cameroon, visited our corporate offices in South Bend, Indiana. His purpose was to discuss a strategic promotional plan geared to boost the ABRO brand image in Cameroon and at the same time to combat counterfeiters in the market. He is planning a 3 prong attack through the use of the promotional billboards, radio/TV spots, and adding personnel to "spread the ABRO message" in the market. Joshua has very high aspirations with respect to the results of his promotional program and we wish him all the best in executing his strategic marketing plan.

## ABRO Russia - St. Petersburg

ABRO Salesman Mike Molnar met with Boris Babenchik, Vadim Polyakov and other members of the ABRO Russia staff in St. Petersburg. The main topics of conversation were new ABRO products and ABRO advertising ideas. The pictured delivery van has a very unique and eye catching design. The van graphics promote ABRO's three families of products (ABRO PLATINUM, ABRO, ABRO MASTERS). Additionally, the back of the van has a unique design as well. Those are not boxes in a window. That is actually a design on the van to look like there are boxes in the window!



Boris Babenchik, Mike Molnar, Vadim Polyakov during their recent meeting in St. Petersburg, Russia.



Clever idea: ABRO Russia's newly designed delivery truck displays ABRO cartons which are printed on the back.

## Kiev International SIA'2012 Motor Show



Dmitry Pochtin, Mike Molnar, in front of the impressive ABRO tradeshow booth

ABRO's Ukrainian distributor AMT-28 once again had a wonderful presence at this year's Kiev International SIA'2012 Motor Show. ABRO salesman Mike Molnar was in attendance and had productive meetings with Dmitry Pochtin, Director of AMT-28.

## ABRO Russia - Kaliningrad

This June was the first time that anyone from ABRO USA visited Kaliningrad, Russia. Mike Molnar met with Igor Yusheev to discuss many strategies to grow the ABRO business. Boris Babenchik and Yury Sergeev from St. Petersburg also were in attendance for the meetings. We look forward to seeing growth in the Kaliningrad region in 2012 beyond.



Mike Molnar, Igor Yusheev, Yury Sergeev, and Boris Babenchik



## ABRO Russia - Vladivostok

This April, ABRO salesman Mike Molnar flew to Vladivostok to meet with Eugeny Yakovlev and his staff. They are now completely moved into a new office building that allows them to have the complete ABRO staff working together. It is also equipped with a board room that is great to have meetings in with current and prospective customers. Additionally, if you travel to Vladivostok, it will surely be impossible to miss these creative billboards. A lot of effort has been made to launch some of ABRO's newest products in Vladivostok.



## ABRO Russia - Rostov



Mike Molnar, Alexey Avdeev and Anna Goncharova in Rostov

This spring Mike Molnar visited Alexey Avdeev and Anna Goncharova in Rostov, Russia. The brother and sister team are doing a great job running the Southern Russia company. Meetings were to discuss logistical issues, product improvements and new product ideas. We are on pace to improve on last year's sales and we expect to finish the year strong.

## ABRO Ireland

This June Mike Molnar met up with sales director for Strongline Autoparts, Paul Warren. They met to discuss the current state of ABRO and Ireland. Everything is business as normal.



Mike Molnar and Paul Warren

## ABRO Bosnia & Herzegovina



Jasmin Abhaspahic, Vanela Sojtaric, Mike Molnar

This summer Mike Molnar visited with Avanti in Sarajevo. A new business plan was formed to put more of an emphasis on growing the ABRO product range than ever before. The work that Avanti has done across the former Yugoslavian region has been exceptional. We are looking forward to taking another step in the direction of continued success. This fall, Avanti will be the first ABRO distributor to begin to sell ABRO windshield wiper blades. We will have more information regarding these products at the Automechanika and AAPEX shows this fall.



**new**

## SPRAY PAINT

### DESIGNED SPECIALLY FOR PLASTIC

*Revolutionary No-Prep, Superbond Paint for Plastic  
Makes Painting Plastic and PVC Possible*

Available  
at the ABRO  
warehouse  
**NOW!**

#### PLASTIC SPRAY PAINT

No Sanding or Priming Required  
Bonds Easily to Most Plastics, PVC,  
Resin and More  
Fast Dry: Fully Chip Resistant After  
7 Days  
Dry to Touch: 15 Minutes  
Dry to Handle: 1 Hour

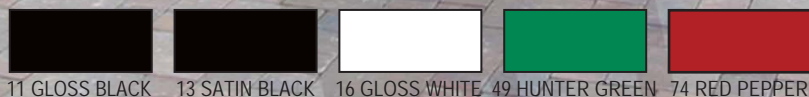
**PART NO. SPP-011 ... SPP-074**

8 OZ./226g

12/CASE



**for  
plastic**



Scan this QR with your smartphone to  
link to ABRO Plastic SPRAY PAINT video.  
Don't have the app?  
Go to: [scan.me/apps/scan/download/](http://scan.me/apps/scan/download/)

**new**

Available  
September 15!

## 2013 Calendars and New Product Catalogs

Our brand new catalogs and poster calendars  
will be ready for you to add to your orders  
starting September 15, 2012.





## Let's Share Ideas

**ABRO® AB-80, with Endless Advantages**

**Did you know...**  
ABRO AB-80 penetrates your tools & bolts, loosens rusted nuts, bolts, washers, and locknuts. It also cleans, lubricates, and protects against corrosion. It removes grease, gum, dirt, adhesive & scuff marks from any surface. ABRO AB-80 Multi Purpose is very useful in household, automobile and industries.

**Stops squeaks**  
**Protects metal against rust**  
**Free sticky mechanisms**  
**Lubricates rusted parts**  
**Drives out moisture**  
**Other Uses**

**Multi-Purpose Problem Solver**  
ABRO AB-80 solves all your multi-purpose problems. It cleans, lubricates and protects against corrosion. It removes grease, gum, dirt, adhesive & scuff marks from any surface. ABRO AB-80 Multi Purpose is very useful in household, automobile and industries.

**APPLICATIONS IN INDUSTRIES:**  
Drives moisture out of electric generators  
Protects bandsaw bearings  
Cleans heavy lube from ball gears on Drag line  
Cleans bed of metal lathe  
Cleans newspaper ink from tables  
Removes rust from rollers on storage shed door  
Cleans and protects forklifts from rust  
Protects steel doctor blades on flexographic printing presses  
Lubricates precision grinding saws  
Removes ink from rollers in printing press  
Protects chains from getting rusty  
Cleans mechanical hoist gears

**APPLICATIONS IN AUTOMOBILE**  
Cleans carbon deposits  
Lubricates door latches to gas caps  
Protects battery terminals  
Cleans Brake-disc and drums  
Loosens rusted wheel nuts & bolts  
Cleans and protects spark plug  
Lubricates car door hinges  
Lubricates steering system  
Remove stickers & adhesive residue

**Works at Home**  
For smooth sliding windows & doors.  
Cleans and lubricates hacksaw blades.  
Stops squeaks from doors & windows.  
Loosens nuts and bolts from frozen rust.  
Lubricates sewing machines & hinges.  
Lubricates & Protects sports equipments.

**Works in the Garden**  
Keeps blades from rusting on garden plow  
Keeps garden tools rust-free  
Lubricates landscaping spikes to make it easier to drive into landscape timbers  
Keeps play from sticking to shovels  
Keeps lawnmower wheels turning smoothly

**Customer Care No: 9899966099**  
**Contact No: 9350173383, 9711404848**  
**www.aiplabro.com**

**Mktd. by: AIPL Marketing Pvt. Ltd.**  
M-7, Aradhana Bhawan, Azadpur comm. complex, Azadpur, New Delhi-110033  
Customer service for any queries & feedback: [info@aiplabro.com](mailto:info@aiplabro.com)

## ABRO India - Info Sheet for AB-80

**APPLICATIONS IN INDUSTRIES:**  
Drives moisture out of electric generators  
Protects bandsaw bearings  
Cleans heavy lube from ball gears on Drag line  
Cleans bed of metal lathe  
Cleans newspaper ink from tables  
Removes rust from rollers on storage shed door  
Cleans and protects forklifts from rust  
Protects steel doctor blades on flexographic printing presses  
Lubricates precision grinding saws  
Removes ink from rollers in printing press  
Protects chains from getting rusty  
Cleans mechanical hoist gears

**APPLICATIONS IN AUTOMOBILE**  
Cleans carbon deposits  
Lubricates door latches to gas caps  
Protects battery terminals  
Cleans Brake-disc and drums  
Loosens rusted wheel nuts & bolts  
Cleans and protects spark plug  
Lubricates car door hinges  
Lubricates steering system  
Remove stickers & adhesive residue

**Multi-Purpose Problem Solver**  
**ABRO AB-80**, solve all your multi-purpose problems, it cleans, lubricates and protects against corrosion/rust. It removes grease, gum, dirt, adhesive & scuff marks from any surface. AB-80 Multi purpose very useful in household, automobile and industries.

**Works at Home**  
For smooth sliding windows & doors.  
Cleans and lubricates hacksaw blades.  
Stops squeaks from doors & windows.  
Loosens nuts and bolts from frozen rust.  
Lubricates sewing machines & hinges.  
Lubricates & Protects sports equipments.

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Keeps blades from rusting on garden plow  
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Lubricates landscaping spikes to make it easier to drive into landscape timbers  
Keeps play from sticking to shovels  
Keeps lawnmower wheels turning smoothly

**Customer Care No: 9899966099**  
**Contact No: 9350173383, 9711404848**  
**www.aiplabro.com**

AIPL, ABRO's distributor in India, featured in our last newsletter, created another excellent information sheet. This explains the many uses for ABRO's AB-80.

## ABRO Australia - Free Sample Packs

**AUSTRALIAN TRUCK & AUTO PARTS**  
**BRAKE THRU**  
**www.atap.com.au**

**June is the month to try ABRO!!**  
(mixed purchases are accepted) & RECEIVE A FREE ABRO SAMPLE PRODUCT PACK!!

Try ABRO GASKET PRODUCTS:  
**Purchase 24 Tubes PLUS 24 Cartridges of RTV Silicone Gasket Makers: Tube Part Numbers: 85gm 9-AB Grey, 10-AB Blue, 11-AB Red, 12-AB Black, 13-AB Clear, 14-AB White, 418-AB Copper.**

**ABRO June Promo**  
**Where have you seen us?**

**ABRO**

### ATAP Australia (Australian Truck and Auto Parts)

One of ABRO's major ABRO distributors in Australia recently sent out the above flyer for a special product promotion for the month of June. As you can see, ATAP has encouraged their customers to purchase our ABRO Silicone and Gasket Maker and by doing so, their customers received a free ABRO sample pack of various ABRO products which should stimulate additional ABRO sales in the future. We are pleased to note that ATAP doubled their sales during the promotion and we salute ATAP for their unique marketing efforts.

## Meet ABRO's Staff



—Ashley Schmitt  
Accounting Assistant  
ABRO

### Ashley Schmitt

The recent departure of ABRO's long-time Accounting Assistant, Valerie Schmitt, left ABRO in need of someone who could help balance the books and handle all the incoming and outgoing invoices. After an extensive search, ABRO chose Ashley Schmitt.

Ashley has lived in the South Bend area her whole life. While attending Indiana University's South Bend campus, Ashley supported herself by first waiting tables and later working as an office assistant in local businesses. Prior to her graduation this last May with a degree in accounting, Ashley did a tax internship at a public accounting firm. She also spent a summer abroad studying in both London and Paris. ABRO is her first job out of college and she reports that she likes both the people she works with and learning how to apply years of "book knowledge" to a complicated real world setting.