

One Man One Mission 40 Years



Tim Demarais, aka Mr. ABRO, on his recent trip to Africa in 2014.

Forty years ago, the world was a very different place. There were no iPads or personal computers. Cell phones hadn't been invented. Digital cameras were a fantasy. ABRO was known as United Export (which primarily sold automotive hand tools and automotive chemicals), and a young man named Tim Demarais was graduating from the University of Notre Dame. The rest, as they say, is history.

What started as a summer job, turned into a very successful career in international sales for Tim who now serves as ABRO's Vice President of Sales and Marketing. Back in 1974, there was no Internet. In fact, we did not have a fax machine. Contact with customers was done through overseas travel or by correspondence which relied on the in-

ternational postal system. Contact with factories was done by post card.

In 1979, the Baranay family purchased United Export Corporation from the founder. Peter Baranay, President since 1980, and Tim shared the same vision – that the company should develop products under our own "ABRO" label made to "ABRO's" specifications. With the change in ownership, new emphasis was put on developing the ABRO brand worldwide.

Back in the late 1970's, Tim would get on an airplane (usually PanAm's Clipper "round the world" service) that started in Europe, flew to Africa, then to the Middle East, then to the Far East and eventually back to the World Headquarters in South Bend, Indiana.

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Tim Demarais at the Great Wall in China in 1993 proudly displaying the first ABRO products - masking tape and body filler.

He was usually gone 5-6 weeks at a time, and would go door to door initially selling ABRO Masking Tape one container at a time. Tim was on a mission to “ABRONize the world” and he, Peter Baranay and other dedicated Sales Managers did just that. Tim and the ABRO sales team were true “buccaneers,” traveling the world to introduce the ABRO brand.

How do you get a customer to buy a new, unproven brand? Only excellent salesmanship and dependable service can succeed. Tim was quite persistent and did not take “no” for an answer when presenting various ABRO products. Tim would not come back from a trip unless he was successful in meeting his sales goals, which increased with every trip. He looked at every sales trip as a challenge and an opportunity to spread the ABRO message – that ABRO offered a comprehensive range of quality automotive products at competitive prices – value for your money! Tim’s remarkable sales ability built the ABRO brand into “A Trusted Name Worldwide[®]”. Under Tim and Peter’s leadership, the three original ABRO products (masking tape, body filler and thinner) turned into a family of over 700 ABRO products. Tim took the ABRO name very seriously and like all of our ABRO customers, was not happy when unscrupulous companies started counterfeiting the ABRO name because of its popularity in various world markets. In 2007, Tim was asked to testify before the United States Senate in Washington, D.C. on Intellectual Property Protection and partly as a result of his testimony,



Tim Demarais in 1979



Tim Demarais and Peter Baranay setting up their first ABRO Trade-show Booth at Saudi Build Expo, Riyadh, Saudi Arabia, 1981



ny, the U.S. government passed legislation that allowed us to go after infringers all over the world. As you are aware, ABRO will do whatever it takes to protect the ABRO name and today, we are making significant inroads against ABRO counterfeiters worldwide.

Tim agrees that the world 40 years ago was a much different place. However, after 122 overseas trips, covering over 3 million miles, being involved in developing a myriad of new ABRO products and helping take ABRO sales volume from \$4,000,000 in 1974 to over \$200,000,000 this year, Tim also feels that 40 years later the ABRO world is a much better place!

The entire ABRO family proudly recognizes and salutes Tim’s 40 years of service and leadership. As everyone knows, Tim’s heart truly bleeds “ABRO Blue”!

Nigeria, Ghana, Ivory Coast Coscharis Group



Tim Demarais (center) with Coscharis Group and ABRO Specialist for PVC Cement, Fabio Castellani.

Earlier this year, Vice President, Tim Demarais, spent several weeks in West Africa visiting Nigeria, Ghana and Cameroon. During this visit, Fabio Castellani (ABRO Specialist for PVC Cement) accompanied Tim. Fabio gave a number of sales seminars in West Africa educating plumbers and contractors on



ABRO sales seminars were held in West Africa, educating plumbers and contractors on product and sales techniques of ABRO PVC Cement.

selling and on the characteristics of our ABRO PVC Cement.

Distributors and users alike were most impressed with the technical knowledge that was provided by these seminars and we have seen a definite increase in our business activity of our ABRO PVC Cement since the seminars were given.

Tim Demarais also spent a great deal of time with Ralph Agbasionwe and Uzor Obuzor of Coscharis Nigeria visiting customers and discussing new ABRO products. Nigeria remains ABRO's largest market and Ralph predicts that we will achieve record sales levels in Nigeria this year. Tim also met with Mr. Felix Maduka who was visiting Nigeria from Ivory Coast where he also is doing an excellent job in ABROnizing this market.



Raphael Agbasionwe (Coscharis), with customers and Tim Demarais.



Fabio Castellani with Tim Demarais visiting one of Coscharis' warehouses.

Tim also visited Coscharis Ghana in Accra Ghana where sales have almost doubled since last year. Ralph Agbasionwe, together with Daniel Pinkrah, are in the process of re-organizing ABRO Ghana and so far, the results have been excellent with ABRO sales up significantly this year.



Tim Demarais with Felix Maduka (Coscharis).

Cameroon Ozone International

Tim spent several days in Cameroon visiting our ABRO agent, Mr. Joshua Ozioma. Cameroon has been growing steadily since Joshua became the sole agent several years ago.

Tim Demarais attended Ozone's Customer Appreciation Night which was a huge success as distributors and employees throughout Cameroon came to Douala for a high level sales meeting and customer recognition. Everyone was highly motivated by Joshua's dynamic address at the event and we certainly know that Cameroon is in good hands with Joshua Ozioma.



Ozone's Customer Appreciation Night was a huge success.



Tim Demarais with Joshua Ozioma in front of Ozone's fleet of delivery vans.



Tim Demarais with Lois and Joshua Ozioma and their three children.



**2015 Calendars
Now Available!**

The new 2015 calendar posters are available in the warehouse now.

**DOWNLOAD
NEW CATALOG PDF**
[www.abro.com/
Partner Login](http://www.abro.com/PartnerLogin)

ABRO's new catalogs will be ready for you to add to your orders starting **September 15, 2014**. In the meantime, you may download a PDF version.

You will need to enter your login and password at the Partner Login. Please ask ABRO for a password if you don't have one yet.



ABRO TRADE SHOW DATES IN 2014

automechanika

Automechanika Frankfurt, Germany

Tuesday, September 16 - Saturday, September 20, 2014

SHOW & TICKET INFO: MESSE FRANKFURT

<https://automechanika.messefrankfurt.com/frankfurt/en/besucher/willkommen.html>

HOTEL INFO: THE WESTIN GRAND FRANKFURT

<http://www.westingrandfrankfurt.com/>

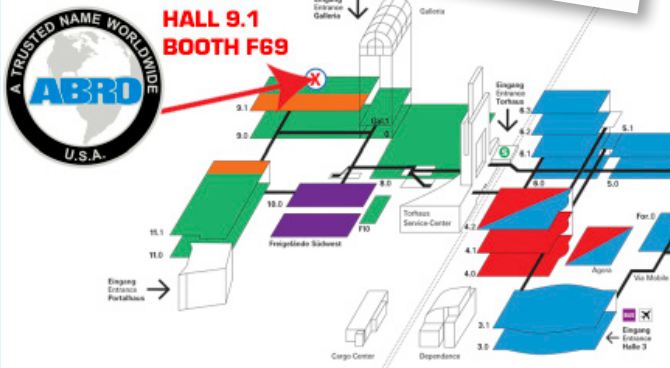
Please join us for the
ABRO Hospitality Events
in the evenings,
Tuesday through Thursday,
Sept. 16-18, 2014

Tuesday: Chinese Dinner
at San San, Westin Grand Hotel

Wednesday: Persian Dinner
at Hafez Restaurant

Thursday: Boat Cruise Dinner
on ABRO Boat

DOWNLOAD PROGRAM HERE



ABRO Russia West: Omaks

ABRO has become an official sponsor of Sports Complex sports car “White Well”, located 12 km from the town of Voronezh, Russia. ABRO signage covers the walls lining the track, the winner’s podium area, flags, and all the participating cars.

This past April and May, the next stages of the Cup Championship and the White Well Chernozemya dragster and White Well Cup rally-cross were held. ABRO has sponsored all these exciting events.

The season continues through the rest of summer. ABRO will continue to support all drivers including during time trials throughout 2014.



ABRO Russia North: NPTK Krepost



20 Years Dedicated to ABRO
in St. Petersburg, Russia

2014 marks the 20th anniversary that NPTK Krepost and ABRO have been in business together. ABRO USA Salesman, Mike Molnar, traveled to St. Petersburg, Russia this June to discuss current business issues and to thank NPTK Krepost for their outstanding partnership. We look forward to the many years of continued partnership ahead.



Yury Sergeev, Aleksandr Khrapal, Vadim Polyakov and Mike Molnar

Lebanon - Sabra Family Expands Business



To promote the wide variety of ABRO Lubricants, large motor oil bottles are painted on the newly expanded store walls.



After a period of difficulties and slow business in Lebanon, ABRO is now being marketed on a large scale and once again includes the lubricant products that we sold in Lebanon regularly many years ago.

Our expansion plans are going forward under the supervision of Mr. Saad Sabra who has taken on much of the sales and marketing responsibilities from his father, Mr. Ramez Sabra. We at ABRO Industries are pleased to work with the Sabra family and look forward to continuing to grow our existing business during the rest of this year and going into 2015.

Guatemala Centracasa ABRO



Centracasa in Guatemala has acquired a new delivery van which will be used to deliver ABRO products throughout the entire country.

Uruguay Daluc

**CINTA SELLA ROSCAS
PTFE (TEFLÓN) AMARILLO
PARA CAÑERÍAS DE GAS**

**ABRO
URUGUAY**

**CINTA SELLA ROSCAS PTFE (TEFLÓN)
CELESTE PARA CAÑERÍAS DE AGUA**

Proporciona un sellado hermético para roscas. Utilice en metal, plástico, latón, cobre, aluminio, acero galvanizado y cañerías de hierro. Desensambla fácilmente. Diversidad de presentaciones

ANCHO	LARGO	ESPESOR	DENSIDAD	USO
0.5"	10 Yds	0.075 mm	0.3	AGUA
0.75"	10 Yds	0.075 mm	0.3	AGUA
0.5"	7 Yds	0.075 mm	0.3	AGUA
0.75"	7 Yds	0.075 mm	0.3	AGUA
1"	7 Yds	0.075 mm	0.3	AGUA
0.5"	7 Yds	0.1 mm	1	GAS

Dario Nieves of Daluc in Uruguay has recently put together a marketing campaign to sell a full container of ABRO teflon tape.

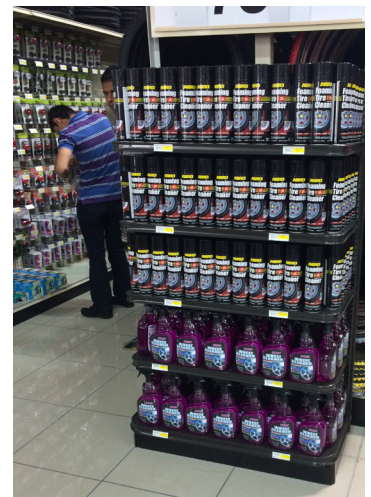
Honduras

Agencia La Mundial Inauguration of New 3400m² (36597 sq ft) Store in Tegucigalpa



On July 17th, 2014, Agencia La Mundial inaugurated their eighth store in Honduras. The 3400 m² (36597 sq ft) store in Tegucigalpa is now the largest and most completely outfitted of the highly successful La Mundial chain.

The celebration was well attended by customers, suppliers and government officials, including Mario Manta, ABRO's Sales Manager.



new Available at the ABRO warehouse **NOW!**



ULTRA PLUS® COPPER GASKET SPRAY

Great for Exhaust Manifolds, Cylinder Heads and Turbocharger Flanges
Effective in Temperatures Up to 500°F (260°C)
Excellent for Sealing Non-Absorbent Surfaces and Eliminating Hot Spots
Neutral Cure, Low Odor

PART NO. CG-418

9 OZ./ 255g

12/CASE



WINDSHIELD REPAIR KIT

New Pro Pack Kit

Patented System Makes Most "Bulls Eyes" and Stone Chips Virtually Undetectable
Avoid Costly Windshield Replacement
Detailed Multi-Language Instructions Included

PART NO. WR-290

.018 OZ./.534mL

6/CASE



RUST EVAPORATOR

Effectively Removes Deep Rust on All Types of Steel and Iron

Safe on All Surfaces; Will Not Harm Copper, Brass, Aluminum, Plastic, Rubber or Vinyl

Non-Toxic, Biodegradable, Contains No Acids or Alkalis

PART NO. RR-378-R

1 GAL./3.78L

4/CASE



CLEANING WIPES

Industrial Grade Cleaning Wipes
Used to Clean Grease, Grime, Paint, Graffiti, Adhesive and Many Other Soils
Abrasive Side Cuts Through the Toughest Soils While Smooth Side Allows for Wiping Delicate Surfaces

PART NO. CW-001-PR PAINT & GRAFFITI REMOVER

9 x 12"/23 x 30 cm

6/CASE

PART NO. CW-002-HS HEAVY DUTY CLEANING

9 x 12"/23 x 30 cm

6/CASE

PART NO. CW-003-TL TOOL CLEANER

9 x 12"/23 x 30 cm

6/CASE



INDUSTRIAL HAND CLEANERS

Liquefies and Removes Stubborn Grease, Oil, Tar, Ink, Paint and More
Specifically Formulated to Promote Healthy Skin Care
No Greasy Residue Left Behind

PART NO. HC-001 FRESH SCENT

550 mL

12/CASE

PART NO. HC-002-CH CHERRY

550 mL

12/CASE

PART NO. HC-003-PR PAINT REMOVER

550 mL

12/CASE

Visitors to ABRO World Headquarters

Russia



Peter F. Baranay with Evgenii Iakovlev and Michael Molnar displaying the ABRO Product Development Award given to ABRO-DV.

The ABRO business in Russia continues to grow during 2014. A large part of that growth is due to new products being introduced into the market. Many of these products have never been sold by ABRO in Russia or in any other market around the world. Examples of some of these products include but are not limited to: zip ties, fuses, wiper blades, hose clamps, etc... The extent of the expansion of the ABRO range of products is so impressive, that we decided that this accomplishment needed to be recognized. For the first time ever, ABRO USA is presenting a "Product Development Award". This award symbolizes our appreciation for the commitment and vision to new product development. It is our pleasure to give this award to Evgenii Iakovlev, President of ABRO-DV (ABRO Russia East).

Australia



Tim Demarais, Garry Dumbrell (not shown) and Darcy Brown met with Peter F. Baranay during a visit to South Bend.

Recently, Mr. Garry Dumbrell and Darcy Brown of Zebra Capital, Melbourne Australia visited the World Headquarters at ABRO Industries. Zebra Capital, headed up by Garry Dumbrell, has taken over the ABRO range of products in Australia.

Garry has great plans for ABRO. He was formerly the CEO of Automotive Brands Group, which operated over 200 automotive parts stores throughout Australia.

Garry feels quite confident that he can be successful in promoting the ABRO product range throughout Australia and we look forward to working with Garry and his sales team in further growing our ABRO business in Australia.

Let's Share Ideas

Saudi Arabia



The sales of our ABRO Semi-Synthetic and Synthetic Motor Oil continues to expand in Saudi Arabia through the dynamic efforts of Mojawharat Al Khaleg Trading in Riyadh Saudi Arabia. We have seen a tremendous increase in sales activity with our ABRO Premium Motor Oils in the Kingdom as Hany Morsy, Executive Manager of Mojawharat Al Khaleg Trading has set up several new sales branches throughout Saudi Arabia, expanding the sales of our ABRO Lubricants. Hany has initiated a series of marketing promotions to stimulate customer demand for ABRO Products. He has recently added several vans that are quite striking in appearance and has created quite an awareness for all of ABRO Lubricants in the Kingdom.

Brazil - Trade Show Event



Brazilian distributors united to exhibit at AUTOP 2014 in Brazil. They incorporated the ABRO logo with the 75 emblem to indicate that 2014 marks the 75th year anniversary of ABRO.

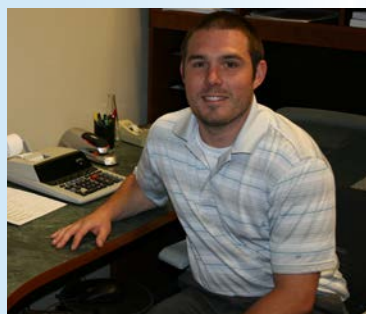
ABRO Fit for Fun



Peter's Weight Loss Inspiration

Three years ago, ABRO's President Peter Baranay got serious about losing weight and getting into better physical condition. He was inspired by the younger staff who were successfully battling the post college weight gain and by other members who had gone from "couch potato" to running 5 kilometer races. He encouraged the entire organization – some might say he bribed us. On June 15, 2014, 15 members of the ABRO staff, spouses, and friends participated in a 5k run/walk benefiting Memorial Children's Hospital in South Bend. A fun day was had by all.

Meet ABRO's Staff



—Jason Brandt
Accounting Assistant
ABRO

Jason, who joined ABRO in November of last year as an Accounting Assistant, works to ensure that all financial transactions involving ABRO proceed smoothly and quickly. He says he enjoys the people he works with and the international component of his job. "ABRO has really opened my eyes to the world" said Jason.

Recently, Jason Brandt did one of the most terrifying things any man can do – he asked his girlfriend of 5 ½ years, Ally, to marry him.

Luckily for him – she happily agreed!

The couple have a great deal in common. They both love working with children – Ally works as a teacher and Jason has previously worked as both a teacher and as a coach.