

AAPEX Show in Las Vegas ABRO Celebrates 75 Year Anniversary With New Trade Show Booth

by Peter F. Baranay



ABRO's spectacular 1500 square foot booth was the new meeting point for ABRO's distributors, suppliers and staff during the recent AAPEX show in Las Vegas.

The year was 1939. In theaters, Americans watched as the events of the American Civil War unfolded in the movie, "Gone with the Wind". The reality on the street was that the U.S. was entering the tenth year of the Great Depression and the storm clouds of war were gathering over Europe. The combination of the Great Depression and global uncertainty had resulted in the decline of international trade by over 50%. In spite of all this, a young entrepreneur who worked days at the Studebaker Motor Corporation started a small business involving language translation. He ignored the risks of war and uncertainty as he was confident there was a future in International Trade.

Over the next five years, the entire planet descended into chaos as the fires of the World

War consumed millions, but he persevered. In 1944, he incorporated that business, left that stable job at Studebaker Motors, and became committed to the world of International Trade. That spirit, guts, and determination are the foundation of ABRO Industries.

At ABRO's 75th Anniversary celebration in Las Vegas, my wife, Nancy, and I were proud to host the largest gathering of ABRO distributors that has ever occurred in our 75 year history.

During the AAPEX Show, nearly 60 countries were represented, which although a small portion of over 180 countries in where ABRO does business, it is a stunning achievement and represents the remarkable global empire that ABRO has become.

The modern era of ABRO began in 1974



U.S.A.

ABRO Celebrates 75 Year Anniversary in Las Vegas:

AAPEX Show	
New ABRO Trade Show Booth ..	1-4
ABRO Hosts Appreciation Night at Caesar's Penthouse	4-5
Latin American Dinner at The Palm	6
75th Anniversary Evening at Napoleon's	7
Ladies of ABRO Luncheon at the Venetian	8
Little Peter Sings ABRO Song	8

Germany

Automechanika Tradeshaw ... 9-10

New ABRO Catalogs

Now in French and Arabic 11

Yemen

ABRO Lubricants Advertised 12

Saudi Arabia

ABRO Lubricates the Kingdom... 13

Cameroon

U.S. Ambassador Visits ABRO Booth..... 14

Iraq

Award for ABRO Distributor 14

Let's Share Ideas:

Russia

ABRO Jet-Ski Racing Team 14

Belarus

New ABRO Delivery Van 14

Meet ABRO's Staff:

Lizzy Salazar..... 14

ABRO 75 Years - Continued from page 1



Eugenio Tome and Tersandro "Stan" Santos in front of the 75 Year Anniversary banner.



Felix Maduka, Jonathan Maduka, Raph Agbasionwe, Atteib Abdelkerim, Josiah Samuel and Mohammed Ibrahim. In the back, ABRO's new display shelves of the trade show booth.



Mike Molnar, Alexey Avdeev, Lesley Fetters, Vasily Bilchuk and Dmitry Goncharov at the front desk of the ABRO booth.



Khartik Ramamourthy, Sasan "Sonny" Sohrab and Danarajah Ramarathnam.



Mr. G.S. Sethi, Felix Maduka and Shannon Thompson.

when a young man, named Tim Demarais, graduated from the University of Notre Dame and took what he thought was a summer job in South Bend at the small export company that was then already 35 years old. In those early days, he headed up what some despairingly called the "Pots and Pans" division. Within that division were the seeds of what would grow to become ABRO. Although he

sold Masking Tape one roll at a time, he saw the strength of the ABRO brand. The first ABRO Trademark for masking tape was applied for in 1977 in Singapore.

In 1979 my father purchased the business from the founder and I joined the company six months later when my father died. The ABRO product range in those days consisted of three items – Masking Tape, Lacquer Thinner, and Body Filler. Remarkably those three items are still in our catalogue and most of our distributors actively sell those three products today.

In 1985, knowing that we needed a young man with drive, determination, and the ability to communicate in Spanish, we stole Mario Manta from the stable, but boring job he had at a local bank. I remember clearly Tim telling Mario that there was a future at ABRO, but he would be lucky to sell one or two Masking Tape containers in South America during an



Mario Manta with Kenny and Jenny Yuja, long-time distributors from Honduras.

ENTIRE year. Tim is seldom wrong, but he sure missed the mark on that one.

A few short years later in 1994, 20 years ago, Sonny Sohrab relocated to South Bend, Indiana. In the fall of that year, Tim and Sonny attended the first Auto Show here in Las Vegas. One year later, ABRO used Caesars Palace for the first time as our headquarters and we had our first

ABRO 75 Years - Continued from page 2



The booth was a very busy place. At times all meeting rooms were occupied so that additional meetings were held in the lounge area and at the bar.



Dr. Cosmas Maduka with Tim Demarais in front of the TV display tower of the ABRO booth.

Wednesday night event.

The party consisted of a couple of appetizers from the room service menu, a few beers, a bottle of Scotch and Vodka – and “yours truly” was the bartender and waiter. I guess it goes without saying that ABRO has come a long way since then.

In 1997, Stan Santos joined us during the summer while he attended Bethel College.

After graduating from Indiana University, Mike Molnar joined ABRO in 2007 and within 90 days we had sent him to his first Trade Show, alone, in Moscow. Tim and I worked together in developing Russia, but it became

clear to both of us that Mike would soon be taking that part of the world over himself. He has done an extraordinary job and continues to develop the Russian market along with a remarkable group of distributors.

We continued to attend the Las Vegas Show, but we had no booth on the show floor



Sasan Sohrab and his assistant Sue Harper met with Saad Sabra and Perla Saabrax in one of the meeting rooms.



The second meeting room was occupied by Mario Manta (center) here in a discussion with Maria Isabel Ureña and Claudio Hirujo.



Peter Baranay and Ashley Schmitt (ABRO's new Controller) went over some details that came up in a previous meeting.



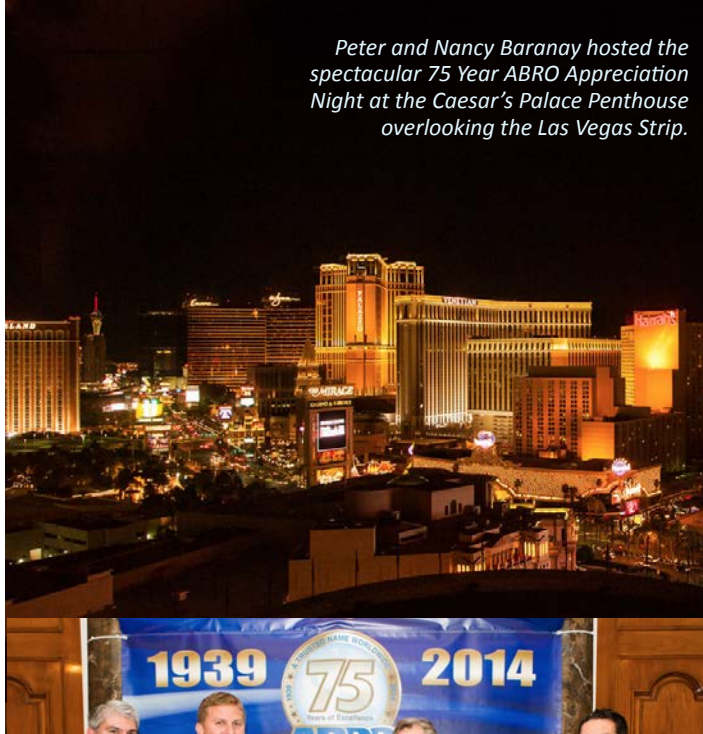
The new shelf units made it easy for customers and staff to locate the 500 plus ABRO products without having to walk around the booth.



A favorite picture stop was the lit ABRO reception counter. Here shown are customers, suppliers and Peter Baranay (center).

ABRO 75 Years - Continued from page 3

ABRO Hosts Appreciation Night at Caesar's Palace Penthouse

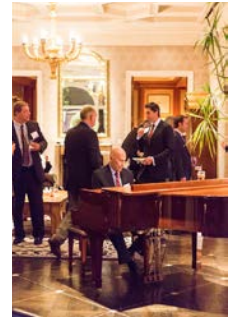


Peter and Nancy Baranay hosted the spectacular 75 Year ABRO Appreciation Night at the Caesar's Palace Penthouse overlooking the Las Vegas Strip.



Mario Manta, Mike Molnar, Peter Baranay, Tim Demarais, Sasan "Sonny" Sohrab and Tersandro "Stan" Santos welcome the ABRO guests to the event.

Katy Demarais, Elizabeth Sohrab, Kim Manta and Stephanie Molnar joined their husbands to celebrate the 75th Anniversary of ABRO together.



until 2000. Let's put the first booth in perspective:

Our booth this year had not one, not two, not three, but four conference rooms and our first booth would have fit comfortably inside two of those conference rooms.

The growth of our booth and the growth of ABRO seemed to go hand in hand. But it wasn't the parties or the booth that led to ABRO's growth, it was the commitment, the dedication, innovation, and creativity of our

ABRO distributors who wanted new products and better products and our ABRO suppliers responded.

For many of you who have visited us in South Bend, you know there is far more to the ABRO organization than just the faces that you have seen here in Las Vegas for many years.

It is fun to look back over the years and a number of highlights come to mind. It was only in 1992 that ABRO

ABRO 75 Years - Continued from page 4



Alexey Avdeev, Vasily Bilchuk, Valery Avdeev, Olga Avdeeva, Dmitry Goncharov, Michael Molnar, Anna Goncharova, Alexander Khakhiashvili.



Juan Silvera Jr., Veronica Silvera, Beryl Bartoli, Juan Silvera Sr. and Maria Ysabel Ureña.



Celso Cepeda, Xavier and Luz Villagomez, Juan Manuel Arbelaez, Gonzalo Villagomez, Andres Dueñas and Carla Grunauer.



Ashley Schmitt, Shannon Thompson, Tim Demarais, Danarajah Ramarathnam, Lesley Fetters and Sue Harper.



Peter Baranay addressed the ABRO Family and Suppliers at his speech.

released our first legitimate catalog which consisted of 16 pages with a lot of group photos because we didn't have a lot of products. The catalog had no part numbers. Today our catalog has 60 pages and we print it not only in English and Spanish, but this is the first time we have printed it in French and Arabic.

Do you remember that one lonely Trademark ABRO registered in Singapore back in 1977? Today ABRO owns 2,062 Trademarks. We have an additional 722 applications for ABRO Trademarks or Trade dress pending in a total of 179 territories and countries.

We have developed more tools to help our distributors succeed including videos in multiple languages. We have more products, we listen to our distributors, we respond to our distributors, and we have seen significant growth as those products have been accepted into the market place.

In 2014, our 75th Anniversary, ABRO has once again achieved record results - everyone involved with ABRO, whether a member of the ABRO team, a distributor, or a supplier has benefited. The entire ABRO family is sharing in this prosperity. Seventy Five years is a remarkable achievement. We have come a long way. I know that we all have the ability to continue to grow our business because ABRO products are not yet on every shelf, in every village on this planet. Let's achieve that goal together.



Khartik Ramamourthy, Danarajah Ramarathnam, Mr. G.S. Sethi, Sasan Sohrab, Roop Persaud, Jasmeet Sethi.



Joshua Ozioma and Nancy Baranay enjoyed seeing each other again in Vegas.



Each attendee received a goody bag filled with 75th Anniversary gifts from ABRO. Here shown Mourad Salmi and Ali Salmi with Jalene Rogers.



Raph Agbasionwe, Daniel Pinkrah, Josiah Samuel, Birgit Sommer, Cosmas Maduka and Jonathan Maduka.

ABRO 75 Years - Continued from page 5

Latin American Dinner Celebration at The Palm

Almost 70 ABRO customers and their families gathered at the Las Vegas Palm on Monday night to celebrate the 75th anniversary. What an event it was! Eighteen countries were represented at the ABRO dinner.

The group left very energized and ready to tackle the next year.

Eugenio Tome and Victor Toledo.



Laura Retana, Eduardo Retana, Alejandro Cadena, Yessica Gonzales, Francisco Hidalgo Sr., Wilfredo Valle, Fabiola Jimenez, Melissa Velazquez, Sandra Figueroa, Elvia Retana, Marvin Retana, Mario Manta.



Giancarlo Boscarolo, Gustavo Barbosa, Mikio Makabe, Kunio Makabe, Veronica Makabe, Gladys Makabe, Ruby Mei-Hua Hsu, Kim Tzu-Yu Chen, Tony Chen, Guillermo Makabe, Silvana Barbosa, Josefina Boscarolo, Dario Nieves.



Mario Manta, Juan Roberto Garcia, Lupita Garcia, Juan Silvera Sr., Beryl Bartoli, Juan Silvera Jr.



Eduardo Dias and Walter Lima (not shown). Patricia Morales, Gladys Morales, Roberto Morales, Tersandro Santos, Eugenio Tome, Victor Toledo, Mario Manta, Billy Cheong, David Lam.



Celso Cepeda, Juan Manuel Arbelaez, Maria Yzabel Urena, Claudio Urena, Carlos Valenzuela, Carlos Perez, Joaquin Ixcoy, Javier Villagomez Jr., Miguel Villagomez, Xavier Villagomez, Luz Villagomez.

ABRO 75 Years - Continued from page 6



Napoleon's, a private lounge at the Paris Hotel, was the location for an evening event hosted by ABRO.

75th Anniversary Evening at Napoleon's

ABRO's 75th anniversary party continued at Napoleon's Lounge in the Paris Hotel in Las Vegas. All of our ABRO customers who attended the AAPEX Show were invited to our evening cocktail and dinner party at the charming Napoleon's on Tuesday night. The conversation was lively, the cuisine was excellent and the ABRO family got much closer by mingling and discussing the various aspects of how ABRO is achieving success in their respective markets. The venue was quite beautiful and stately and a good time was had by all our ABRO customers who attended this engaging event.



Aleksandra Mikolaenko, Dmitrii Geredluk, Mike Molnar, Evgenii Iakovlev and Lesley Fetters.



Dr. Cosmas Maduka and Peter Baranay.



Dr. Cosmas Maduka, Shannon Thompson, Elizabeth and Daniel Pinkrah with Tim Demarais.



Luz and Xavier Villagomez with Mario Manta.



Olga Avdeeva, Dmitry Goncharov, Irina Avdeeva, Valery Avdeev, Vasily Bilchuk, Peter Baranay, Yuri Sergeev, Anna Goncharova, Alexey Avdeev.



Ashley Schmitt, Birgit Sommer, Sue Harper with Nancy Baranay.

Sasan "Sonny" Sohrab, Mourad Salmi, Ali Salmi and Sue Harper.

ABRO 75 Years - Continued from page 7

Ladies of ABRO Luncheon at the Venetian



Priscilla Delgado, Veronica Silvera, Beryl Bartoli, Nancy Baranay, Jenny Yuja, Lupita Garcia and Lucia Nieves.



Veronica Makabe, Josephina Boscarolo, Silvana Barbosa, Kim Manta, Patricia Morales and Gladys Morales.



Lucia Nieves, Peter and Nancy Baranay.

The beautiful Venetian Hotel in Las Vegas was the site of an AA-PEX Show first, a Ladies of ABRO Luncheon attended by many of our Latin American and South Ameri-

can customers. The lovely meal was highlighted by much conversation and laughter as well as the sharing of ideas and the many, varied histories of how we all became part of

ABRO. To all of our old friends and many new friends who were able to attend, thank you for proving, once again, that language is never a barrier among family.



During ABRO's Appreciation Night at Caesar's Penthouse, a "big" surprise caused Peter Baranay to interrupt his speech. Long time distributor and close friend of the Baranays, Valery Avdeev and his son, Alexey Avdeev, presented Peter with a puppet that not only looked like Peter, but also sang a specially created ABRO song. Peter and all guests were absolutely thrilled.

Little Peter Sings ABRO Song



Peter with "Little Peter" singing the ABRO song to the entire ABRO staff in South Bend.

Successful Automechanika Trade Show in Frankfurt, Germany



ABRO had a very successful attendance at the recent Automechanika Show 2014 in Frankfurt. Plenty of worldwide ABRO customers and distributors were able to learn all about ABRO's new products.

As in the past years, the ABRO team was highly satisfied with the results of their presence at the Automechanika in Frankfurt, Germany.

ABRO's customers and distributors were able to meet with the ABRO sales team to discuss existing and new business opportunities.

ABRO's guests felt very much at home in the ABRO exhibition booth and we enjoyed a lively and constant stream of existing and potential customers from all over the world.



This year, ABRO's trade show booth was decorated to reflect the 75 Year Anniversary of the company.

ABRO's customers, distributors, ABRO staff members, as well as some of ABRO's suppliers, met during the five day event to discuss existing and new business affairs.

!!!NEW CATALOGS!!!

new

ABRO Catalogs Now Also Available In French and Arabic!

For the first time in ABRO's history, we now offer our product catalogs in four language versions:

•English •Spanish •French •Arabic

All of ABRO's new catalogs are ready for you to add to your orders now.

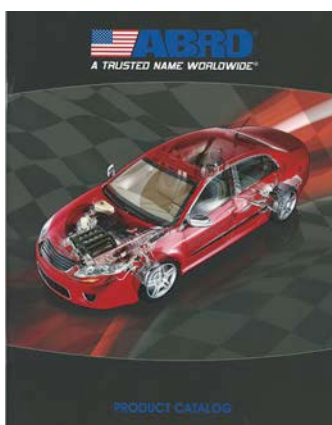


You may also download a PDF version of each catalog from the ABRO website.

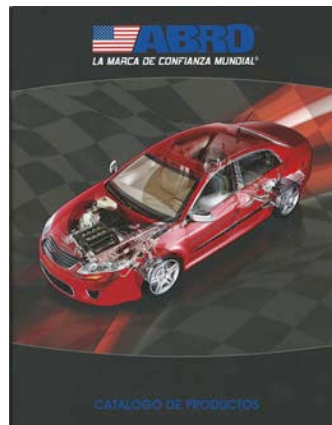
You will be asked to enter your login and password at the Partner Login. Please ask ABRO for a password if you don't have one yet.

new

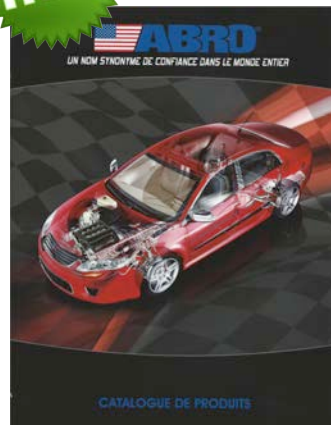
new



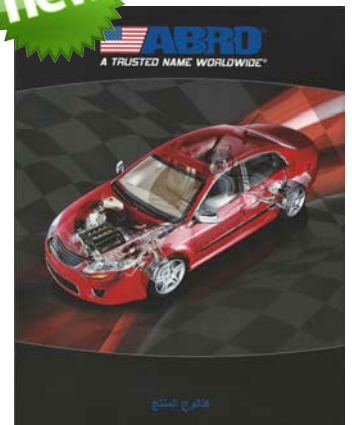
ENGLISH



SPANISH



FRENCH



ARABIC

DOWNLOAD CATALOG PDF

[www.abro.com/
Partner Login](http://www.abro.com/PartnerLogin)

ABRO Lubricants Advertised Throughout Yemen



Al-Alimi Brothers is promoting the ABRO brand name in the motor oil industry everywhere from gas stations to an impressive truck fleet, to billboards and to promotional give away items.

As everyone is aware, Yemen has gone through very difficult times over the last few years due to the overall instability in the government and the economic conditions that have not been favorable to business in general. However, through all of these problems, our distributor in Yemen, Al-Alimi Brothers, has been able to not only maintain, but grow the business and they are now one of our top ten customers in the world.

Further to their growth of the regular ABRO products, they are now making a huge push for the ABRO lubricants in Yemen. As you can see on the pictures shown here, they are

promoting the ABRO brand name in the motor oil industry everywhere from billboards to gas stations and to promotional give away items such as little motor oil key chains. They have a number of other promotional activities that have helped ABRO become one of the most respected names in motor oil in the country. It was not an easy goal to accomplish in any country, but is absolutely unbelievable when they were able to accomplish this goal despite all of the other issues that they had to deal with in Yemen. We are confident that ABRO lubricants will forever be a formidable force in Yemen and many other countries.



Just one of the many ideas to promote the ABRO name in Yemen: ABRO Lubricant Bottles as a keychain attachment.

ABRO Continues to Lubricate the Kingdom



Mogwharat Al Khleej Trading has put together an extensive promotional campaign to stimulate the sales of our ABRO lubricants in the Kingdom.



Staff members of Mogwharat Al Khleej Trading Est. with the ABRO technical team in front of one of the ABRO delivery vans.

Mogwharat Al Khleej Trading Est. of Riyadh Saudi Arabia continues to make successful inroads in penetrating the lucrative lubricant market of Saudi Arabia with our ABRO synthetic and semi-synthetic motor oils.

Owner, Sheikh Abdul Aziz and General Sales Manager, Mr. Hany Morsy, have done an excellent job in introducing our ABRO lubricants throughout the Kingdom. During the past year, Mogwharat Al Khleej Trading has set up warehouses in the Central, Western, Eastern, Southern and Northern regions of Saudi Arabia to distribute our ABRO Premium Motor Oil.

Mogwharat Al Khleej Trading has put together an extensive promotional campaign giving away televisions, cell phones, briefcases and ABRO jumpsuits to stimulate the sales of our ABRO lubricants in the Kingdom. Also, they have unveiled a fleet of ABRO vans and trucks to deliver and promote our ABRO lubricants throughout Saudi Arabia.

Several years ago, Mogwharat Al Khleej Trading was given the opportunity to sell exclusively our ABRO motor oil throughout Saudi Arabia and they certainly have not disappointed us as they are well on their way to make ABRO lubricants a household name in Saudi Arabia. Congratulations to Sheikh Abdul Aziz, Hany Morsy, Ibrahim Morsy and their entire staff for their exceptional sales efforts in making ABRO a leading lubricant brand in Saudi Arabia.



Sheikh Abdul Aziz

Cameroon U.S. Ambassador Visits ABRO Booth at PROMOTE 2014 Trade Fair



Michael S. Hoza (U.S. Ambassador of Cameroon), came to visit Joshua Ozioma at his Trade Fair Booth in Yaoundé.

Joshua Ozioma and his company, Ozone International, exhibited at PROMOTE 2014 in Yaoundé Cameroon which is an international trade fair held every four years in Cameroon. This trade fair ran from December 6-14 and attracted fair exhibitors from the USA, France, U.K., Germany, China, South Africa and many other countries. It is the largest trade fair in Central Africa.



Naomi Selakwe, (Assistant Ozone)
Lois Ozioma, Michael S. Hoza
(U.S. Ambassador of Cameroon),
Joshua Ozioma and Hermas Mbane,
(Regional manager for Yaoundé) .

The Ambassador of the United States of America,
Michael S. Hoza,
requests the pleasure of the company of
Mr. Joshua Ozioma and Guest
at a Reception in honor of Exhibitors
at the American Pavilion of PROMOTE 2014
on Wednesday, December 10, 2014 at 6:00-8:00 p.m.

Joshua Ozioma was privileged to have the U.S. Ambassador of Cameroon visit Joshua at ABRO's booth at the show and later invited Joshua and several members of his staff to dinner that evening.

ABRO gained a great deal of exposure at the trade fair as Ozone booked many new ABRO orders at the show.



Iraq - Kurdistan: Sulaimania City Trade Show

Meriwan Ltd. recently had a show booth at the Sulaimania City Trade Show in Iraq-Kurdistan.

Mr. Salar Agha (right), President of Meriwan Ltd., and ABRO's distributor for the Iraq-Kurdistan region, received a prestigious award for his outstanding services. The award was given from the Gentlemen of the Commercial Office and the Trade Show Head Office of the Sulaimania City Trade Show.

Let's Share Ideas

ABRO-DV / Russia East



The 2014 Russky Grand Prix Jet Ski competition was held in Vladivostok, Russia on August 12-16, 2014. The ABRO racing team participated in this amazing sporting event. ABRO's racer Igor Chernih competed extremely well and had to manage challenging windy conditions. A lot was learned during the races in 2014. Preparation for the 2015 Russky Grand Prix Jet Ski competition has already begun. We expect the ABRO team to be in the competition for 1st place.

The opportunity to promote ABRO during the event was not missed. The winners' podium was sponsored by ABRO. You might recognize ABRO's Organic Air Freshener above. Additionally, graphics of ABRO products were added to the ABRO jet ski in a checkerboard pattern.

Congrats to the ABRO Jet Ski racing team on a successful year. We look forward to following you in 2015.



New Delivery Vehicle in Belarus



Informtorgservis owner Igor Medvedev has invested in a new delivery vehicle. His sales managers demanded the vehicle to be able to meet the growing demands of the market in Belarus. The ABRO vehicle is on the road seven days a week traveling all over Belarus. The vehicle also doubles as a moving billboard.



Meet ABRO's Staff

—Lizzy Salazar
Assistant Sales Manager
ABRO

Lizzy joined the ABRO team in March of this year as an assistant to Mario's division. Lizzy handles the transportation and logistics for the Latin and South American regions. Born and raised in Lima, Peru, she moved to the United States when she was 17 to attend college, while her family remained in Peru.

Prior to working at ABRO, Lizzy worked in Admissions and Marketing at a university. She said of ABRO, "I really like the people and the company itself is very family oriented." She enjoys the value system here at ABRO and the promotion for a healthy lifestyle.

Lizzy has recently bought a house in Indiana with her husband Garrett and just completed her MBA, Masters of Business Administration, this December.