

ABRO Sales Conference in Guangzhou, China April 2015



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Over the years, a number of our ABRO distributors worldwide have attended the Canton Trade Fair in Guangzhou China. The Fair has been held in Guangzhou every spring and autumn since 1957. The Canton Trade Fair presents the most comprehensive exhibition covering

the widest range of industries linking overseas buyers with domestic and international exhibitors.

With this in mind, the ABRO sales team held a productive sales conference with our ABRO distributors who attended the show. A number of meetings were held with spe-

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cific ABRO distributors and their respective ABRO sales managers. The show culminated in a gala evening dinner and cocktail event in the main banquet room at the Westin Pazhou near the trade center.

Many topics were discussed during our meetings – obviously, a major concern of all our distributors

was the rather unstable economic and political situation worldwide which has impacted the sales of many of our ABRO distributors. However, ABRO assured those at the show that we will do everything possible to assist our ABRO distributors get through these tough economic times. We have already seen

improvement in many of our ABRO markets as sales have rebounded in recent months.

Again, it was great seeing so many members of our ABRO family in Guangzhou and we look forward to seeing many of our other ABRO distributors at the Canton Trade Fair in 2016. ■

Travel Report for New Zealand and Australia

Vice President, Tim Demarais, has traveled the world for ABRO Industries the past 41 years but he never had the pleasure of visiting New Zealand and Australia. Last month, he added two more countries to his travel list as Tim made his inaugural visit to both New Zealand and Australia after the Canton Trade Fair in Guangzhou China.

New Zealand



Stephen Duncan – National Sales Manager, John Campbell – Product Manager, Tim Demarais (ABRO), Murray Eade – Managing Director, Ray Dobson – Merchandise Manager.



Automotive Supplies, Ltd.'s main distribution center in Auckland, New Zealand, carries over 65,000 part numbers and covers 5,000 square meters.

Tim spent several days in Auckland visiting our ABRO exclusive distributor, Automotive Supplies NZ, Ltd. (ASL) which has been in business for over 38 years. Tim met with Managing Director, Murray Eade, who showed him their new office and warehouse facilities which are very impressive. ASL does business throughout New Zealand and is one of the largest privately owned automotive aftermarket parts importers and distributors in New Zealand. ASL's ABRO sales are increasing and they are planning on launching several different promotional campaigns to stimulate additional ABRO business.

Several new products were discussed as ABRO is working on a higher end Brake Cleaner for the New Zealand market and ASL will soon be importing a full line of ABRO Coolants. Tim was very impressed with the solid management team in place at ASL and ABRO certainly has a bright future in New Zealand.

Travel Report for New Zealand and Australia- Continued from page 2

Australia

Tim spent almost one week visiting the two major cities in the Land Down Under – Melbourne and Sydney. He spent a lot of quality time with ABRO Australia Managing Director, Garry Dumbrell, as well as Sales Manager, Trevor Luck. ABRO Australia has made great inroads in setting up distribution for our ABRO products throughout Australia. Prior to Tim's arrival, ABRO



Tim Demarais and Trevor Luck visited many ABRO customers during Tim's stop-over in Sydney.

Australia exhibited at the largest automotive trade show in Australia and a number of new leads were generated at the show that have now turned into orders. Furthermore, ABRO Australia has recently expanded

its warehouse facilities in Melbourne as our ABRO business continues to grow in Australia.

We at ABRO see tremendous potential for our ABRO range in Australia as Garry Dumbrell has a long and



Tim Demarais was very impressed by the beautifully designed ABRO delivery vans of ABRO Australia.



successful background in introducing different automotive brands in Australia over the years. Garry has a long-term vision to see ABRO become a dominant brand in the automotive market in Australia. →



Trevor Luck, welcoming customers to the ABRO Australia trade show booth at Australia's largest automotive tradeshow.



One of the ABRO Australia delivery vans was part of the trade show exhibiton. Filled with ABRO products, it was a great display idea and invited show attendees to take a closer look.

Travel Report for New Zealand and Australia- Continued from page 2

In addition, ABRO Australia is sponsoring a race car for the V8 Super Car Race Series which has created a significant amount of exposure for the ABRO brand name in Australia and surrounding areas.



↑ Tim Demarais (right) with 2011 Bathurst winner Nick Percat (left) at Lucas Dumbrell Motorsport Headquarters in Melbourne. We would like to thank Lucas Dumbrell for his cooperation in this matter and wish Lucas and his team the best of success this racing season.

Ted Whitby from TLC Automotive Parts was quite surprised when Tim Demarais showed up at his store in Sydney. Ted was the winner of the "ABRO/AAPEX Adventure" incentive program in 2013 that was sponsored by ABRO Australia.

Ted and his wife Nicole were flown to the Las Vegas AAPEX Show and ABRO's Customer Appreciation Night at Caesars Palace in November 2013. Since then, Ted has opened up a second store selling ABRO products.



Tim came away from both New Zealand and Australia very excited about the untapped sales potential of our ABRO products in these markets. ■

Uzbekistan

Motor Max has been representing ABRO in Uzbekistan since the beginning of 2014. Motor Max had an already established distribution of motor oils and other automotive products when they met ABRO salesman Michael Molnar in the fall of 2013. It has been a natural fit for both companies. Motor Max has a team focused on growing the ABRO business. Current efforts have been placed on marketing the ABRO brand in Uzbekistan. They have placed 13 billboards in the capital Tashkent and another 15 spread in other towns. Additionally, they have created their own display stands, made promotional shirts and hats to distribute, and opened an ABRO branded shop. Needless to say, we are excited to have such a dedicated distributor in Uzbekistan.



Visitors to ABRO World Headquarters

Peru

In May 2015, we were honored to have Guillermo Makabe and his two sons, Kumio and Mikio, from Shurtape, Peru visit ABRO's World Headquarters in South Bend, Indiana.

This was the first time Kumio Makabe and Mikio Makabe visited ABRO's World Headquarters. We have been doing business with the Makabe Family in Peru for the past 25 years. They have done an excellent job in distributing our ABRO oils and automotive products in Peru as they have become one of our top ABRO distributors in the world.

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 Peru.



Lizzy Salazar (ABRO), Guillermo Makabe, Peter Baranay (ABRO), Kumio Makabe, Mario Manta (ABRO) and Mikio Makabe.

Guinea

Mr. Issa Niane visited the ABRO World Headquarters in May of 2015. Despite all the economic and political problems in Guinea and the devastating effect of the Ebola epidemic in the region, Mr. Niane's company, Thierno Aliou Niane, was able to have a record year and is on pace to have another record year this year.

We appreciate their hard work and dedication to continue pushing ABRO products in the market regardless of the challenges facing them.

Mr. Issa Niane and Sonny Sohrab (ABRO) at ABRO World Headquarters in South Bend. →



Visitors to ABRO World Headquarters



Steve Leddy, Gina Guzman, Shannon Thompson, Sonny Sohrab (ABRO) with Mr. Ali Alfares and Mr. Hamad Aldhabit during their recent sales meeting at ABRO World Headquarters in South Bend, Indiana.

Saudi Arabia

Mr. Ali Alfares of Al-Fares Trading Company, Dammam, Saudi Arabia, made his inaugural visit to ABRO Industries late last month. ABRO has done business with Al-Fares Trading for over 35 years and has become ABRO's largest spray paint distributor in the Kingdom. Mr. Alfares spent some quality time with ABRO's



ABRO's business relationship to Al-Fares Trading Company dates back over 35 years ago. Tim Demarais gave this photo to the founders as a gift in the 80's. It is still proudly displayed in the Alfares office in Dammam, Saudi Arabia.



Steve Leddy (ABRO) with Mr. Ali Alfares.

Steve Leddy, Shannon Thompson and Gina Guzman discussing how we can expand our ABRO business with Alfares.

Many new ABRO products were discussed including ABRO's new Protect and Peel Spray Paint, High Quality Specialty Electrical Tape and a line of our new Silicone Rubber Repair Tapes.

ABRO did business with Mr. Ali's father and uncle in the late 1970's and we are delighted that the business relationship has grown stronger over the years as Al-Fares has expanded its operations throughout the Kingdom.

NEW INTERNATIONAL REGULATIONS BEING IMPLEMENTED IN 2015



ABRO has been working behind the scenes for over a year now to make sure that our Safety Data Sheets and our labels meet GHS (Globally Harmonized System) standards. Many people have never heard about GHS and many countries are not requiring it as of today. ABRO chose to be proactive in trying to make sure that all of our products can continue to be shipped to our distributors no matter which of the over 185+ countries around the world we are selling our products in. Most of our MSDSs have already been converted to SDSs and we have updated many of our labels to meet these new standards.

You can see from the examples on this page that specific text and warning pictograms have been added to both the SDSs and the labels. If you wish to learn more about GHS, please visit the United States Department of Labor website (<https://www.osha.gov/dsa/hazcom/ghs.html>)

GHS FACTS

1. GHS stands for the [Globally Harmonized System](#) of the Classification and Labeling of Chemicals.
2. GHS is a set of guidelines for ensuring the safe production, transport, handling, use and disposal of hazardous materials.
3. GHS was developed by the United Nations, as a way to bring into agreement the chemical regulations and standards of different countries. In short, it is an international attempt to get everyone on the same page. The hope is that every country will incorporate the tenets of the GHS into their own chemical management systems with the goal of making the international sale and transportation of hazardous chemicals easier, as well as making workplace conditions safer for all employees exposed to chemical hazards.
4. GHS is not a global law or regulation—a common misconception—it is a system. Think of it as a set of recommendations or collection of best practices. No country is obligated to adopt all or even any part of the GHS.
5. Countries can pick and choose those pieces of the GHS they wish to incorporate into their own regulations. Each adopting country is solely responsible for its enforcement within its jurisdiction.
6. To date, over 65 countries have adopted GHS or are in the process of adopting GHS.
7. The most noticeable changes brought by GHS for most organizations will be changes to safety labels, safety data sheets and chemical classification.
8. As an example, GHS refers to safety data sheets as SDSs, dropping the M from material safety data sheets (or MSDSs) as most American companies are used to. GHS also standardizes the content and formatting of SDSs into 16 sections with a strict ordering. Labels can also look different. Some labels will have added text and pictograms inside of red diamonds.

← MSDS

[illegible]

ABRO Russia East

President Peter Baranay returned to Russia after an absence of a number of years and met with ABRO's Distributor for the Eastern portion of Russia, ABRO-DV.

During Peter's last visit there in 2009, Evgeniy Yakovlev was just beginning to work with ABRO. His staff was tiny and his warehouse no larger than a garage.

Today, the ABRO business has grown significantly and he has spearheaded the development of a large number of new ABRO products. ABRO-DV has made a concentrated effort to visit customers on a weekly basis, soliciting re-orders, and managing the displays. In addition, he has a marketing staff that creates point of sale items, in store merchandising pieces and Russian language catalogs. His firm's penetration of the retail and wholesale market is truly impressive. Congratulations to ABRO-DV!



ABRO-DV's distribution center today is spread over four separate warehouses and final consolidation of customer's orders occurs in this busy but cramped area.

Peter Baranay with Evgeniy Yakovlev visiting ABRO-DV's brand new warehouse. →



← Konstantin Vydrin, Sales Dept., Evgeniy Yakovlev, President, ABRO-DV, and Oxana Yamkovay, General Manager, next to a display of ABRO products, sold in one of the leading full service retail chains in Vladivostok.



ABRO-DV's staff greet Peter Baranay at the airport with a welcome banner and a fleet of IQ smart cars decorated with ABRO product logos.

Marketing meeting held by Mickey, one of ABRO-DV's young and dynamic marketing staff members.



ABRO Russia West

ABRO's Russia West distributor, Omaks, is investing more in servicing their Moscow clients. Two new vehicles with ABRO signage are busy everyday distributing ABRO products and promoting the ABRO name.



ABRO Russia North

ABRO's Russia North distributor, NPTK, has made its way into a chain of stores called TD VIMOS. The chain has 46 locations in the Northwestern Region in Russia. Currently, there are 41 items plus the full range of spray paint in stock at every location. There are plans to expand the range of ABRO goods with TD VIMOS in the future.



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HOW TO REGISTER FOR TICKETS:

www.aapexshow.com

ABRO will once again attend the upcoming 2015 Automotive Aftermarket Products Expo (AAPEX) taking place November 3 - 5, 2015 in Las Vegas, Nevada.

*In preparation for the event, ABRO has again secured its spacious booth in the prime location of the AAPEX exhibit space. **ABRO's booth number will be 5052.***

This will provide ABRO staff and distributors a home away from home where they can hold meetings and make plans for the coming year. It will also act as a show-case for ABRO products.

Combining the best of both, work and friendship, this year's upcoming AAPEX show looks on track to be spectacular.



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Fast Drying

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CP-555

11oz/312g

12/Case

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- Withstands High Temperatures Up to 500°F (260°C)

Part No.

EE-555

11oz/312g

12/Case



WETEX Expo - Dubai

Our exclusive ABRO distributor for PVC Cement in the UAE, Farajallah Trading, exhibited our ABRO Fastweld PVC Cement at the WETEX (Water, Energy, Environment, Technology) Exhibition in Dubai with great success. This Expo specialized in sanitary ware and hardware products and was very well attended.

Mr. Basim Farajallah advises that our ABRO Fastweld PVC Cement was very well accepted at the Expo and led to many new orders at the show. Farajallah Trading also did an excellent job educating the various visitors at the show on the difference between our authentic ABRO Fastweld PVC Cement and counterfeit ABRO Cement which has been a problem in certain markets.

We salute Farajallah Trading in doing a wonderful job in promoting our ABRO Fastweld PVC Cement at the WETEX Exhibition Show in Dubai.



Counterfeit Update

TWO MAJOR RAIDS IN DUBAI HURT THE COUNTERFEITERS

In the last month, two major raids by Dubai authorities have seriously disrupted the criminals that try to deceive consumers and steal from ABRO distributors through the sale of fake "ABRO" products.

In the two raids, Dubai authorities seized 86,400 pieces of fake "Epoxy Steel" and 116,064 pieces of fake "Stop Leak" products. The fake products have already been destroyed by the authorities and the sellers now face financial penalties.

In both cases, informants provided information that led ABRO investigators to find the fake products. Once confirmed, the leads were provided to the Dubai authorities who ordered the raids.

"While this happened in Dubai, I am certain that the impact will be felt globally" said ABRO President, Peter Baranay. "These products were intended for export, and so the raid and destruction will not only hurt the criminals in Dubai – it will hurt the criminals who were waiting to receive and sell these products in other countries."

William Mansfield
Director of Intellectual Property

Let's Share Ideas

Promoting ABRO's Concentrated Additives in Colombia



Cellux Colombiana has launched a campaign to introduce ABRO's concentrated additives in the Colombian market place.

The sales pitch to the gas stations was to emphasize the benefits of adding a TREATMENT.

Headlines

Left: We're running out of time

Right: Act now before it's too late

The campaign resulted in a nice increase in the sales of ABRO's concentrated additives.

Meet ABRO's Staff

Steve Leddy

We are pleased to inform you that Steve Leddy joined the ABRO staff in early February 2015 as an International Sales and Marketing Manager. He will be working closely with Tim Demarais and Sonny Sohrab.

Steve comes to us with over 20 years of experience in the export management and auto chemical industry and is well prepared to meet ABRO's specific needs.

He has worked in various international markets, served as Regional Sales Manager for auto chemical, heavy duty electrical, parts and accessories segments.

Most recently he was active as International Sales Director for a well known U.S. automotive aftermarket company and assumed direct sales responsibility in key markets worldwide.

Steve is preparing for his first trip to the Middle East and looks forward to meeting ABRO's long term customers and growing business in the region.

In his own words: "The one thing that really attracted me to ABRO was that they have developed a global brand by focusing on specific market and customer needs. They do not have a one size fits all approach as so many other USA suppliers, but adapt effectively market by market which has led to their rapid growth and success. I am really pleased to now be part of this winning team."



—Steve Leddy
International Sales
and Marketing Manager

ABRO