

Determination Leads the ABRO Team to Success



Peter F. Baranay with daughter Melissa at the Chicago Marathon.

When ABRO's President, Peter F. Baranay, decided he wanted to run a full marathon with his daughter, Melissa, friends told him he was crazy. "They said 'Peter, at 63, you are too old for your first marathon'. I have never let anything stop me from achieving my goals and I wasn't

about to stop now!" said a determined Peter when discussing his recent successful run of the 26.2 mile (42.2 km) Chicago Marathon. "Over 30 years ago,

when I set out my vision for ABRO, people said that was crazy too. Determination, hard work and a great team turned ABRO into a success story. I knew I could do the same here."

"Over 30 years ago, when I set out my vision for ABRO, people said that was crazy. Determination, hard work and a great team turned ABRO into a success story."

ning buddy, daughter Melissa. Part of his determination to run the grueling marathon came from ABRO's commitment to wellness. "ABRO has a

And he did exactly that on October 10, 2015 when he crossed the finish line with the support of his run-

Continued on page 2



Determination Leads the
ABRO Team to Success..... 1-2

ABRO at the Upcoming
apex Show in Las Vegas 3

NEW NEW NEW:

ABRO SUPER GUARD Filters..... 4

ABRO Generators..... 5

ABRO Car Mats..... 5



Steve Leddy: Middle East Visit.. 6-7

Visitors to ABRO World Headquarters:

 Petroquimicos..... 8


 ABRO Attorney..... 8




Peter Baranay and Tim Demarais
Visit West Africa 9

 Armenia 10

 Turkey 10

 Bosnia 10

 Russia 11

 Belarus..... 11

Lets' Share Ideas:

 ABRO Race Cars..... 12

 Lubricants Poster 12

Meet ABRO's Staff:

Lauren Carton..... 12

Determination leads to success - Continued from page 1



Sonny Sohrab promotes the ABRO name on his helmet. The Ironman triathlon consists of a 2.4 mile swim, a 112 mile bike ride and 26.2 mile run (a full marathon) consecutively.

strong program supporting employees in choosing healthy lifestyles. I hoped that running this marathon would show my employees that anything is possible and that you can take full control over your own health” said Peter.

Determination is found throughout the entire ABRO staff. Sales Manager, Sonny Sohrab, for example, has recently participated in his 4th Ironman triathlon event. The Ironman triathlon consists of a 2.4 mile swim, a 112 mile bike ride, and a 26.2 mile run (a full marathon) consecutively. He finished with the impressive time of 11 hours 8 minutes. It is certainly not easy to balance his busy work and travel schedule with training, but this kind of dedication leads to the success ABRO is known for.

The majority of ABRO employees have participated in activities around South Bend, including half marathons, 10K and 5K races, bike tours, golf outings and team walks.

The ABRO Team continues to strive for growth not only in expanding the ABRO name worldwide and developing our product line, but also in health and wellness of its individuals and as a whole.

Being healthy means being productive.

We thank Peter for inspiring us with his actions as he continues to push the limits never ceasing to amaze us!!!



To keep the ABRO staff healthy and productive, Peter offers fresh fruit, veggies, nuts and seeds on a daily basis.



ABRO staff members with their families during a team walk.



ABRO staff members with Peter and Melissa Baranay at a 10 K race.

ABRO Welcomes You to the aapex Show



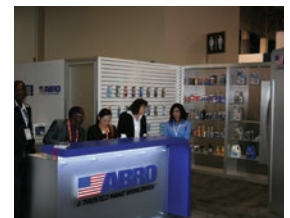
aapex
ahead of the curve

We will be exhibiting
again this year

at the
aapex Show,
Las Vegas, USA
Booth 5052

Tuesday, November 3 -
Thursday, November 5, 2015

SHOW & TICKET INFO:
www.aapexshow.com



PLEASE FOLLOW THE ABRO SIGNS
LOCATED ON THE FLOOR
TO FIND THE ABRO BOOTH



Check out the **NEW FILTERS** at the ABRO booth during the *aapex* show!
ahead of the curve



SUPER GUARD[™]

**HIGH PERFORMANCE
Oil Filters**

**HIGH PERFORMANCE
Fuel Filters**

**HIGH PERFORMANCE
Air Filters**

**High Performance Engines require
ABRO[®] SUPER GUARD[™] High Performance Filters**



**For ABRO[®] SUPER GUARD[™] Filters specific to your market,
please contact your ABRO[®] Sales Team.**

*Currently not available for mixed orders from
warehouse. Ships directly from factory.*

Check out the **GENERATORS** at the ABRO booth during the *aapex* show!



ABRO® GASOLINE GENERATORS

- High efficiency with low fuel consumption
- Sturdy built • Easy and quick set up
- Easy to start • Terrific output
- Safe performance with secure connection controls/parts
- Adjustable to any kind of weather
- Simple to use with easy controls
- Quiet and safer operation with auto running functionalities

Currently not available for mixed orders from warehouse. Ships directly from factory.

We offer a wide range
of ABRO® **GENERATORS**.
Please contact your ABRO®
Sales Team for models best
suited for your needs.



Check out the **NEW CAR MATS** at the
ABRO booth during the *aapex* show!

PREMIUM QUALITY CAR MATS

- Universal Size - Fits all Cars
- Non-Slip Backing
- Easy to Clean
- Color Fade Resistant

PREMIUM QUALITY TRUNK MATS

- Universal Size - Fits all Cars
- Can be Cut to Fit

We offer a wide range of
ABRO® **CAR MATS**.
Please contact your ABRO®
Sales Team for mats best
suited for your needs.



Currently not available for mixed orders from warehouse. Ships directly from factory.

Saudi Arabia/Qatar/Bahrain/Dubai Visit



Steve Leddy meeting with Omar Bin Mahfouz team. (L to R, Mr. Osman Abdelraheem, Steve Leddy, Mr. Omar Bin Mahfouz, and Mr. Abdul Bin Mahfouz).

This past August, our International Sales and Marketing Manager, Steve Leddy, conducted an extensive trip to the Middle East, visiting several markets including Saudi Arabia, Qatar, Bahrain, and Dubai. He had a very productive trip meeting with our large customer base and learning much more about the great success ABRO has had in the region over the past 40 years.

Steve met with many of our long term distributors in Saudi Arabia where we have had a strong increase in sales activity this year. He spent a great majority of his time in Saudi Arabia, meeting with many of our customers in person.

In Jeddah, Steve visited with Mr. Omar Bin Mahfouz of Omar Bin Mahfouz Co., our oldest ABRO distributor in this region. They reviewed sales of Super Glue and Epoxy Steel in market. He also spent a significant amount of time in the market place to learn more about the counterfeiting issues affecting our ABRO brand. We are working with our legal team to stop these counterfeit imports to the Kingdom.

During this visit, Steve also met with our FSK/Foil tape distributors to continue our focus on new projects/construction throughout the Kingdom. This emphasis has resulted in consultants and contractors specifying

our ABRO FSK Tape and our Aluminum Foil tape as the designated insulation tapes for many large construction projects in Saudi Arabia. Steve also met with our customers in the region, including Mariam Trading with Mr. Javed Siddiqui, Seiry Trading Est. with Mr. Daison Mathai, Buildserv with Mr. Aiman Taimah, Modinest with Mr. Murid Hassan and Fawaz with Mr. Ahmed Barbarawi. We are pleased to see that business continues to grow and that the ABRO brand is the leader in this FSK/Foil tape market segment with all contractors.

Steve also had a very productive meeting with our ABRO Lubricants distributor in Saudi Arabia, Mogwharat Al Khleej Trading Est, with Mr. Hany Morsy and Mr. Abu Saltan. We continue to see steady growth and strong consumer interest in the ABRO brand overall and especially increasing our presence in the Saudi market with our oil products and more recently our ABRO car batteries. Later this year we plan to introduce new complimentary products including oil and fuel filters to grow our presence in the lubricant market segment.

Meetings were also held with our long term automotive and spray paint distributors in Saudi market including Al Fares Trading Company, Mr. Ali Alfares, Rose Heart Trading Est., Mr. Al Batati, Atteyah Al-Zahrani



Steve Leddy meeting with Safdari Trading Dubai (L to R: Mr. Hakimuddin Safdari, Steve Leddy, Mr. Hakimuddin Katib).

Saudi Arabia/Qatar/Bahrain/Dubai Visit - Continued from page 6

& Sons Co. Ltd, Mr. Nizam Uddin, United Norcom, Mr. Abdul Ghani and Mr. Absar Uddin. We have seen strong growth with our ABRO automotive chemicals in the Kingdom and continue to look for more opportunities to continue growing the ABRO brand throughout the Kingdom.

Meeting distributors in Qatar and Bahrain was also on the itinerary for Steve this trip. Our partner, Behzad Trading in Qatar, continues to expand our presence in the market in both retail and service station segments. Steve met with the Behzad team including Mr. Rajeev Ramachandran, Senior Manager, Mr. M. David John, Director Public Relations and Senior Consultant, Mr. Nisheeth K, Procurement Coordinator, Mr. Jithesh P, Business Development Executive, Mr. Mohamed Raneesh, Business Development Executive and Mr. Sankaranarayanan M, Principal Secretary. We look forward to continued growth with our key partner in Qatar.

In Bahrain, Steve met with the Director of United Commercial Agencies, Mr. Manoj Bhatia and Mr. Allaudin Mohd. Sadiq, Senior Sales Executive and his team. They conducted an in depth market visit to view ABRO product placement and identify new potential opportunities with other ABRO products not currently sold in Bahrain. The meeting highlighted several new opportunities that we can focus on to grow our business in Bahrain.

Continuing with Dubai, Steve visited our longtime PVC Cement customers, Mr. Abdullah Farajallah and Mr. Basim Farajallah who are doing an excellent job in marketing our PVC cement to the UAE. Our partner advises that business remains strong, and we will see continued growth of this PVC cement going forward.

Steve also met with H. Safdari International Trading who is our ABRO spray paint and thinner agent. We have worked with Mr. Safdari for over 30 years and appreciate his continued efforts with our products in the UAE market. During his visit, Steve met with several of Mr. Safdari's customers to better understand market and identify growth opportunities for ABRO in Dubai.

In conclusion, it was a very informative and productive trip for Steve. He looks forward to working with each of these customers going forward and assure that the ABRO brand continues to strengthen and prosper in these very dynamic and important markets.



Steve Leddy meeting with Mr. Absar Uddin (right of Mr. Steve Leddy) of United Norcom and sales team.



Mr. Abdul Ghani standing in front of his United Norcom retail establishment in Jeddah.

Visitors to ABRO World Headquarters



Emilio Ureña, Isabelita Ureña, Pedro Ureña, María Ysabel Ureña met with ABRO's President, Peter F. Baranay, Lizzy Salazar and Mario Manta.

Petroquimicos Automotrices Visits ABRO

ABRO's distributor in the Dominican Republic, Petroquimicos Automotrices, visited ABRO World Headquarters in Indiana to meet with ABRO's Latin American Division and review all current issues pertaining to ABRO. María Ysabel Ureña visited ABRO along with her father, mother and son. The meeting was very productive and focused on increasing ABRO sales in the Dominican Republic. Our partnership with Petroquimicos continues to be strong and we look forward to expanding our product range in the next year.

ABRO Attorney Visits Headquarters, Returns Home to Honors

ABRO has worked with the prestigious attorney Zulfiqar Khan, founder of the Karachi, Pakistan based law firm Khursheed Khan, for more than five years. During that time Mr. Khan's efforts have been focused on the elimination of counterfeit "ABRO" products in Pakistan.

In pursuit of that goal Mr. Khan has been wildly successful. Fake products misusing the intellectual property of ABRO have virtually disappeared from the country. To thank Mr. Khan for all his hard work, he was recently presented with the prestigious "ABRO President's Award" for his victories.

While at ABRO, Mr. Khan not only met with Peter Baranay, but he also had a chance to speak to key sales and legal staff about his efforts and his views of the future of the Pakistani market. His insight and professionalism made a strong impression on all of ABRO.

Upon his return to Karachi, Mr. Khan received a most impressive honor. He was named to be a Justice on the Sindh High Court. This Court is just one step below the highest court in Pakistan and weighs in on a wide variety of very important issues.

"Zulfiqar Khan's appointment to one of the highest courts in his nation does not surprise me at all" commented Peter upon hearing the news. "During his visit, we were all impressed with his strong grasp of a wide range of legal issues and I have no doubt he will serve the Pakistani people with distinction in his new role."

During Mr. Khan's service, his firm will continue to represent ABRO as we continue to focus on fighting counterfeiting in Pakistan.



Peter F. Baranay accepts a present from Mr. Khan, ABRO's attorney in Pakistan.

Nigeria and Ghana

Late this summer, Peter F. Baranay and Tim Demarais visited Lagos, Nigeria to attend the gala wedding ceremony of Dr. Maduka's oldest son, Junior Maduka, who has an executive sales position with Coscharis Motors. The wedding was a beautiful celebration of the love between Junior Maduka and his lovely wife, Tome.

While in Nigeria, Peter F. Baranay and Tim Demarais participated in an impressive Coscharis customer sales forum and awards ceremony. The Coscharis organization recognized key ABRO customers who have achieved sales success in marketing ABRO products in Nigeria. Also, at the forum, several new ABRO products were introduced such as our new line of ABRO Filters, our ABRO Generators and our new ABROGARD Wood Lacquer. The customers at the forum were certainly energized by the stimulating words of Dr. Maduka and President, Peter Baranay. We are happy to report that ABRO sales in Nigeria have definitely accelerated in the second half of this year and sales momentum continues to build which bodes well for 2016.



Tim Demarais and James Mogbo of Coscharis Motors after concluding the initial order for ABROGARD Wood Lacquer.

Tim Demarais also stopped over in Accra, Ghana where he met with Ralph Agbasionwe who is doing an excellent job in increasing ABRO sales in Ghana. ABRO products are now being sold throughout Ghana and sales depots have been set up in many key cities in Ghana. Coscharis Ghana also placed the first order for our new ABRO Generators which have excellent potential not only in Ghana but in many of our markets where an auxiliary power source is required.



Peter F. Baranay and Tim Demarais with Dr. and Mrs. Maduka at their son's gala wedding reception.



Junior Maduka with his lovely bride, Tome.



Peter Baranay, Dr. Maduka and Tim Demarais in front of the venue where the Coscharis Customer Sales Forum and Awards Ceremony was held.



ABRO's Boris Gurarie, Tim Demarais, with ABRO's #1 dealer in Nigeria, Emmanuel Obele (Ecobel) and Uzor Obuzor of Coscharis Motors.

Armenia



General Director of ABRO Prestige LLC: Mr. Ashot Piloyan, Director of ABRO Prestige LLC: Mr. Robert Sahakyan, Import Manager: Lidia Baroyan, Regional Sales Managers: Arshak Hovhannisyan, Gurgen Sahakyan, Tigran Barseghyan, and Vahram Sahakyan, Accountant: Armine Abelyan, and Guests: Hayk Piloyan, Tigran Piloyan, and Vahan Harutyunyan with Mike Molnar (Middle) and Alexander Khakhiashvil: Line Media, Georgia.



On August 27, 2015, Michael Molnar visited ABRO Prestige in Armenia for the grand opening of their new office and warehouse. Friends, family, colleagues, and government officials attended the event. We congratulate Mr. Piloyan and his team for a job well done.

Turkey

ABRO products get special packaging once they arrive in Turkey. Sabro's has found that boxes made specifically for individual high volume products increase their sales. Initially they started with one product and are now doing this for five ABRO products.



Mike Molnar with Selahattin Selekt.



Jasmin Abasaphic, Vanela Sojtatic, Aiden Sojtatic and Mike Molnar.

Bosnia

Avanti in Bosnia is once again innovating with ABRO. This year they have introduced light bulbs, hose clamps, cable ties, and other consumable products to their market. Everything is under the ABRO name. We are very optimistic about the future of ABRO in the hands of Avanti.

Russia: ABRO-DV



Over the course of five days and 600 miles of incredibly difficult racing, the ABRO TEAM has placed 3rd among 25 teams from all over the world. The World Jet Ski Championship took place on the campus of FEPU, Vladivostok, Russia in August. The event was under the patronage of the IJSBA (U.S. based organization). The ABRO TEAM was in 2nd place for the first four days. They were pushing hard for first place, but on the last day, a small unpredictable technical issue with the cooler clamp (non ABRO-made) occurred and they lost power right on the water, dropping into 3rd place. Thanks to the ABRO TEAM, our ABRO oil and all our other ABRO products, for letting us keep the Jet Ski in a very competitive shape. We look forward to next year's competition.

Russia: NPTK Krepost

This October, Michael Molnar visited St. Petersburg, Russia. NPTK Krepost has done a great job distributing ABRO products in the Northwest region of Russia. They have added new products to their line and found new channels of distribution through local chains. We look forward to growing with NPTK Krepost into the future.



Yury Sergeev, Mike Molnar, Vadim Polyakov and Aleksandr Khrapal.

Belarus

The ABRO name has been long represented in Belarus by Informtorgservis. Everyone within the company is vital to their success from the sales team to the people in the warehouse.



Svetlana Martus, Mike Molnar and Igor Medvedev.

Uzbekistan



Michael Molnar (middle) joined the Motor Max team, responsible for ABRO in Uzbekistan, for a dinner meeting.

Motor Max has been representing ABRO in Uzbekistan for the last two years. Prior to then, ABRO was not in this market. ABRO salesman Michael Molnar visited Tashkent for the first time this August.

You can find ABRO all over Tashkent in stores and on billboards. It is clear that ABRO will be a growing business in Uzbekistan.



Attractive ABRO Billboards can be found all around Tashkent, Uzbekistan.

Let's Share Ideas

ABRODESIVOS Del Ecuador



For eight consecutive years, Xavier and Miguel Villagomez have been national champions in Ecuador.

Photo top:
Radical 1500 race car
of Miguel Villagomez

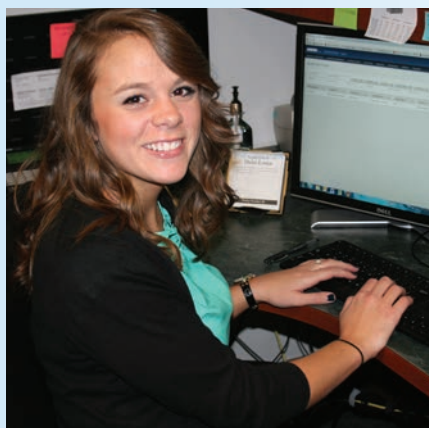
Photo right:
Radical 1500 race car
of Xavier Villagomez



Shurtape Perú ABRO Lubricants Poster



Shurtape Perú has recently launched a very successful promotional campaign to increase sales in the Lubricant market. Mikio and Kunio Makabe have spearheaded this effort resulting in 25 containers of oil being sold in Perú.



—Lauren Carton
Assistant Sales Manager
ABRO

Meet ABRO's Staff

Lauren Carton has two jobs at ABRO.

She is an Assistant Sales Manager working under ABRO Vice President Tim Demarais where she puts to use her university degree in both International Business and French by working with various distributors in West Africa.

She also acts as ABRO's Legal Assistant for Director of Intellectual Property, William Mansfield where she assists in establishing trademark rights for ABRO products around the world.

In her free time Lauren loves to travel and has just returned from a vacation with her boyfriend to his home country of Tanzania. She intends to continue her education and is trying to decide between doing a Masters of Business Administration or a Law degree.