

## Head of Hunan Magic Arrested!

**Mr. Yuan Hongwei fighting extradition to the U.S.**

Hunan Magic Power, a Chinese company that tried to steal the identity of ABRO Industries, Inc. and previously had containers of counterfeit ABRO product seized and destroyed in China, Peru, Ecuador, and Cameroon, was dealt a severe blow September 14, 2007 when the owner of the company, Mr. Yuan Hongwei, was arrested in London, England.

Mr. Hongwei was wanted on two felony counts of illegal use of counterfeit trademarks.

Yuan Hongwei is currently in British custody awaiting an extradition hearing. If Mr. Hongwei is returned to the United States, he will be tried in Livingston Parish's 21st Judicial District Court. The State of Louisiana has one of the more



*Yuan Hongwei, owner of Hunan Magic Power, China*

comprehensive and aggressive counterfeit laws in the country.

If convicted, Mr. Hongwei could face a fine not exceeding three times the gross value or three times the gross loss caused, whichever is greater. In addition, he could face up to five years in prison.

ABRO Industries, Inc. has fought Hunan Magic Power on many legal fronts in China over the years and has prevailed in all cases thus far.

ABRO appreciates the efforts of the prosecutors and law enforcement officers in Louisiana in bringing charges against this notorious counterfeiter who has destroyed hundreds of jobs around the world.



### **Peter F. Baranay speaks at United States Patent and Trademark Office (USPTO) China IP Road Show Event**

*Peter F. Baranay, President of ABRO Industries, Inc., was a featured speaker at an Intellectual Property (IP) seminar in Kansas City, Missouri hosted by the United States Patent and Trademark Office (USPTO) September 19-20, 2007. The USPTO China Road Show/Kansas City was the latest in a series of two-day China IP events that the USPTO has been hosting across the country to help educate businesses about the realities of piracy and counterfeiting – which costs the American economy approximately \$250 billion annually and hundreds of thousands of lost jobs. Peter has testified before Congress and spoken across the country on the challenges posed by counterfeiters.*

**AAPEX 2007**  
**OCTOBER 30 - NOVEMBER 1**

**[www.aapexshow.com](http://www.aapexshow.com)**


**ABRO BOOTH LOCATION:**  
**Upper Level 3, Booth No. 4071,**  
**same location as last year.**

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## ABRO Convention

# Second ABRO Marketing Convention for Central America held in Nicaragua

On July 25, 2007, ABRO's Central American Distributors Meeting took place at the Intercontinental Hotel in Managua, Nicaragua. The hosts were Roberto Morales and Sons of Nicaragua and Mario Manta of



ABRO Industries, Inc. Participants included Gilberto Vanegas of El Salvador, Marvin and Eduardo Retama of Costa Rica, Tito Herrera and Florentino Soto of Panama, Sandra Figueroa of Guatemala, and Raul Rosales and Luis Alvarez. Also taking part was Celso Cepeda, Manager of Marketing & Sales of Abrodesivos del Ecuador, who shared his experiences of marketing within his country. The meetings were well received by everyone in attendance and all left with a desire to repeat them in the future. Those present shared sales and marketing experiences, analyzed sales numbers and growth within the region. In addition to the companies' activities, ideas and experiences that were shared, the camaraderie and friendship that resulted among the distributors stood out, as always. A special thanks to Celso Cepeda for another superb Power Point presentation.

The majority of those present agreed to meet again October 29th through November 1st in Las Vegas.



Top row: Roberto Moreira, Roberto Morales Jr., Guillermo Herrera, Florentino Sanchez, Mario Manta, Raul Rosales, Sandra Figuero, Luis Martinez, Roberto Morales Sr.

Bottom row: Eduardo Morales, Marvin Retana, Celso Cepeda, Gilberto Vanegas, Eduardo Retana.

## Convención ABRO Benchmarking de Mercadeo en Nicaragua

El 25 de Julio del 2007, en el Hotel Intercontinental de Managua, Nicaragua, se realizo la reunion de los distribuidores de ABRO de Centroamerica, los anfitriones fueron de Nicaragua Roberto Morales e Hijos, y por ABRO Industries Inc. Mario Manta, participaron de El Salvador Gilberto Vanegas, de Costa Rica Marvin y Eduardo Retana, de Panama Tito Herrera y Florentino Soto, de Guatemala Sandra Figueroa, Raul Rosales y Luis Martinez, a este grupo se unio Celso Cepeda Gerente de Mercadeo & Ventas de Abrodesivos del Ecuador, quien compartio una charla con las experiencias de mercadeo de su pais. La reunion que tuvo muy Buena acogida por parte de los asistentes, dejo el deseo de repetirlo en el futuro. Durante este dia se compartieron experiencias de venta y mercadeo de los paises asistentes, se analizaron ciertos numeros de las ventas y el crecimiento en la region. A mas de las actividades propias de los negocios, as como las ideas y experiencias compartidas, la camaraderie y amistad entre los distribuidores resulta siempre un aspecto a resaltar.

Un agradecimiento especial para Celso Cepeda, que nuevamente dio una magnífica presentación.

La Mayoria del grupo se puso de acuerdo en reunirse nuevamente los dias 29 de Octubre al 1ero Noviembre en Las Vegas.



## NIGERIA

**COSCHARIS MOTORS LTD.**

### **Dr. Cosmas Maduka and Staff Visit ABRO Headquarters**



*Dr. Maduka, second from right, takes time to pose with ABRO veterans Peter F. Baranay, Jon Cook, and Tim Demarais during his recent visit to the ABRO headquarters.*



*Dr. Cosmas Maduka, President and Chief Executive of Coscharis Motors Limited, led a group of approximately 70 people to the ABRO offices.*

The short visit took place on June 29, 2007 and was part of an annual U.S. tour to enable the folks from Coscharis to learn about new ABRO products to be introduced in the sec-

ond half of the year. Discussion centered on our new line of ABRO automotive batteries, two new ABRO motor bikes that will soon be introduced into Nigeria and a new line of ABRO lubricants. Educational sessions were also held on inventory control and new computer system enhancements that the Coscharis group will be able to utilize in Nigeria.



Acting Consular General, Ambassador Donald McConnell with Dr. Cosmas Maduka and Commercial Attaché, Hannah Kamenetsky.

## NIGERIA

**COSCHARIS MOTORS LTD.**

### **Recipient of U.S. Commercial Service International Partner Award**

On September 4, 2007, the U.S. Commercial Service in Nigeria presented Coscharis Motors Limited with a plaque in recognition of their large volume of imports from the United States. Dr. Cosmas Maduka, President and Chief Executive of Coscharis Motors Limited, accepted the award and thanked the Commercial Section and the Export-Import Bank of the U.S. for their assistance in making it possible to achieve such large import volumes from the U.S. Coscharis Motors has been previously recognized by the Export-Import Bank as the U.S. Transaction of the Month.

## EL SALVADOR

### SISTEMAS DE EMPAQUE

## FERRETEXPO SAN SALVADOR

The first Ferretexpo of El Salvador took place in San Salvador on July 6th, 7th, and 8th, 2007. It has become the premier meeting place for Salvadorean hardware dealers. Exhibitors participated by responding to the demands of the market through personally tailoring their presentations to the needs of Salvadorean hardware dealers. During the three day event, wholesalers and distributors were able to exhibit an enormous range of products in all areas of hardware, including electric tools, hand tools, electric materials, paints, plumbing, ceramic flooring, gardening, adhesives and silicones, among others. More than 4,000 people visited the exhibit daily, which was prominently located in the International Manufacturers Fair's Centralamerican Pavillion.

Seventy companies participated in the exhibition, the majority of which were Salvadorean. They were all leaders in hardware and together showed their newest products designed to satisfy the needs of businesses of all sizes.

We realized the great impact that this event had from the very first day based on the sheer number of visitors. We were able to close business deals during the fair and we expect to complete many more in the coming months through the contacts that we made. This event surpassed our expectations and our participation was vital in integrating ourselves into the hardware market.

Today, as we make follow-up visits to the Republic's interior, we note an increase in our sales. We have achieved a better penetration of the ABRO brand in the Salvadorean market.

*submitted by Sistemas de Empaque*



Alex Chávez,  
Ejecutivo de Ventas

Evelyn Amaya,  
Gerente de Ventas

Margarita Romero,  
Ejecutiva de Ventas

Evelyn Rosales,  
Display

Gilberto Venegas,  
Gerente General



Durante los días 6, 7 y 8 de julio del presente año, se celebró en San Salvador la primera edición de Ferretexpo El Salvador, ha logrado consolidarse como el punto de encuentro para los ferreteros, todos respondieron a la demanda del mercado salvadoreño aprovechando la oportunidad de realizar esta exposición, dedicada exclusivamente a las necesidades de los ferreteros salvadoreños. Quienes compartieron la visión, hicieron el proyecto suyo y lo convirtieron en una exitosa realidad. Durante los tres días del evento se dieron cita en el pabellón Centroamericano de la Feria Internacional fabricantes, mayoristas y distribuidores para exhibir una enorme gama de productos de todos los rubros de la ferretería: Herramientas Eléctricas, herramientas de mano, materiales eléctricos, pinturas, accesorios de plomería, piso cerámico, tortillería y jardinería, pegamentos, silicones, entre

otros. Con más de 4,000.00 visitas diarias de personas.

Setenta compañías se exhibieron la mayoría salvadoreñas y otras extranjeras, líderes del mercado de la ferretería, mostraron juntos las novedades de su oferta, satisfaciendo así las necesidades de pequeñas, medianas y grandes empresas del ramo.

Nos dimos cuenta de la gran proyección que tiene el evento por la cantidad de visitas que estábamos recibiendo desde el primer día. Logramos desde el inicio cerrar negocios dentro de la feria y tenemos la expectativa de concretar muchos mas en los meses posteriores a la feria, producto de todos los contactos que establecimos. Este evento había superado nuestras expectativas y nuestra participación era vital para lograr llegar al mercado ferretero.

Hoy estamos haciendo visitas de seguimiento en el interior de la Republica y hemos notado un incremento en nuestras ventas y se ha logrado una mayor penetración de la marca ABRO en el mercado Salvadoreño.





# NEW PRODUCTS + NEW PRODUCTS + NEW PRODUCTS

## TAPES:

### PEEL & SEAL FLASHING ROOF TAPE

- For roofing, waterproofing, patching and repair or any job requiring tough protection
- Self adhesive membrane with a reflective aluminum surface
- Reflects heat to keep interiors cool and reduces utility bills

PART NO. RT-4-60-33

4" x 33' 6/CASE

PART NO. RT-6-60-33

6" x 33' 4/CASE



## GASKET MAKERS:

### GREY 999 GASKET MAKER !!! NEW SMALLER SIZE !!!

PART NO. 9-AB-42

1.5 OZ./42.5g 12/CASE



## APPEARANCE PRODUCTS:

### UPHOLSTERY FABRIC PAINT



FLEXIBLE SPRAY PAINT  
COLOR FOR

- CAR INTERIORS
- CARPETS
- CUSHIONS
- PILLOWS
- PATIO FURNITURE, etc.

AVAILABLE COLORS:

NAVY BLUE FP-226-NB

MIDNIGHT BLACK FP-226-MB

SADDLE BROWN FP-226-SB

BURGUNDY FP-226-BU

HUNTER GREEN FP-226-HG

Net Wt. 8 OZ (226g) 6/CASE

!!! Click Here for Demo Video !!!

Ideal to transform your favorite old faded couch, recliner, chair or natural-fiber auto interior quickly and easily. Perfect for used office furniture and cubicles. Paint dries permanent and flexible while your work area cleans up easily. Will not peel or crack. The special upholstery formula uses a food-safe gas as a propellant so it is non-toxic.

## APPEARANCE PRODUCTS:

### AIR FRESHENERS



#### AIR FRESHENER ELEGANT

- Long lasting scented oil air fresheners
- Perfectly fits into all cupholders in cars
- Decorative flacon looks elegant on furniture, in kitchen, bathroom, etc.

PART NO.

CS-60-CB Cool Breeze

CS-60-CO Coconut

CS-60-JA Jasmine

CS-60-NC New Car

CS-60-ST Strawberry

CS-60-VA Vanilla

2 FL OZ / 60mL 12/CASE

#### VENT SCENT AIR FRESHENER

- Long lasting scented oil air fresheners
- Easily clips onto any air vent
- Scent can be regulated with adjustable cap

PART NO.

VS-90-JA Jasmine

VS-90-NC New Car

VS-90-ST Strawberry

VS-90-VA Vanilla

.34 FL OZ / 10mL 144/CASE



## RUSSIA AUTO SALON

Michael Molnar visited the 2007 Moscow International Motor Show in late August. This was Mike's first trip for ABRO and it enabled him to gain first-hand knowledge of the Russian market. Mike was also able to meet with many of the major ABRO Russian distributors including Igor Zorin (Moscow), Yuri Sergeev and Boris Babentchik (St. Petersburg) and Valeriy Avdeev (Rostov). Mike also met with representatives from ABRO's Ukrainian distributor.

The International Motor Show was held in the prestigious Crocus-Expo International Exhibition Center in Moscow. Over 800 companies from 30 countries took part in the event. The show was very successful and plans are already under way to double the size of ABRO's booth next year.



*The 11th Annual Moscow International Motor Show was held from August 29th through September 2nd, 2007.*



*Yuri Sergeev, Michael Molnar, Igor Zorin and Boris Babentchik meeting at the ABRO booth in Moscow.*



## ★ R I S I N G   S T A R S ★

**GUINEA:** Over the past few years Mr. Thierno Aliou Niane and Mr. Issa Niane have worked hard to establish ABRO as the number one brand in the market in both Guinea and Sierra Leone. We congratulate them and the entire organization for their achievements.

**LIBYA:** In a very short period of time since we were able to start our business in Libya, Mr. Ahmed Alushibe has increased his business every year. Now as the exclusive distributor of ABRO products in Libya, he will be importing over a million dollars of ABRO products by next year. He recently took two months out of his busy schedule to spend time at ABRO headquarters in South Bend, Indiana. He is a truly committed ABRO distributor and we wish him the best for his growing business.

**PANAMA:** In the past 12 months, Guillermo Herrera has increased sales in Panama by more than 146%. Congratulations!



### Guinea



*Thierno Aliou Niane of Guinea*

*Issa Niane of Guinea*



### Libya



*Ahmed Alushibe of Libya*



### Panama



*Guillermo Herrera of Panama*

## Meet ABRO's Staff



Michael Molnar  
International Sales

Have you ever wondered who that friendly ABRO person is you are talking to? In each newsletter we would like to introduce one of our staff members to you.

Please meet  
**Michael Molnar**

*Michael is the newest addition to the ABRO sales team. He graduated from Indiana University, with a major in business marketing and a minor in German.*

*Michael started in early July and has been working primarily with Sasan (Sonny) Sohrab and Tim Demarais.*

*Michael will be at the AAPEX Automotive Show in October with the rest of the ABRO sales staff and looks forward to meeting the members of the ABRO family.*

## IN MEMORIAM AWAD BIN MAHFOUZ

With great sorrow, we regret to inform you that Mr. Awad Bin Mahfouz, the oldest ABRO distributor in the Kingdom of Saudi Arabia, died September 15, 2007. Mr. Mahfouz was instrumental in helping ABRO develop its ABRO Super Glue and ABRO Epoxy. Tim Demarais, Vice President of ABRO, worked with Mr. Awad for over 30 years and recalls him as a solid businessman who was known for his integrity and honesty. Mr. Demarais also states "Mr. Awad should be an inspiration to all of the younger ABRO distributors that want to grow their businesses with character and integrity." Special condolences go to Mr. Awad's son, Omar, who was a partner with Mr. Awad in the business and will carry on the family tradition with pride.