

Jordan: Welcome back to the SEMA stage 2024 NH stage I should say Mike Molnar from ABRO. ABRO Industries you heard him, Mike for the people who might not know what ABRO is tell them all about it.

Mike: We're a company that's been in business for over 40 plus years selling our branded products in 185 countries around the world, representing the United States waving the American flag in a lot of places where it's difficult to do sometimes. We sell products to make your car run better, look better, smell better and up until last year we had been solely an export company promoting our brand overseas. Last year the SEMA show was the first time where we decided to promote domestically and enter the US market.

Jordan: Yeah so your second year at SEMA is this year correct okay so talk about what SEMA, since we're here, has done for you guys.

Mike: Well SEMA is the reason why I'm here because last year I met people from NHRA, introduced themselves, did not know who we were, I did not know what NHRA was and uh started a relationship and got invited out to a race in Juliet this year.

Jordan: Yeah okay so let's get to that part okay, so we have a newbie to drag racing. Tell the people, I know some people out there know what it's like your first experience at a drag race just tell me all about it.

Mike: Yeah first race, I'm out I was very blessed, very very fortunate to get a behind the scenes look at what's going on and the community behind NHRA is something that I didn't feel like an outsider right from the beginning. I presented myself as an outsider, I had a lot of questions I did not know what was going on but people are very welcoming and wanting to share their sport and their community and I felt like right away this is something that I can see myself and ABRO Industries being a part of.

Jordan: We're happy to have you have those experiences. You guys have started a contingency program with us, that's a hard word contingency, program yep oh. You got some products right here too yeah here, let's just check those out let's leave these up here for a little bit, yep okay we'll get to these in a little bit, but talk to us about the contingency program.

Mike: Yeah the contingency program it's a great program, we're just dipping our toe in the water you know this is a startup program for our company so our budget is limited but we are sending out our decals to Racers who want to put them on their vehicles and if they win or come in second place there is a cash prize.

Mike: There you go, you hear that drag racers? They will pay you if you win but you got to win you got to be good. Okay you got to win not just going to give money to anybody. okay you got to win um and I know drag racers very loyal fans very loyal so thank you for supporting our sport. I know that plenty of people will begin to use your product because you guys are supporting us so thank you for that. Speaking of your products talk to me about what we have in our hands here. First I guess what do we got here.

Mike: Yeah so what you have in your hand is RTV silicone gasket maker, we have a full range of products. We literally sell this by the container load overseas our brand, our ABRO brand is the brand of choice in countries all over the world and these products work, they work in the harshest conditions, think as hot as it gets, as humid as it gets, as dry as it gets, as cold as it gets, our products get used every day. Reliable products, a trusted name worldwide.

Jordan: What do you have in your hand?

Mike: This is our new Blue masking tape we're bringing this in the US Market, it can be used for automotive, it could be used for household, but one thing that has made us successful overseas is that we have quality products, at a fair price and that is the reason why we've been so successful overseas, because it's very very competitive. A lot of the markets we do business in people have enough money to buy what they need not what they want and choices are difficult and so coming to the US market we want to bring those same advantages to the consumer. Prices are high these days it's the perfect time to try ABRO, a product that you can trust and get a fair price on.

Jordan: Absolutely got to try ABRO, let's see what else, what for a drag racer what kind of products you said you offer everything basically for your car, what about for a drag racer what would you offer them?

Mike: Anything to keep your car clean, to tune it, put together an engine and we're planning on adding more products in in 2025.

Jordan: Oh and where can they find you where can, they where can they buy stuff at right now?

Mike: Most of our products are on Amazon, we're adding it fbm program where you can buy by the case because a lot of these guys they go through a lot of product, we're also going into Walmart, we are in AutoZone through their VDP program so you can buy directly online and then select stores hopefully we'll be in stores nationwide very soon with them and many other retailers as we're in we're in a lot of talks right now to get things off the ground.

Jordan: You heard it from Mike try ABRO you can get it at Walmart, Amazon, but let's talk about something more a little more personal to you yeah um just what led you to this point and being in this position?

Mike: Yeah, five years ago I was in a boating accident climbing into the back of the boat, family and friends, accidentally the boat was in neutral got bumped into the throttle, got bumped and the boat propeller basically chopped off my leg almost. Got airlifted to a trauma two level hospital in South Bend, Beacon Memorial Hospital and they saved my life and one of the things that they needed was blood. I got 11 units of blood that night and without blood the best doctors in the world could not save me so it's been a mission the last 5 Years for not only me to donate but for my wife and I to promote blood donation and we do have a shortage nationwide on that resource and everyone can donate every 56 days. It's not easy for everyone to do but you can save a life and that's one of the reasons why I'm here today.

Jordan: Yeah you know ABRO, great products not only that, not only great products but great people too. Great story and obviously if you could save a life help out please do you're preaching the good word man. We appreciate it, you offer a great product, thank you for supporting NHRA and we look forward to seeing you in the future.

Mike: All right thanks Jordan

Jordan: Thanks Mike, appreciate it we'll be right back.