



# NEWS ALERT

## Bionetix® International Discovers Big Results at ISSA/INTERCLEAN Latin America!



Bigger is not always better, as Bionetix® International discovered by going from the huge ISSA/INTERCLEAN show in Chicago last October to the smaller ISSA/INTERCLEAN Latin America show February 21-23, 2017 in Mexico City. Inside Sales Rep, Oscar Caceres, noted that even though the exhibit hall was much smaller, “In terms of traffic, this one was much, much busier than the one in Chicago”—so much so that attendees were commenting on the busyness of the booth.



At this first visit to the Latin America ISSA show, Bionetix® found an excellent partner in its Mexican distributor Quemwalk. Caceres and two representatives from Quemwalk stayed busy all three days of the show talking to interested cleaning product distributors and chemical companies. These companies are very interested in transitioning toward supplying natural biological products. Despite this increasing demand, Bionetix®/Quemwalk had one of only two booths presenting biological options at the show. “They’re very, very interested in our products,” Caceres said of the people stopping by. “The response was very positive . . . and I thought it was excellent, excellent results.”



The show was well-organized and brought Bionetix®/Quemwalk in contact with many people from Mexico and other Latin American countries, including Argentina and Ecuador. Quemwalk, who did a fantastic job working on the show, was thrilled with the opportunity and response and is already thinking of new ideas for their next booth with Bionetix®.

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.

