

# NEWS ALERT



## Education and Inspiration at Bionetix® World Sales Meeting 2023!



[Bionetix® International](#) was pleased to host its third World Sales Meeting September 20<sup>th</sup>-22<sup>nd</sup> in Montreal, Canada. Although small, the event was powerful, generating a great response from 10 distributors representing six different countries: Canada, Mexico, Guatemala, Chile, Vietnam, and Australia! The size of the group gave everyone enough time to share their success stories and energize each other in the process.



Cliff Cracauer (Cortec® EVP Sales & Marketing) flew in from Cortec® World Headquarters to give a state of the company address. Diana Di Marco (Technical Sales Director) shared Bionetix® new product updates. Mathias Benitez (Lab Manager) and Tonya Dectero (Product Manager) gave in-depth presentations on the probiotic cleaning market and wastewater treatment, respectively. During the tour of the Bionetix® headquarters, which included visits to the production floor and lab, Hongmei Duan (Quality Control Technician) captivated guests' attention with lab testing, and Kevin Fox (Inside Sales & Customer Service Rep) shared from his personal experience of using [ECO-CLEAN-ALL TABS™](#) to clean up after his pet! Other highlights of the event included the 2022 Sales Awards and opportunities to socialize in sight of beautiful views overlooking the Old Port of Montreal.



This is just the beginning of Bionetix's expanding outreach, as plans are underway to host a Bionetix® World Sales Meeting every other year and launch more training opportunities in the near future! Stay tuned and [contact us with questions!](#)

**Keywords:** *Bionetix, World Sales Meeting, probiotic cleaners, wastewater treatment, Bionetix training, Bionetix lab testing, Cortec subsidiary, Bionetix education*

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.



