

# NEWS ALERT



## CorrBrasil's Third Sales Meeting Reflects Hard Work and Excellence



Cortec® was honored to be part of the CorrBrasil Sales Meeting, December 9<sup>th</sup>-10<sup>th</sup>, 2021, in Blumenau, Santa Catarina, Brazil! Thanks to hard and diligent work, timely investments, and tactical market strategies, CorrBrasil has achieved remarkable results since becoming a Cortec® distributor in 2016!

- Nationwide market presence in Brazil
- Skilled sales and technical team
- Coverage of a wide variety of industrial sectors



In order to give a general update and review current and future business goals, CorrBrasil hosted their third sales meeting for CorrBrasil's board of directors and the company's entire sales and technical support team. They also invited Dario Dell'Orto, VP International Sales, and Jessi Meyer, VP Product Management & Technical Sales, on behalf of Cortec®.

The first day was dedicated to presenting the company's new organizational structure, sales results, and 2022 goals. Dario Dell'Orto also presented a summary of Cortec's current and future activities, along with goals specific to Latin America. Jessi Meyer described the essential steps to be pursued for the successful use of Migrating Corrosion Inhibitors (MCI®) in the construction industry.

The second day focused on specific matters from all regions of Brazil. The agenda included a presentation on "best practices" for Cortec® VpCI® and MCI® products, a session that was very well received by all attendees. The sales meeting came to a happy conclusion with a dinner at the Vila Germanica, noted for hosting the world's second largest Oktoberfest every year.



Dario and Jessi are grateful for the opportunity to have participated in the CorrBrasil Sales Meeting and express their sincerest congratulations in regard to CorrBrasil's excellent business partnership and real and valuable commitment. These qualities are key contributors to CorrBrasil's current achievements and a solid foundation for future success!

**Keywords:** *CorrBrasil, Cortec, Cortec best practices, Cortec distributor, MCI, Migrating Corrosion Inhibitors, construction industry, Brazil construction industry, Brazil corrosion, Cortec in Latin America*



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.

