

# NEWS ALERT



## “The Window to the World” .... of Cortec’s Corrosion Inhibitors



Nowadays, Barranquilla is praised as one of the most dynamic industrialized cities in Colombia. Situated between the delta of the Magdalena River, Colombia’s main river of 949 miles (1528 km), and the Caribbean Sea, the city and the whole region have experienced rapid industrial development in the last decade.

Barranquilla’s icon “La Ventana al Mundo,” or “The Window to the World,” (see picture) symbolizes what Christian Daes, Barranquilla’s entrepreneur, meant while sponsoring this modern monument: “When you face closed doors, there are always windows open.”

Perhaps that idea of “always seeking for a solution” inspired ACICOR (Colombia Corrosion Engineers Association), NACE International, and UniNorte to have their 2<sup>nd</sup> Corrosion Demo Show July 11<sup>th</sup>-12<sup>th</sup>, 2019, at the Universidad del Norte, a modern and well-structured campus in Barranquilla.

The Corrosion Demo Show is one of the main corrosion events organized in Colombia. The first Demo Show took place on March 1<sup>st</sup>-2<sup>nd</sup>, 2018, at the Industrial University of Santander, Piedecuesta, Colombia. While a year ago the majority of attendees—including highly motivated students—were primarily coming from the academic world, this time in Barranquilla—thanks to its vibrant industrial boom—a large portion of the 150 participants came from the industrial sector. This included manufacturing, quality, integrity, and maintenance managers, as well as private company owners.

Energia Integral Andina and Cortec® Corporation participated with a booth at the technical exhibition. The team giving presentations and engaging potential customers was led by

- Cortec® Corporation, with Dario Dell’Orto, Cortec’s VP of International Sales
- Energia Integral Andina – Colombia, with Martha Liliana Castiblanco, Sales Executive; William Mejia, Customer Solutions Development Mgr.; and Barranquilla sales team Giannina di Ruggiero, Christian Boom, and Jose Hernandez
- Energia Integral Andina – Peru, with Gabriela Salome, Business Mgr.

During the two-day show, there was a continuous flow of visitors thanks to the fact that “hands-on” demonstrations were carried out at the booth, thus focusing on the true purpose of the Demo Show event. To this end, Energia Andina’s sales team showed in practice how Cortec® rust removers work, or featured coating schemes, electrical/electronic protection, etc. The outcome was excellent, generating direct contacts and short-term visits to companies—five of which visits were actually made the following week.



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.







It is worth mentioning that Cortec® Corporation is the sole company throughout Latin America to consistently market Vapor phase Corrosion Inhibitors (VpCI®); whereas other exhibitors were featuring traditional coatings, special products for protection of pipelines (oil and gas), sandblasting equipment, cathodic protection, and corrosion monitoring equipment.

Twenty papers were presented during the academic program. Among them, Dario Dell'Orto gave a paper about "Temporary-Removable Coatings for In-Process or Storage Applications," highlighting the benefits of this new technology and its environmental benefits. The presentation documented numerous applications done all around the world. About 25 attendees expressed their genuine interest in this new approach and results.

The event concluded in the exhibition hall with an introduction done by all exhibitors and a brief comment about their experience at the two-day event. Unanimously, all expressed full satisfaction and thus the commitment to participate into the next Demo Show in 2020.

Judith Chovil, ACICOR's Executive Director who organized this event, expressed her gratitude to Cortec® and Energia Integral Andina for our participation and contribution. It can be truly said that Cortec® and Energia Integral Andina became one of the key and highly regarded exhibitors at the Demo Show.

Finally, special thanks to Energia Integral Andina for their sponsorship of the booth, located in a good strategic position and well-organized to efficiently demonstrate Cortec® products. Meanwhile, as part of the continuous improvement process, there are already new ideas to do even better, next year.

Hasta pronto, Colombia!

