

# NEWS ALERT



## Joint Bionetix® and Cortec® Latin America Sales Meeting Marked by Energy and Camaraderie



For the first time ever, [Cortec® Corporation](#) and its subsidiary [Bionetix®](#) held a joint sales meeting in Miami Beach, Florida. The November 19<sup>th</sup>-21<sup>st</sup> event drew 36 guests (plus Cortec®/Bionetix® employees) from Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Croatia, Ecuador, Guatemala, Korea, Mexico, the United States, Venezuela, and Vietnam for two-and-a-half days of inspiration and collaboration that created a stronger Cortec®/Bionetix® global family.



Cortec® President Caleb Pheneger kicked off the formal sessions with a company update highlighting the importance of “Recommitment to Innovation,” one of Cortec’s key principles, detailing investment in growth with a focus on R&D. Sharing these perspectives is vital for a mutual understanding of the companies’ current status and future targets. Cliff Cracauer (Cortec® EVP of Sales/Marketing) covered the topic “Developing Market Strategies for Sustained Growth,” providing a very important overview for understanding the evolution of the market and interesting businesses opportunities. Diana Di Marco (Bionetix® VP, Managing Director) spoke about “Growing Together – Trends and Opportunities Defining our Next Chapter.” Jessi Meyer (Cortec® VP of Product Management, Technical Sales & Marketing) shared news and features from Cortec® Marketing.



The general session was crowned by the presentation of distributor awards by Dario Dell'Orto (VP International Sales) and Diana. Of special note, Francisco Hidalgo Cuesta (CEO of Codemet in Ecuador) received special recognition for receiving the #1 Latin American distributor award six times out of 10 (in addition to two wins of the #2 award) over the last 15 years! On the Bionetix® side, Thai Nam Viet Biosciences received the Distributor of the Year award in recognition of their outstanding performance and

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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.





commitment, while others were commended for growth excellence and strategic partnership.

The rest of the meetings continued as split sessions for Cortec® and Bionetix®. Highlights included Caleb's updates on new technologies and products, Dario's regional updates and goals, a productive brainstorming session among country managers for 2026, Cliff's session on new business opportunities for engines and electronics, and a very instructive session on case histories and best practices from Europe and Latin America. The Bionetix® track focused heavily on technical education along with a global distributor roundtable session. The group also took time to relax along the fascinating Miami Beach shoreline with its majestic views.



Upon reflection, bringing the international Cortec® and Bionetix® families together for joint work meetings was truly a successful experiment that opens the door to exciting new opportunities through the mutual exchange of information and experiences. Everyone showed a genuine commitment to seeking common goals and expanding our combined presence in these regions. From the first moment, the gathering was marked by an energetic atmosphere that ended in true camaraderie among longtime colleagues and new friends from around the globe.



Thank you all and see you AGAIN!!

