



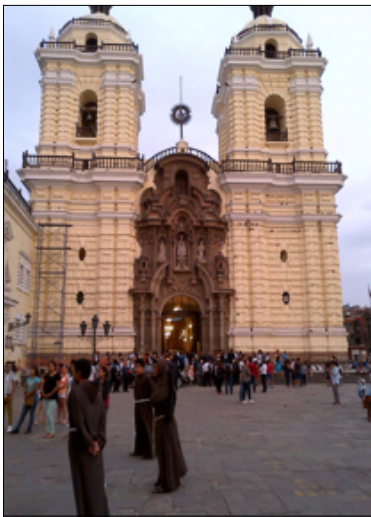
NEWS ALERT

Cortec's Latin America Distributors Collaborate at LASM 2017



Cortec® Corporation was pleased to welcome distributors from Argentina, Brazil, Chile, Colombia, Ecuador, and Peru to its 2017 Latin America Sales Meeting (LASM), held March 31st-April 1st in Lima, Peru.

The two-day meeting focused on Cortec® business both generally in the entire region and specifically in each of the attendees' countries. Learning about the successes, challenges, and opportunities in the different industrial sectors across these countries was particularly beneficial for the entire group.



Dario Dell'Orto, Vice President of International Sales, presented Cortec's Regional Business Plan regarding goals and strategies. This opened up the productive exchange of ideas, suggestions, and action items from attendees according to the realities of their individual countries. The group agreed to schedule a periodic program of webinars to foster communications and news sharing with one another going forward.

LASM 2017 was also an opportunity for Latin America distributors to learn more about products from Cortec's Canadian subsidiary, Bionetix® International, which supplies natural waste treatment, cleanup, and agriculture solutions around the world. Oscar Caceres, Inside Sales Representative from Bionetix®, was present to share about these natural solutions and reported a strong attendee interest in learning more.



The social aspect of the sales meeting was another highlight, and Dario Dell'Orto commented that the historical richness of Lima offered a perfect opportunity to combine work and culture. In addition, he noted how sharing traditional Peruvian food and drink strengthened the group's camaraderie and true spirit of friendship.

The opportunity to renew connections and form new business strategies will take place again next year at the 2018 LASM in Blumenau, Brazil. Mark your calendars now for March 2018!

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.

