



# NEWS ALERT

## Cortec® Strengthens Global Connections at Pack Expo



Pack Expo 2018 was a time for Cortec® to strengthen connections with new and existing customers, rise to challenges for the future, and present an improved image with a sharp new trade show display.

Throughout the course of the October 14<sup>th</sup>-17<sup>th</sup> conference at McCormick Place in Chicago, Cortec® was pleased to see a number of distributors stop by to say hello to their regional sales managers and thank them for their good support. The team of four from Cortec® was able to greet visitors with a freshly updated booth design that included a welcoming meeting space and the opportunity to see wide format samples of VpCI® film and paper in person.



One group of customers that stopped by mentioned that they would be expanding internationally and wondered if Cortec® would still be there for them in the process. Cortec® was able to reassure them of a readiness to support them globally as evidenced by already having a strong presence and history in the major countries of their concern—places like Brazil, China, Europe, India, and many others. Jay Zhang, Technical Sales Manager, a strong proponent of Cortec's Global Accounts support capabilities, shared that “right away, the customer felt so at ease to say, okay, now I can take the Cortec® products from here—where I do very, very successfully—over to other places.”

Visits with other potential new customers gave Cortec® the opportunity to educate the public on VpCI® Technology, which was intriguing for some to hear about for the first time. This further inspired Cortec® to find new ways of explaining the concept that are simpler and easier to understand than ever before.



Pack Expo was also a good opportunity for Cortec® to learn new market trends and requirements for corrosion prevention. Many of the existing customers and new connections who stopped by shared their experience and sought Cortec's input. This interaction helps Cortec® stay innovative and continue to be the leader in this industry.



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.

