

The LEADING Edge

European Sales and Strategy Meeting:2014

Cortec® achieved another brilliant success at the European Sales and Strategy Meeting that was held in Hungary and Croatia. The event was attended by a large group of Distributors and Licensees doing business in 60 European, Middle East, and North Africa countries.

The first day meeting took place in the historical city of Budapest. The second day, the group traveled to Beli Manastir through the 'Danubian Plain' decorated with the autumnal pastel colors.

A complete program of presentations started with the "State of the Company Address" given by Cortec® President, Boris Miksic, who in addition informed the attendees about current activities and also illustrated the Company's development in the coming years.

2014 positive sales results and a 'gallery' of remarkable achievements provided by our distributors were presented by Dario Dell'Orto. Ivana Radic Borsic gave an update about Eco-Cortec®, supplies and support to the European distributors, the work in-progress in the plant as well as the expansion that will allow full capacity of film supplies all over Europe and the Middle East.

As per the meeting tradition, the "Sales Awards" were presented and allowed us the opportunity to congratulate, Interface Technologies (France) for being the 'Number One' Sales Distributor in Europe, and Tribotec (Sweden) as the 'Number One' user of EcoCortec® products.

The program was enriched with the valuable contribution of Diana Di Marco who summarized the key Bionetix product lines as well as sales progress in Europe. Iyad Al-Alami, Cortec Middle East, explained how to introduce/promote marketing and technical knowledge of MCI® and Corrologic™ applications in that Region. Dr. Rita Kharshan illustrated with her in-depth knowledge, charisma, and -very important- positive-enthusiasm, many new products brought to life, clearly explaining their characteristics, advantages, and answering multiples questions.

Dr. Urska Kropf, (Turna, Slovenia), consultant and Dr. Janja France (Marine Biology Environment- Piran, Slovenia) gave very novel and interesting information respectively about the 'Marine Clean' European project and Degradation and Edibility of packaging materials, highlighting the good results of Cortec® EcoOcean® film.

Afterwards, Boris detailed the "Global Marketing Strategy" and activities resulting in a continuously increasing number of publications in magazines dedicated to different industrial segments. Needless to say that all these efforts are significantly contributing to expand and consolidate Cortec's visibility and awareness through the entire world.



Continued

Cliff Cracauer addressed the “Market Share and Competition” aspects also bringing the experience of what is currently done in the US market.

Following, was a round table session dedicated to listening to the attendee’s voice in order to express their ideas and proposals about sales growth in Europe. Several proposals were given and the elaboration of them plus new ideas according to specific markets requirements will be addressed locally while visiting each Distributor.

During the visit to the EcoCortec® plant in Beli Manastir, attendees were able to learn more about the manufacturing process and some of them attended a ‘Hands on Extrusion and Converting’ training to get familiarized with the complexity of the extrusion of Cortec’s VpCI® films.

The Case Histories session enabled the participants to share their experiences in different countries and quite a variety of applications. We had a large number of very interesting cases and this session is getting more and more popular as well as providing a diligent commitment from Distributors all throughout Europe.

Mike Gabor’s presentation about “Global Customer Experience” focused on Cortec’s work and collaboration with Ford USA, a reference that can be advantageously replicated in Europe.

Finally, the historical background offered by one of the most famous European capitals inspired the whole Cortec® Family with an “Old Europe” touch accompanied by a classic string quartet while dining in Budapest. The group got another touch of the rural scenery while watching a lovely sunset in Beli Manastir while sipping some tasty peach schnapps and wines hosted at Boris and Ines Peach Hill house.

We concluded the day with a gypsy dinner at the Josic Restaurant where the caves provided wines to Queen Elisabeth II at Buckingham Palace in London. We were all delighted with the traditional Baranja Region, local specialties, music, and songs; and last but not least, celebrating Boris birthday and wishing him all the best in life and in the years to come.

The essence of these meetings was once more superbly achieved. In other words, a fantastic group of professional and dedicated people, willing to continuously reach higher targets and beyond the never forgotten “sell something”, having a real, sincere, and genuine commitment to do better every day; be loyal friends and having fun working as a team. That’s why, I believe, our meeting was very productive, intense, informative, enjoyable. This is what I define as a brilliant success.

Thank you,

Dario Dell’Orto
Cortec Corporation
Vice President of International Sales
Europe, South America, Middle East, Africa.



New Products

VpCI®-386 HP Clear

VpCI®-386 HP is the next generation of high performance, water-based acrylic coatings that provide superior corrosion protection in harsh outdoor, unsheltered applications. The unique formulation contains a mixture of non-toxic inhibitors and pigments that offers extended coating protection which strongly competes with heavy metal zinc primers and paints.

This coating is more effective than most conventional coatings because the corrosion resistance has been improved by replacing traditionally used toxic materials with more effective, non-toxic, heavy metal free corrosion inhibitors. The special combination of additives provides a composite polymer barrier that significantly retards the reaction of metal ionization by ion scavenging and passivation. VpCI®-386 HP provides a protective long lasting film that is bonded onto the metal surface, which defends against corrosive electrolytes and aggressive environments. It is recommended for a variety of applications, especially where the use of toxic materials are of concern.

VpCI®-386 HP Clear provides a fast-drying primer/topcoat film that forms a tough, non-flammable, protective barrier that was developed to protect in both indoor and outdoor conditions. The product is thermally stable when dried, and is UV (ultraviolet) resistant, giving optimal outdoor performance without cracking, yellowing, or chipping upon prolonged exposure to sunlight.



M-141 Multifunctional Additives for Coatings

M-141 is an additive that can be used in aqueous acrylic emulsions and 1k polyurethane dispersions to improve corrosion resistance and durability. Using M-141 will increase water resistance, coating hardness, substrate adhesion, and chemical resistance.

This additive functions as a cross-linker to increase the cohesive strength of a coating by building a network between the polymer chains increasing abrasion resistance and film hardness. The additive reacts with the protective film to provide better adhesion and permeability properties; which in turn helps increase the corrosion resistance of a coating.

VpCI®-143 Paper Emitters

Cortec® VpCI®-143 Paper Emitters are a convenient and cost effective solution to corrosion problems. They provide superior corrosion protection for both ferrous and non-ferrous metals. In addition, VpCI®-143 Paper Emitters are fully recyclable/repulpable. They can be recycled into other types of paper products such as boxes, cardboard, and other corrugated materials. VpCI®-143 Paper Emitters are environmentally safe, non-toxic, biodegradable, and does not contain any nitrites, phosphates, silicates, or other hazardous compounds.

This product is made from the highest quality recycled neutral natural kraft linerboard and made without the use of chlorine or other chemical bleaching; this eliminates package contamination.

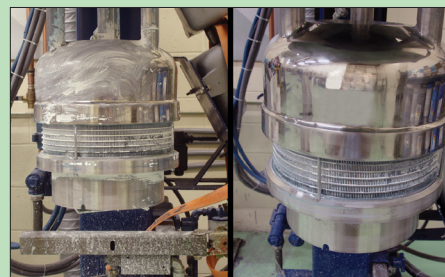
VpCI®-143 Paper Emitters are easy to use. There are no chemical concentrations to calculate, no chemical tanks or application system to maintain. The VpCI® coating vaporizes, reaching all metal surfaces to provide complete corrosion protection. The unique inhibiting action of Cortec® VpCI® forms a very thin and effective protective layer that does not alter the appearance of products or require removal before further finishing or use. Parts protected with VpCI®-143 Paper Emitters can be painted, welded or soldered. The protective layer does not influence physical properties of most sensitive electrical components, including conductivity and resistance..



VpCI®-434 G & VpCI®-434 L, Environmentally Friendly Paint Stripper

VpCI®-434 is an Eco-Friendly Low VOC Professional Paint Stripper/Cleaner that was designed for a wide range of industrial applications. It can effectively remove architectural, industrial, and lead based paints. The non-toxic biodegradable paint remover/cleaner was formulated using a special blend of environmental friendly low VOC solvents that can replace hazardous toxic type paint removers/cleaners. VpCI®-434 can work on cured and noncured coatings, inks, and adhesives.

VpCI®-434G comes as a thixotropic gel and VpCI®-434L comes as a liquid solution. The Stripper/Cleaner uses special wetting agents to penetrate deep breaking down and softening for easy removal. VpCI®-434 can be used on common substrates such as wood, brick, stucco, masonry, metals, and composites.



VpCI®-386 HT Black

Coming Soon

VpCI®-386 HT Black is a unique, high heat resistant, water-based acrylic silicone primer/topcoat. The complex mixture of non-toxic, organic inhibitors, and silicone compounds offers excellent outdoor weathering and thermal heat protection.

It has been improved by using a blend of highly corrosion resistant silicone polymers and additives that provide a composite polymer barrier film. The protective coating significantly retards the reaction of metal ionization and water permeation which protects against corrosive electrolyte and aggressive environments, thus preventing corrosion.

This unique product provides a fast-drying thixotropic coating that is resistant to sagging or running, and offers extended protection for sheltered, unsheltered, outdoor, or indoor conditions. Thermally stable when dried from -150°F to 550°F (-78° to 288°C). This coating is ultraviolet resistant and gives optimal outdoor performance without cracking or chipping upon prolonged exposure to sunlight.

The Quality of Cortec® Laboratories: by Mike Gabor

Cortec® Field Sales and Cortec® Laboratories have always had a dependent relationship. Testing and validation of recommendations from the field are paramount to the customers buying decisions. Our goal for our customers is to assist them in making the best decision for their company; helping them weigh the performance, while also considering the costs and any unforeseen consequences of making a change.

The ISO 17025 Lab Certification has been a valuable asset for Cortec® in working with our partners. Testing results provided by Cortec® Laboratories are considered results from an "independent certified laboratory".

What does this mean for an engineer or quality control person working for our customer? It means they have solid documentation to make a decision. If someone questions why they have decided to use Cortec® chemistry, they can provide data that backs their decision. It also gives them the confidence that if there is an occurrence of corrosion, that Cortec® chemistry is not the variable and they should look at irregularities in process, shipping, and handling.

Cortec® ISO 17025 Laboratories helps the customer to understand that Cortec® technology is different, and of course, better than the other options in the market. Cortec® Laboratories allows our customers to have an ongoing technical support system, creating a long term market relationship.



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