

# Commercial News

XXVI: 6

The Showcase for American-Made Products and Services

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July/August 2005

# USA



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XXVI: 6

The Showcase for American-Made Products and Services

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July/August 2005

# USA

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# Letter to Our Readers

Commercial News USA is a catalog-style magazine designed to help companies around the world find American-made products and services. Each issue features more than 100 U.S. companies seeking business partners and buyers.

Reading Commercial News USA provides you with an unparalleled opportunity to identify products and services with the potential to boost your international profits.

Commercial News USA is distributed bi-monthly to readers in 145 countries outside the United States. The magazine, which is free, is mailed directly to qualified recipients and distributed by U.S. and Foreign Commercial Service personnel at U.S. embassies and consulates worldwide.

Whether you are a representative, distributor, buyer or investor, Commercial News USA will help you find new business partners.

In addition to the magazine, readers of Commercial News USA can contact U.S. Foreign and Commercial Service officials at embassies and con-

sulates around the world for help locating potential American business partners.

Contacting companies you want to request information from is easy. You can use the information in the company's listing or advertisement to phone them, send an e-mail, a letter or a fax. You also can use the Free Reader Service Fax Back Form on Page 23 of this issue.

If you are interested in a particular company, I urge you to contact them for more information. The companies represented in this magazine are interested in developing new markets, and you might just be the right partner for them.

Sincerely,



Timothy C. Thompson Jr.  
Executive Director,  
Global Trade Programs  
U.S. Commercial Service

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July/August 2005

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### Request Free Information

Profit from finding an American business partner. Request information directly from the companies you want to do business with today. Or fax back the free Reader Service form on Page 23 to request information from many different companies.

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# Automotive International Distributors Profit from Selling ValuGard Car Care Products



## ValuGard Product Overview

**Environmental Protection Products:** Paint sealant, fabric protector, vinyl/leather protector, rust proofing, undercoat products are sold in the sales department to new car buyers.

**Prep/Reconditioning Chemicals:** Waxes, polishes, soap, wheel cleaners, engine degreaser, rubber dressings, odor terminator, all purpose cleaner and other products.

**Problem Solving Products:** Neutralization process – removes contaminants from paint, such as acid rain, rail dust, industrial fallout, and other contaminants.

**Exterior Trim Repair Kit:** Permanently restores faded black/gray trim.

**Body Shop Safe Products:** Compounds and polishes for body shops.

**Retail Products:** Sold to retailers such as super markets, auto stores and other retailers.

### The ValuGard program for distributors offers:

- High profit potential from sale of products to the market; or as installation centers for dealers and consumers.
- Comprehensive training program in Cincinnati, Ohio, includes marketing, sales and technical training.
- Point of sales material, literature, instruction manuals.
- OEM engineering approvals.
- Exclusive territories.
- All products are 100% employee safe and all VOC compliant.
- Ongoing technical support.

Distributors around the world are increasing profits and developing new markets by selling ValuGard Car Care produced by Automotive International Inc.

“We sell automotive products worldwide through a network of highly successful distributors who cater to both the professional and retail markets,” says Rick Hallberg, co-founder and president of Automotive International.



**Rick Hallberg**

Automotive International's wide range of clients includes vehicle manufacturers, vehicle importer/exporters, car dealers, truck dealers, body shops, car washes, detail shops, the boat industry, the golf cart industry, fleet, utilities, government and retail markets.

Products from Automotive International are designed to meet the standards of the Original Equipment Manufacturers (OEMs)—major car manufacturers worldwide. “We are one of the few companies in our industry that can boast about our strong relationship with the OEM's.

“ValuGard chemicals are OEM engineering approved by some of the most demanding customers in the world: car manufacturers,” says Hallberg. “Our products are recognized by GM, Ford, DaimlerChrysler, Hyundai, Mazda, Nissan, Renault, Mitsubishi, Saab and Saturn.”

Automotive International's products are featured in many of the technical service bulletins issued by vehicle manufacturers. The company's products are engineered to reduce corrosion, to protect paint from acid rain and industrial fallout, and to repair faded trim parts on vehicles. Products are 100% employee-safe and meet all VOC requirements.

“ValuGard products are the highest quality available,” says Hallberg. “And export distributors use these endorsements from manufacturers to great advantage when introducing ValuGard as a new product in their country.”

For more information on how to become a ValuGard distributor, e-mail Rick Hallberg at [rlh@autoint.com](mailto:rlh@autoint.com) or send a fax to 513-489-1329. Please read our ad on the back page or visit our web site, [www.autoint.com](http://www.autoint.com)

AUT

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# IFAI Expo 2005: The Trade Show for the Global Specialty Fabrics Marketplace

The IFAI Expo 2005 will be held from October 27-29, 2005, at the Henry B. Gonzalez Convention Center in San Antonio, Texas, USA. Organized by the Industrial Fabrics Association International (IFAI), IFAI Expo 2005 will include 450 exhibits, educational programs, dynamic speakers, recognition opportunities, certification testing, and many networking opportunities.

"IFAI Expo 2005 features everything specialty fabrics industry professionals could want or need to develop their businesses," says Stephen M. Warner, president of the IFAI.

The industry-comprehensive event will draw many new participants with its special symposiums: Fabric Structures 2005 and Textiles & Graphics 2005, both to take place on October 26-27. With more than 8,000 participants representing every corner of the global specialty fabrics marketplace, IFAI Expo 2005 will prove to be a wise investment for exhibitors. It is the largest show for the specialty, industrial and technical textiles industry in the Americas.

Exhibitors will benefit from IFAI Expo 2005's strategic marketing efforts: free direct hot-links from [www.ifaexpo.info](http://www.ifaexpo.info), unlimited VIP passes to invite customers,



promotion in more than 50 industry-focused trade publications and Web sites, premium positioning and discounts on advertising in the *Industrial Fabric Products Review* and in the IFAI 2005 Expo Guide, and much more.

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# Latest Technology and Equipment Expected at Gear Expo 2005

Why should you exhibit in GEAR EXPO 2005? Are you involved in any part of the gear manufacturing process? Do you want to reach many high-quality buyers at a modest cost? Are you interested in introducing new products and technology?

If so, Detroit, Michigan, is the place to be Oct. 16-19, 2005, to profit from the international audience that attends "The Worldwide Gear Industry Event." Your colleagues, competitors, customers and prospects will be there – so make the best marketing decision you can for 2005. Send in your exhibit contract now!

"GEAR EXPO brings together all facets of the gear industry from around the globe," says Joe T. Franklin Jr., president of the American Gear Manufacturers Association. "That's why GEAR EXPO is 'the' trade show for equipment manufacturers, gear manufacturers and suppliers to the gear industry. It is also the best networking opportunity of the year. Connect with customers and potential customers who are looking for the newest in technology, equipment and services."

Exhibiting companies include the full range of manufacturing capabilities. Manufacturers of gear blanks, bearings,

machine tools, companies that provide components, as well as suppliers of critical processes such as heat treating, coating and

shot peening exhibit. Gear manufacturers include those making the full range from small to large as well as special purpose.

GEAR EXPO visitors are CEOs, CFOs, senior engineers and purchasing agents for major manufacturing companies around the world – the people who play vital roles in the buying process: evaluating, recommending and purchasing products, equipment and services.

*More information is available online at [www.gearexpo.com](http://www.gearexpo.com)*



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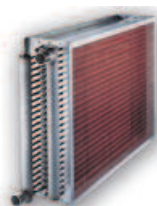
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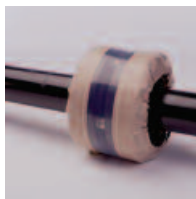
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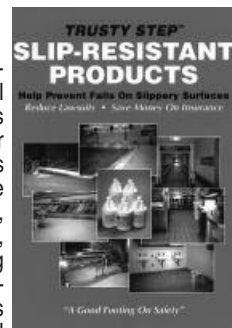


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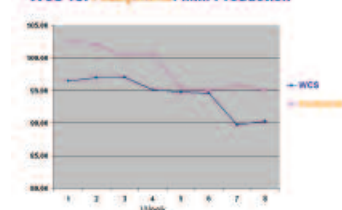
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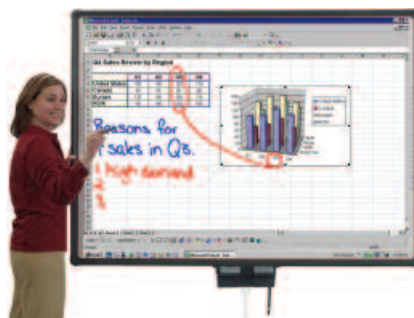
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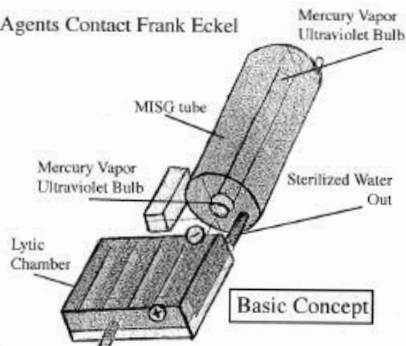
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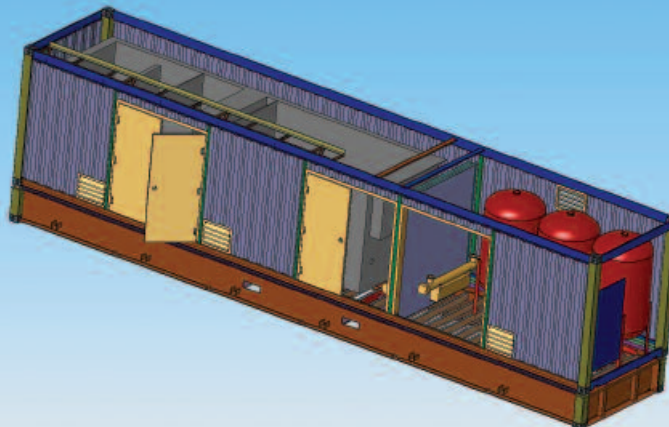
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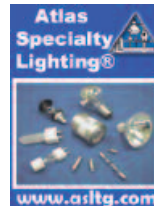


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