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Etimine USA, Inc. is the Americas sales office for Eti Maden, the largest global producer of boron products. Eti Maden is headquartered in Ankara, Turkey. The company possesses 72% of the world's known boron reserves and supplies nearly 50% of the world's boron demand. We offer ground mineral ores, various grades of boric acid, sodium borates and other specialty boron products that help to grow and advance key industries worldwide, including the indispensable AGRO industry.

*EtiBoro is read in 30+ countries and counting!*

Editor-in-Chief: Sarah N. Rajasekera

### CONFERENCES IN LATIN AMERICA

In order to serve our customers better and familiarize ourselves with our customers' needs, the Etimine USA LACA Sales Team has attended several conferences in the field.



The Boron Day Brazil Conference is a very important event dedicated to borate use in Brazil. Eti Maden is a major supplier of borates to the Brazilian industry, specifically to the agricultural segment.

Presenters gave helpful explanations of boron's role in major crops in Brazil, including *canha*, coffee, *soya*, and *floresta* (tress/timber).



The LACA team interacted with companies, institutions, and individuals who are working on materials that improve the refractories industry.



Hector, the Sales Manager for Latin America, is pictured with Ing. Jorge Lopez Cuevas (left)

We also attended one of the most important soil conferences in the world.



### XXI Congreso Latinoamericano de la Ciencia del Suelo—2016—Quito, Ecuador

The LACA team attended this conference and met with representatives and speakers from 20+ countries including Ecuador, Bolivia, Argentina, Brazil, Cuba, Colombia, Mexico, Honduras, El Salvador, Costa Rica, Guatemala, Venezuela, Spain, Portugal, Uruguay, Germany, Turkey, and the United States. (Cont. on pg. 2)

### FEATURED PRODUCT: BORIC ACID



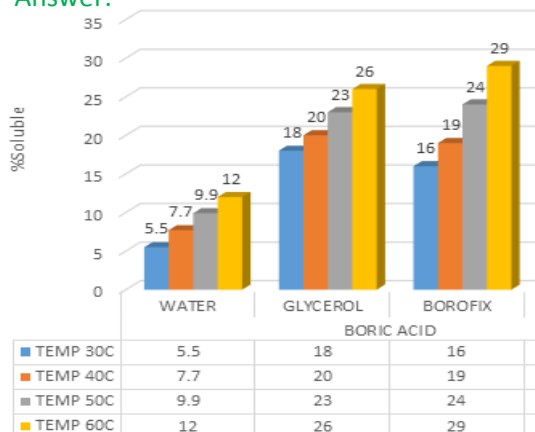
*Eti Maden is the top producer of boric acid in the world*

### ASK DR. ARUN

TECHNICAL QUESTIONS FROM OUR CUSTOMERS

**Question:** What is the solubility profile of boric acid?

**Answer:**



Dr. Arun Chattopadhyay, PhD, the Technical Director for Etimine USA, is a recognized authority on borate chemistry

### A MESSAGE FROM THE SALES MANAGER—NORTH AMERICA

I have proudly lived for 13 years in Pittsburgh, Etimine USA's headquarters. I have seen our focus on the Latin America region grow significantly over my 5 years at Etimine USA. As the North American Sales Manager, it is my goal to work closely with my counterpart in Latin America, Mr. Hector de la Cerda, to ensure customer satisfaction across our entire sales territory. Together, we share information on market trends and new product development, and collaborate together with customers whose manufacturing plants require boron in both regions. (Cont. on pg. 2)



Hector, Dr. Chattopadhyay, and Dr. Fernando O. Garcia – Director IPNI Latin America-Southern Cone Program (pictured left to right)



Hector and a delegation of Oil palm growers from Peru (pictured left to right)



Hector (right) and Dr. Renato de Mello Prado - UNESP Professor and special adviser to the Mato Grosso soy/corn/cotton large plantations in Brazil

## A MESSAGE FROM THE SALES MANAGER—NORTH AMERICA

(Cont. from pg. 1)

In my role, I have had the pleasure of traveling to Brazil, Colombia, and Chile to attend agriculture conferences, network with customers, and learn more about the local markets. One of the key results of this collaboration is the development of ETIGRAN, a 15% granular boron product, to satisfy our fertilizer customers' needs in the Americas. We are looking forward to many fruitful collaborations to come. *Gracias por su negocio!*

—Adam Brodie

## OUR MARKETS

Agriculture  
Adhesives and Coatings  
Biocides—Pesticides  
Ceramics/Frits/Glazes  
Fire Retardants  
Glass/Specialty Glass  
Insulation/Fiberglass  
Metallurgy  
Oil & Gas Chemicals  
Wood Preservation  
And Many More!



Hector and Dr. Rafael Villegas Delgado—Investigador Titular—Instituto de Investigaciones de la Caña de Azúcar—Cuba (pictured left to right)

## OUR PRODUCTS

Boric Acid  
Boron Oxide  
Etibor 48  
Etigran  
Etibor 68  
Etidot 67  
Ulexite  
Borax Decahydrate  
Colemanite



Our products have many uses in several applications, including refractories (pictured above)



Boron is also a vital precursor to formulate chemicals that are fundamental in ceramics and refractories, like boron carbide (pictured above) and boron nitride (pictured to the right)

## XXI CONGRESO LATINOAMERICANO DE LA CIENCIA DEL SUELO – 2016—QUITO, ECUADOR

(Cont. from pg. 1)

In addition to the sales team, Dr. Arun Chattopadhyay attended the conference and presented a paper on boron benefits for Latin American plants. He met with other scientists, customers, agronomists, and attendees to discuss how boron can improve the yield of crops in Latin America—specifically our premier agriculture product, ETIGRAN (granular soluble boron).

