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AMERICANO
CONFERENCE 2017

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A MESSAGE FROM THE
VICE PRESIDENT

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



Eti Maden's modern production facilities accommodate over 2 million tons of borates

HAPPY NEW YEAR!

We are wishing everyone a prosperous New Year! May the year 2017 be outstanding.

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!



Eti Maden provides a large percentage of Ulexite utilized in fluids for the fracking industry

A MESSAGE FROM THE VICE PRESIDENT

These are very exciting times for Eti Maden in Latin America and the Caribbean. We are pleased with the acceptance of our products and the positive feedback that we have received from our customers. In 2017, we anticipate a very robust business environment with a stronger commitment from our company to help you with your borate needs which will produce more fruitful crops and products. I recently incorporated to the EtimineUSA office; and as such, I look forward to being a part of this professional, dynamic organization that is dedicated to helping our customers throughout the Americas' region. (Cont. on pg. 2)

FEATURED PRODUCT: ETIBOR 48

BORAX PENTAHYDRATE/5 MOL BORAX
 $\text{Na}_2\text{B}_4\text{O}_7 \cdot 5\text{H}_2\text{O}$



Eti Maden is the premier producer of Etibor 48 in the world

ASK DR. ARUN

TECHNICAL QUESTIONS FROM OUR CUSTOMERS

Question: Can you explain the benefits of Granular Boron products for Latin American crops?

Answer: With the purview of facilitating fast Boron uptake, we recently launched two controlled-release granular products of soluble boron, ETIGRAN (15% B) and ETIGRAN-21 (21% B). Application of these products in blended fertilizers helps to meet the critical requirement for the most essential micronutrient, B, where the soils or the plants suffer from B deficiency. (Cont. on pg. 2)



ASK DR. ARUN

(Cont. from pg. 1)

Under the conditions of systematic fertigation, use of these products is highly effective particularly for the plantation of Palm, Banana, Coffee, Sunflower, Corn, Soybean, etc., so to speak, and all crops that widely grow in Latin America, most importantly in all B deficient regions of Latin America.

Depending upon the benefits and advantages, these products can also be used for direct application either as such or in the form of water slurries.

By virtue of their nature, a judicious selection of their dosage rate, ETIGRAN or ETIGRAN-21 minimizes the risk of Boron toxicity compared to the conventional soluble borates of similar nature.

-Dr. Arun K. Chattopadhyay

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

Etimine USA will be attending the Fertilizer Latino Americano conference this month in Buenos Aires. "This is a great opportunity to meet with industry professionals from the major crop growing countries and learn about their most pressing concerns," said Hector de la Cerda, the Latin America & Caribbean Sales Manager.

During the FLA2017, join us Wednesday 25th January at 14:00 for our presentation

"Micronutrient Boron - Increasing the Yield of Common Crops In Latin America and the Caribbean"

A MESSAGE FROM THE VICE PRESIDENT

(Cont. from pg. 1)

I look forward to learning more on how we can best serve our customer needs in the various industry segments that utilize our products; whether industrial or agricultural. We will be at the conferences and trade shows throughout the year to communicate personally, as well as visiting your esteemed companies as much as possible.

Thank you and best wishes for 2017.

-Kadri Kaleli

OUR PRODUCTS

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



Eti Maden Boron mines in Turkey



Sunflowers, a crop emblematic of Argentina especially, benefit greatly from the use of boron



Samples of Eti Maden's excellent products



CFIA
REGISTERED
PRODUCTS
AVAILABLE



KOSHER
CERTIFIED
PRODUCTS
AVAILABLE



EPA
CERTIFIED
PRODUCTS
AVAILABLE



ETIMADEN
ETIMINE USA INC.