

Philippine industrialists used to be content with small generating sets for their industrial plants. These often proved inadequate for the power requirements of the industrial complexes, not to mention the high operating cost.

Now our leaders in the industry are equipped with some of the most modern electrical machinery. What's more, these generating sets not only provide electric power to the industrial plants but also to the whole community where they are located — at comparatively lower cost of maintenance.

There used to be a time, too, when refrigerants and reagents were hardly available, if any, to the growing refrigeration aerosol, air-conditioning industries and chemical laboratories.

Now these chemicals are within easy reach whether for the giant ice plants or for the small school laboratory room.

This has been made possible through Abotitz Marketing, a division of Abotitz & Co., Inc. Since its establishment a few years ago, Abotitz Marketing has consistently filled the increasing needs of vital industries such as mining, logging, construction, refrigeration, power utilities and others.

Formed by experienced executives in the marketing field, Abotitz Marketing has gained renown as the distributor of prestige heavy-duty generating sets like the

Aboitz Marketing

A Study In Selective Product Marketing

famous Mirreles Blackstone diesel generating sets.

The big mining companies which have been powered by these giant electrical machinery can attest to the dependability and quality of Mirreles Blackstone sets. Mining companies like Marcopper Mining Corporation, Marinduque Mining, Philex Mining and Itogon-Suoc Mines, are only a few of the large industrial complexes whose power needs are ably provided by Mirreles Blackstone.

Mirreles Blackstone diesel generating sets developing thousands of kilowatts and brake horse power, not only provide power to the mining plants but also to whole communities as in the case of Marcopper Mining in Marinduque, thus contributing to the economic growth of the country, and symbolizing tangible progress in the administration's rural electrification program.

Mirreles Blackstone has today the highest installed capacity in diesel engines running on Bunker C fuel for maximum economy.

Abotitz Marketing does not deal solely with the big industries but serves the smaller companies and even the homeowner market.

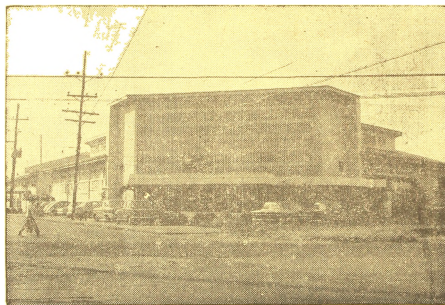
To them, Abotitz Marketing offers its automotive and machinery department which distributes Higgs electric motors, Jatic pumps, Dorman circuit breakers, Brush alternators and Lister diesel engines, generating sets and Silver King batteries, battery chargers and battery servicing equipment.

Its chemical department has established a solid reputation of its own as far as the refrigeration, aerosol and airconditioning industries are concerned. To these industries, Abotitz Marketing is synonymous with Anhydrous Ammonia, Genetron refrigerants and Baker & Adamson reagents.

In keeping with good marketing and sales practice, Abotitz Marketing has even established after-sales customer service, such as the highly successful Genetron refrigeration seminars, two-day affairs which have been held in

Manila and Cebu for the past two years. These seminars, specifically directed to the refrigeration engineers and specialists all over the country, afford everyone a chance to listen to valuable new trends in the industry from experts and guest speakers, as well as providing a welcome opportunity to meet colleagues for shop talk. The Genetron seminar series has since become a much-awaited annual affair for upgrading the state of the industry.

One can judge the state of an enterprise by the demands it gets, and this is true to Abotitz Marketing. At this significant milestone of the 50th anniversary, Abotitz Marketing can truly be the place "where industry is served best." This is evidenced by their expansion of offices to Cebu, Butuan, Davao, Nasipit, Cagayan de Oro, Dadiangas, Cotabato and Iligan. Ably serving as Division Manager for Abotitz Marketing is young and dynamic Manuel M. Moraza.



Abotitz Marketing Makati

This is where Abotitz Marketing operations are controlled and directed at the head office in Makati, Rizal. Branch offices are in Cebu, Butuan, Davao, Nasipit, Cagayan de Oro, Dadiangas, Cotabato and Iligan.



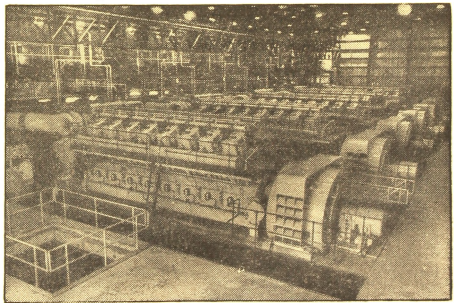
Abotitz Marketing Iligan

Abotitz Marketing serves Mindanao through seven operating points, to serve the tire needs in the area. Abotitz Marketing is also a distributor of Goodyear tires.



Abotitz Recapping Plant

The recapping plant shown above is one of the four retreat plants in Mindanao operated by Abotitz Marketing.



Marcopper Mining Generating Sets

Above photo shows the six Mirreles Blackstone diesel generating sets providing power to Marcopper Mining Corporation as well as to the whole community and port facilities in Marinduque. The six Mirreles KV16 major engines are each developing 6780 BHP and directly coupled to Brush alternators giving a station output of 27,000 KW. Mirreles Blackstone diesel generating sets are exclusively distributed in the Philippines by Abotitz Marketing.