

PRINTING POWER!

A SHINING EXAMPLE

Printing industries prosper in Iowa. Leaders such as Donnelley, UARCO and International Paper

Company profit from the following

letter-perfect advantages:

- Fast access to major markets.
- Plenty of paper mills and raw materials, from ink to chemical supplies.
- Well-trained, productive work force; low labor costs.
- Some of the nation's best job training programs and technology transfer resources.
- The Iowa Graphic Arts and Printing Technology Center.

From low costs to high technology, you can print profits faster, in Iowa.



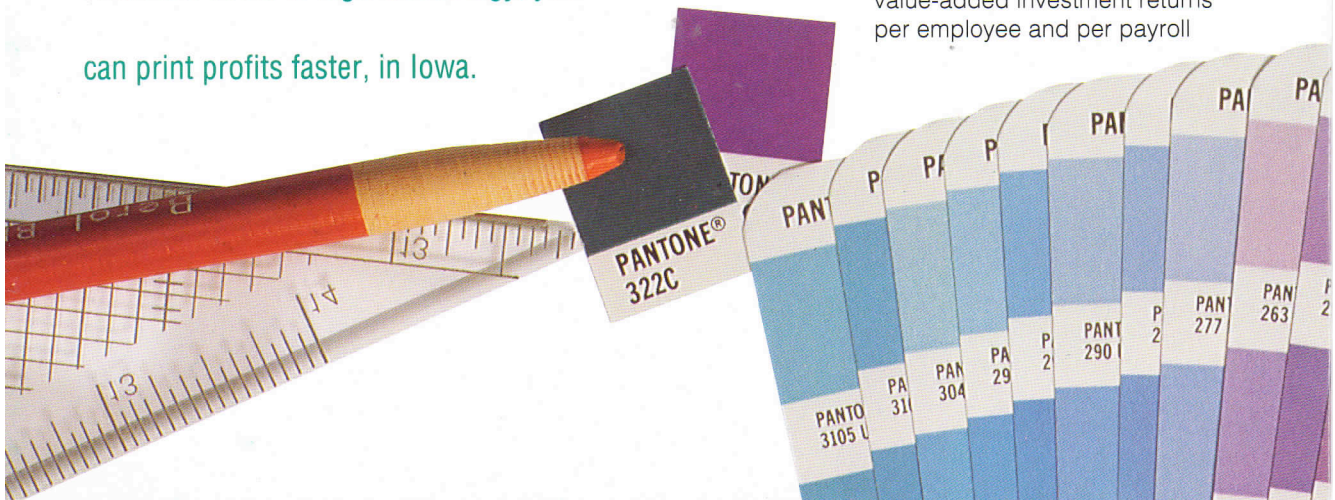
ENERGIZED WORK FORCE

Generates Productivity

Plug into Iowa's "energy-efficient" work force. Iowa has low labor costs, yet consistently leads most states in productivity. There's a steady supply of skilled workers here, from pressroom personnel to film strippers to sales reps. And, Iowa's right-to-work status contributes to positive labor relations.

Iowa's highly regarded education system — one of the nation's best — translates to superior productivity. Iowa's high school graduation rate of 86 percent ranks fifth highest in the nation. And, for the past two decades, Iowa students have led the nation in SAT and ACT scores.

That's why Iowa generates high value-added investment returns per employee and per payroll



dollar. The productivity of Iowa workers is equivalent to more than *five extra weeks of output* per worker each year! Iowa's innovative job training programs generate profits, too. From customized on-the-job training to on-campus classes at one of 15 community colleges, Iowa offers financial and educational incentives that save thousands of dollars in start-up and operational costs, while getting workers up to speed *fast*.

HIGH-VOLTAGE MARKET ACCESS

Generates Sales

Harness Iowa's market power. Iowa's well-developed transportation network allows quick, easy and affordable market access. Profitable metropolitan markets, from Detroit to Denver, are within a day's drive.

Iowa's advanced telecommunications network keeps you well-connected, too. From satellite communications to a sophisticated fiber optics system, Iowa assures clear voice, video and data transmission. Iowa's high-tech network reaches rural, metropolitan, out-of-state and international regions.

The Iowa Graphic Arts and Printing Technology Center includes a state-of-the-art conference center with interactive audio and video communications, for training or

customer/supplier meetings. Companies can link up with specialized training programs *anywhere in the world*.

Iowa offers access to raw materials, too. You'll find an abundance of ink, plates, film, chemical supplies and paper from Midwest suppliers. Located at the intersection of two transcontinental interstates, Iowa keeps you in touch with suppliers and buyers.

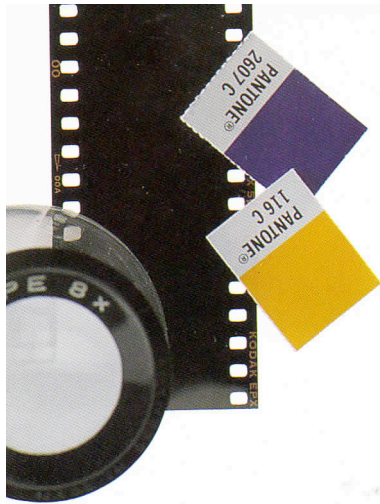
CHARGED BUSINESS CLIMATE

Generates Profits

Galvanize profits in Iowa, where printing industries enjoy a low cost of doing business. Consider some of Iowa's business climate benefits:

- Corporate income tax based only on in-state sales.
- No property tax on inventory.
- Right-to-work state.
- 50 percent deduction of federal income tax paid on Iowa sales.
- Local property tax on machinery and equipment assessed at 30 percent of net acquisition cost.
- No sales and use taxes on: manufacturing machinery and equipment; computers and packaging containers sold to retailers or manufacturers; and pollution control equipment.
- Iowa's unemployment insurance and workers' compensation costs are among the lowest in the nation.
- Tax credits available for research and development and new jobs creation.
- Customized training and up to 50 percent reimbursement of new employees' on-the-job training wages.





CURRENT TECHNOLOGY

Generates Innovation

Iowa's research and education resources add the spark of innovation to printing industries. Three state universities, private schools and 15 community colleges work closely with industry. This cooperation makes breakthrough technology more user-friendly and translates Iowa's educational leadership into on-the-job productivity.

The Iowa Graphic Arts and Printing Technology Center gives you an extra edge. The Center is a consortium of printing companies, community colleges, universities and government. The Center listens and responds to industry needs, offering technological expertise, business development assistance, and training and education. Classroom and "hands-on" opportunities are available, including quality improvement, machine maintenance, photography, desktop publishing, management, environmental and safety training, and "Just-In-Time" production efficiency.

You'll profit from faster access to advancements in computer technology, color separation, and other pre-press and press operations. You'll receive help with new product development as well as with manufacturing and distribution. You can use the printing lab to test soy ink with different types of paper, or access current data on research, industry trends, case studies or a work force needs analysis.

The Center listens and responds to changing needs and provides computer linkup to technology centers worldwide to *keep* Iowa industries on the cutting edge.

Another profitable resource is the Iowa Quality Coalition, a public/private sector partnership that works with employers to improve productivity, efficiency and quality.

POWER SOURCE

Generates Results

The Iowa Area Development Group (IADG) represents the power of reliable electricity and the power of professional site-selection services. Formed by consumer-owned Iowa electric companies, IADG is a private, state-wide development group. IADG's sophisticated experience, extensive data resources and tailored business-entry assistance packages provide a practical way to access Iowa's profit potential.

Printing industries find the *lowest cost* and *highest return*, in Iowa. To learn more about how printing profits shine in Iowa, call IADG at **1-800-888-4743**.

Iowa Area Development Group

A Powerhouse of Site-Selection Services