



Small Companies, Big Business

Renew Rural Iowa Investing in Iowa's Communities

New Tech Ceramics, Boone

NewTech Ceramics was formed to commercialize a family of materials that originated from research and development activities conducted at Ames Lab in connection with Iowa State University. It was founded on the basic proposition that "everything in industry wears." The company worked to find a solution to the financial toll that "wear" problems exert on the profit margin and the life of the equipment. They develop a ceramic compound that is harder in composition and more durable than tungsten carbide. The product could greatly reduce wear and tear (and expense) for auto manufacturers of brake pads, snowplow blades, virtually any industry that involves metals or ceramics. Tools are currently being tested at a **Ford** plant.

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Nu-World Amaranth, Dyersville

Nu-World Amaranth is a small, family-owned company that packages, mixes and bakes amaranth in a variety of foods. Amaranth, once an Aztec staple, is an ancient grain that nutritionists say has high fiber, amino acids, iron, calcium and a host of other minerals, and which provides important options for those with food allergies. The demand for amaranth goes beyond those with gluten allergies; consumers with allergies to dairy, casein, eggs, wheat, corn, rice, soy, oats or nuts are also asking for amaranth. As a result of the demand, they've negotiated a contract with **Con Agra Mills**. The company was founded by Larry Walters, a pioneer in amaranth development and food processing, his daughter, Susan, joined as President in 2001 and has worked to grow the company and increase market penetration. Visit www.nuworldamaranth.com for more information.

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Precision Metal Works(PMW), Maquoketa

PMW is a manufacturer of high-quality parts washers, distributing their products under mostly private label names. Since 1983, PMW has supplied standard and custom parts washers and automotive lifts and parts lifts for a variety of companies – including **John Deere, Mead Paper, Shell Oil, Caterpillar, Rolls Royce and the U.S. Military**. In addition to its parts washers business, the company also is a contract manufacturer for a number of businesses. Visit www.pmwequipment.com for more information.

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Reference LLC, Elkader

Reference LLC is an early-stage engineering company that has been designing technical products for more than a decade. They design and manufacture monitoring instruments that measure and record acceleration, motion, vibration and tilt. Reference's vision is to become the world's most respected provider for acceleration monitoring instruments. Reference will offer an array of standard product offerings designed to encourage widespread monitoring and the advancement of industry and science. Since their introduction, their instruments have been tested and purchased by more than 60 organizations including **NASA, Ford Motor Company, Exxon Mobile, Lockheed Martin, Burlington Northern and Santa Fe Railway Company**.

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For more information on Renew Rural Iowa visit www.renewruraliowa.com or call Laurie Groves at (515) 225-5414 or Holly Coppola at (515) 225-5409.