



Industrial Plant Database **UPDATED!**

North American Coverage

Coverage: North America

Accessibility: Online

Update Frequencies: Daily

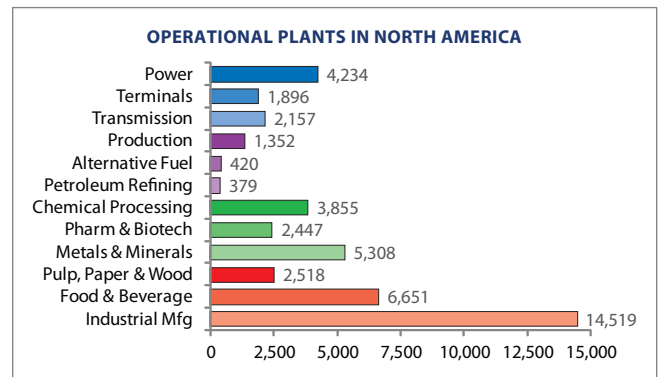
Availability: By country, region, state, zone and industry

Industrial Info Resources' Industrial Plant Database offers detailed information on more than 45,000 industrial plants across North America. IIR's database covers 12 market segments representing more than 800 Standard Industrial Classification (SIC) codes. Furthermore, IIR has prequalified each location based on employment size, production capacity or annual revenue in order to provide a database of plants that have the highest potential for capital and maintenance spending opportunities.

Quality information is core to IIR. From the beginning our methodology for maintaining each database relies only on direct phone verification procedures. Each record in the Industrial Plant Database is phone verified annually with field updates occurring regularly throughout the year.

Industrial Plant Database Features and Benefits:

- Qualified plant locations for the industrial market
- Updated frequently over a 12-month period
- Nine key management contacts per plant location
- Now expanding to include security manager contacts
- Formatted to support direct mail campaigns
- More than 85,000 contact e-mail addresses
- Online access with sorting, graphing and exporting capability



The Industrial Plant Database includes all phases of plant development, from the initial planning phase through commercial operation. More than 3,500 plant profiles are available for North America representing new plants in the planning, engineering or construction phases. Also available are more than 14,000 closed plant locations. These plants have been captured over a 10-year period and are a great source for analyzing trends in each industry segment. IIR also follows future plant closings, including hundreds of plants that are operating today but have a scheduled closing date.

NORTH AMERICAN PLANT DATABASE				
INDUSTRY	OPERATIONAL PLANTS	FUNCTIONAL CONTACTS	PLANNED PLANTS	CLOSED PLANTS
Power	4,234	37,926	1,448	233
Terminals	1,896	18,879	45	178
Transmission	2,157	21,520	249	68
Production (Oil & Gas)	1,352	10,421	83	130
Alternative Fuels	420	4,148	323	40
Petroleum Refining	379	3,598	15	169
Chemical Processing	3,855	36,890	102	1,556
Pharmaceutical & Biotech	2,447	21,659	198	582
Metals & Minerals	5,308	47,397	542	1,802
Pulp, Paper & Wood	2,518	23,843	14	1,615
Food & Beverage	6,651	61,376	366	2,746
Industrial Manufacturing	14,519	136,202	205	5,347
TOTAL	45,736	423,859	3,590	14,466



INDUSTRIAL INFO RESOURCES

Providing Global Market Intelligence Constantly Living Forward

Access and Delivery

The Industrial Plant Database is provided online through PECWeb Live - IIR's application that supports single or multi-user environments. In PECWeb Live, users have the ability to query the database by owner, geography, industry and product, as well as plant details such as start-up or closing date, union status, and employee size. Other features of PECWeb Live include graphing, saved searches, tracking lists, export, PDF creation, and mapping multiple locations.

The screenshot shows the 'Plant Profile' page for the Welsh Power Station (Plant ID: 1014966). The page is divided into several sections: Plant Details, Plant Standard Contacts, and Plant Operations. The Plant Details section includes information such as Company Name (AEP-Southwestern Electric Power Company), Industry Code (01 Power), Plant Name (Welsh Power Station), Mailing Address (1187 County Road 4865, Pittsburg, Texas 75686), Physical Address (1187 County Road 4865, Pittsburg, Texas 75686), Phone (903) 856-6637, FAX (903) 856-5683, Plant Owner Name (AEP-Southwestern Electric Power Company), Business Unit, Company Address (428 Travis Street - Shreveport, Louisiana 711013164), Company Web Site (http://www.aep.com), Parent Company Name (American Electric Power Company), Operator Name (Southwestern Electric Power Company), Company ID (1007772), Company Type (Subsidiary), Parent Company ID (1031079), and Operator ID (1032415). The Plant Standard Contacts section lists various management roles and their contact information. The Plant Operations section includes Employee Count (123), Union/Non-Union (Union), Start-Up Date (03/01/1977), Close Date, Primary Fuel Type (Coal Subbituminous), Secondary Fuel Type(s), Plant SIC Code (4911-- Electric Services [Public Utilities]), QC Date (07/15/2010), Product SIC Code (4911*0008 Investor Owned Power Generation), and Last Date (09/22/2010).

Plant Profile Features Include:

- 1 Plant ownership, corporate and operator
- 2 Google Maps with satellite view
- 3 Key management contacts
- 4 Employee count
- 5 Union Status
- 6 Plant SIC Code classification
- 7 IIR Product SIC Code
- 8 Start Up Date & Closing Date
- 9 Fuel Type (power generation)

The IIR Industrial Plant Database is also a great resource for marketing professionals. With the database, you can create targeted direct mail or email campaigns through the many fields identified in the database.

Create Targeted Campaigns by Sorting:

- Geography: country, market region, state, county or zip
- Industry: industry group or SIC code
- Corporate, plant owner or operator
- Employment size
- Union status
- Start-up date or closing date
- Contact Focus: by functional management title

FUNCTIONAL PLANT MANAGEMENT CONTACTS	
PLANT MANAGEMENT CONTACTS	UNIQUE CONTACTS
Plant Manager Contacts	45,586
Maintenance Manager Contacts	45,191
Purchasing Manager Contacts	45,125
Engineering Manager Contacts	45,400
Environmental Manager Contacts	45,174
Safety Manager Contacts	45,125
Utility Manager Contacts	44,978
IT Manager Contacts	27,332
HR Manager Contacts	40,510
Security Manager	39,438
TOTAL	423,859
QUALIFIED E-MAIL ADDRESSES	90,702

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