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IOWA'S COOLEST THING NOMINEES ANNOUNCED AS PUBLIC VOTING BEGINS

DES MOINES, April 29, 2025 – The race to name Iowa's 2025 Coolest Thing is officially underway. The Iowa Association of Business and Industry (ABI) announced yesterday the [nominees](#) for its second annual Coolest Thing Made in Iowa contest, sponsored by ABI member MidWestOne Bank. The competition highlights Iowa's \$43 billion dollar manufacturing industry and the high-tech, high-skill and high-pay career opportunities available.

"Manufacturing drives Iowa's economy in every corner of our state," said Nicole Crain, ABI President. "The Coolest Thing Made in Iowa contest is a chance to celebrate the creativity and craftsmanship of Iowa manufacturers. We're excited to highlight the people, the products, and the communities — rural and urban — that make Iowa's manufacturing industry strong."

The [2025 nominees](#) represent a wide range of industries, including agriculture equipment, automotive components, consumer foods and beverages, industrial manufacturing, construction machinery, recreational products, home improvement tools, lighting and technology innovations, and more.

Public voting is now open at www.coolestthingia.com and will continue through Wednesday, May 7. This year, voters may select up to four favorite products during the initial popular vote round. The top 16 products will then advance to a bracket-style tournament where they will compete head-to-head for the title. During each round, individuals are encouraged to vote once per day (every 24 hours) per device.

The 2025 Coolest Thing Made in Iowa winner will be announced during ABI's annual Taking Care of Business Conference, to be held June 10–12 in Council Bluffs.

[Click here](#) to view the 2025 Coolest Thing Made in Iowa nominees. For more information about the contest, visit www.coolestthingia.com.

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The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.