



Hope your holidays were filled with joy. Happy New Year from Davis Wholesale!

End of Year Salt Sale!



\$10 OFF PER SKID!

Jan 15th 2011— Feb 15th, 2011

Save \$10 on a skid of Mega Melt Halite when you pick up product or order a full mixed-truck load delivery. (Excludes direct from manufacturer loads.)

**DAVIS WHOLESALE
SUPPLY, INC.**

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Ice Melt & Concrete

One of the number one questions we get asked around this time of year is – **Which ice melt products will not damage my concrete?**

The cause of concrete damage is often times misunderstood. Many people think that the chemical reaction of the salt on the concrete is what causes damage. What is really happening is a physical reaction.

There are three main causes or factors of concrete damage:

- Under-cured or poorly constructed concrete related damage
- The freeze/thaw cycle that causes water related damage
- Substandard aggregate/Portland Cement deterioration (Iowa)

The pictures below show findings on concrete damage that a business had noticed. If you look at the first picture, it seems as though salting this concrete has caused noticeable damage. When you look at picture two, however, you can see that the right side of this concrete walkway has no damage and that only the far left side has had damage. The entire walkway had been covered with ice melt products. Picture three shows the cause! A gutter hanging over the walkway had been dripping water only on that part. The excess water had made its way into the porous concrete and caused the damage because of freeze/thaw cycles. The side that had been salted, but had not had water dripping on it had no damage at all!



1



2



3

In summary, most deicers will not directly attack concrete in a chemical manner. Deicers will indirectly affect – in a positive or negative way- the main factors or causes of concrete damage. It may be advisable not to use deicers on poorly constructed or improperly cured concrete due to the risk of freeze/thaw damage. If pedestrian safety is not a major concern and concrete integrity is, it may be better to let lousy concrete go untreated by deicers.

To minimize concrete damage this winter season:

- Use higher performance products– they reduce the amounts of freeze/thaws
- Do not over apply products
- Remove the snow to areas where it will not melt and drain back onto concrete
- Do not use deicers on new concrete
- Be wary of concrete that was poured too near the winter– they may have problems all on their own

**Information taken from a 'Winter Workshop' 2010 presentation*

Meet the Team!

Each quarter, we will feature a member of the Davis Wholesale Supply family! We will interview them about their life, job, hobbies, favorite things, etc. and post it here. If you have any great questions for the team, let us know by emailing us at crae@dws-salt.com.

Q4 Team Member:



Q. Why are you not smiling in this picture?

A: Probably just cold!

Q. What would you do with a million dollars?

A: Build a tree-house in Hawaii

Q. Who are your top 3 favorite bands/musicians?

A: Beatles, White Stripes & Cake

Q. What is your favorite holiday?

A: St. Patty's Day!

Q. What's the weirdest thing you've ever eaten?

A: Fried Ants

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MESSAGE FROM THE OWNER:

I'd like to say thank you to all of our customers for your continued partnership in 2010. I am looking forward to 2011 and welcome any feedback you may have. As always, we will continue to work to provide you the best services and the highest quality products at the best prices in the coming year.



Happy holidays to you and your family!

Sincerely,
Gino Lucchese

Davis held an office 'Christmas Chili Cook Off' this year and our winner was...Donnie! Here is the winning recipe (courtesy of Rachael Ray and Donnie Gwyn)-

BUFFALO CHICKEN CHILI

INGREDIENTS:

- 2 tablespoons extra virgin olive oil (EVOO)
- 2 pounds ground chicken
- 2 large carrots, peeled and finely chopped
- 1 large onion, chopped
- 4 ribs celery with leafy tops, finely chopped
- 4 cloves garlic, chopped
- 1 tablespoon smoked sweet paprika
- 1 bay leaf, fresh or dried
- Salt and freshly ground black pepper
- 2 cups chicken stock
- 1/2 cup hot sauce
- 1 can tomato sauce (15 ounces)
- 1 can stewed, fire-roasted or crushed tomatoes (15 ounces)
- 1 sack whole grain tortilla chips, lightly crushed
- 3/4 pound Maytag Blue cheese, crumbled
- A handful of flat leaf parsley, chopped

PREPARATION:

Place a large pot over medium-high heat with the EVOO, 2 turns of the pan. Add the ground chicken and break it up, lightly browning it for 5 minutes.

Add the carrots, onion, celery, garlic, paprika and bay leaf and season with salt and pepper. Cook, stirring frequently, for about 7-8 minutes. Add the chicken stock and scrape up any brown bits on the bottom of the pot.

Add the hot sauce, tomato sauce and the stewed, fire-roasted or crushed tomatoes to the chili and bring up to a bubble. Simmer for 8-10 minutes more to let the flavors come together.

Garnish with tortilla chips, blue cheese and parsley.

