

# The Great Western News

August 2009

## Pre-Season Ice Melt Sale

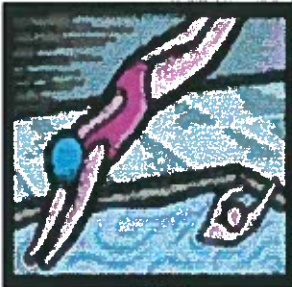
The late, great, Hollywood, writer, actor, and producer, Carl Reiner once said during an interview, "A lot of people like snow; however, I find it to be an unnecessary freezing of water." Many of us may share the same outlook about snow and ice as Carl Reiner. Our attitude concerning winter weather does not change the fact that there will be times when we will have to cope with ice and snow during the coming winter. Your favorite weather prognosticator may be predicting an El Nino weather pattern, a La Nina weather pattern, or just typical, Iowa and Illinois winter weather. Whatever we get, snow and ice will be involved.

To help our customers save money and be ready for the first snowfall of the season, Great Western has partnered with our ice melt manufacturers' to offer a pre-season ice melt sale. These pre-season ice melt sale prices offer significant savings over regular, in-season, ice melt prices. Simply place an order for ice melt with Great Western between now and August 31, 2009. You do not have to take shipment of your ice melt order until October 30, 2009. These pre-season prices are good only on orders placed during the month of August. When the pre-season sale is over, ice melt prices will increase. Take advantage of this pre-season sale to save money and to be prepared.

Here at Great Western, we sell several different ice melts in both liquid and granular form. These different ice melts are made with different ingredients and have different characteristics. We will have an ice melt to meet your specific needs. Many of the ice melts we sell are coated with one of several accelerants to help increase the speed of melting. Melting speed can be an important consideration in keeping your facility safe. Also, many of our ice melt products have colored coverage indicators in them so you can see how and where you are spreading the ice melt. Many people spread ice melt too densely and use too much. Check your label instructions for spreading directions and use a spreader of some kind to properly and evenly spread your ice melt. Whichever ice melt you use, after spreading, remember to come back after a short time to remove any left over melting ice to prevent it from refreezing.

Remember to have adequate entrance matting at your doors to help prevent winter's crud from being tracked into your facility. Mats play an important role in keeping your floors safe and looking their best despite winter weather.

To place an order or if you have any questions about ice melt products, entrance mats or any of the other thousands of products we carry, please give us a call at our Davenport office at 563/445-6644 or in the Cedar Rapids area at 319/395-0445.

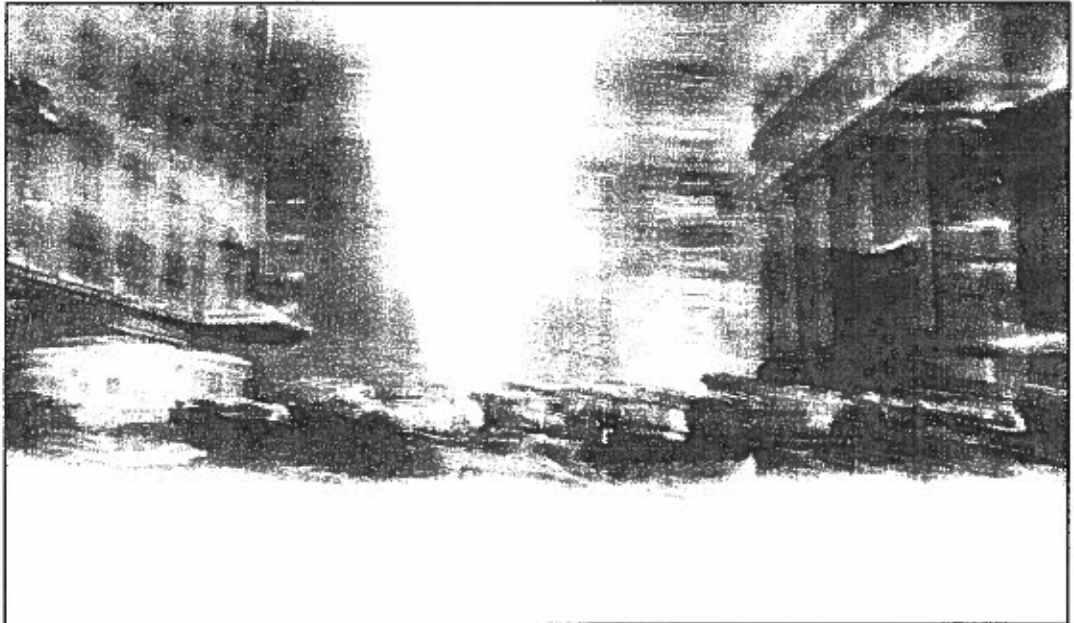


**Ask Mr. Janitor :**  
We sure have had an unusual summer! It has been wetter and cooler than normal. Do you think this trend will continue into winter? If it does, we could have a colder than normal winter with plenty of ice and snow.



**Mr. Janitor Answers :**  
Let's be honest, no one knows precisely what the coming winter has waiting for us. One thing I can guarantee is that it will be cold, and we will have ice and snow. We need to plan ahead to deal with the coming ice and snow.

# HOW FAST DOES YOUR ICE MELTER WORK!



**FASTER IS BETTER...** When you need to get to a safe surface fast... Triple Melt® with Activar® can get you there and save you money along the way.

It's 7:45 am. It snowed last night. The maintenance crew, short-handed and running a bit late, just finished plowing and de-icing.

Now starts the longest 20 minutes of the day, the time it takes most ice melters to start working is when most commercial buildings see some of their heaviest traffic.

When you think about it, that twenty minute period of time represents a serious liability. That's why we added Activar® to Triple Melt®.

**Available in various sizes:**

100# Drum    50# Carton  
50# Bag      20# Bag

**Not Pictured:**

1100# Tote    40# Pail  
2000# Tote



AGENT ACTIVAR®  
SPEED is his business

*Over a two year period, Ossian Inc. completed over 1000 ice melting tests in developing Activar®. This patented agent accelerates the conversion of dry ice melting salts to a melting brine. Triple Melt® with Activar® will start melting faster and melt more than any other similarly formulated blend on the market today.*

