



# LEVEL RITE CONCRETE

LIFTING | FLOOR COATINGS | REPAIR

Please click here to check out our offerings.

[Website](#) [Our Services](#) [Benefits of Foam Injection](#) [Affiliations](#) [Gallery](#)  
[Upcoming Events](#) [Frequently Asked Questions](#) [Contact Us for a Free Estimate](#)



Greetings!

Welcome to our Level Rite Concrete newsletter! You have a front seat with our news and developments which relate to concrete lifting and our clean & seal service. Plus exciting happenings in our communities.

Anyone interested in clean concrete? Because this is so popular, we are still extending the 10% off special price through the end of our season (which is near). I know you want to protect your driveway vs. completely replacing it. Read below to learn all about our Clean and Seal special.

Who is ready for Winter? Well, we know it is coming sooner or later, poor weather can take a toll on our concrete. Please read our tips below on shoveling and using salt as a deicer.

Thanksgiving is not all about turkey, stuffing, and cranberry sauce. The name of the holiday conveys what the day is supposed to be about. Giving thanks. Given that our overly-schedule lives often make it difficult to spend time reflecting on simple pleasures, I wanted to share our thoughts on feeling thankful!

---

---

## Clean and Seal SPECIAL

**10% Off Clean and Seal Service**



Find out what many already know, Level Rite Concrete can clean and seal your concrete! We use a sealer that will protect your concrete surfaces from the effects of exposure that cause the damage: severe conditions like rainwater, repeated melting and freezing, and road salts, or de-icers. We will seal the surface, and infiltrate the pores of the concrete, keeping these conditions from further damaging your concrete. This product will eliminate many concrete problems, but will not change the appearance or the texture of the surface. It also will not discolor the concrete, or cause it to be slippery. Your concrete will be easier to clean, is salt, UV, and stain resistant, and environmentally responsible.

Call us today 219.765.3690! Click [here](#) to learn about our cleaning and sealing service!

---

---

## Shoveling and Salt As A Deicer Tips



You can help maintain concrete by shoveling the snow from your driveway, sidewalk and steps. By keeping the snow cleared, there is less chance that it will compact down freezing into the surface and accelerate the freeze/thaw cycle. The less number of times that water enters concrete and freezes, the less likely that it will become damaged.

Use a plastic shovel instead of a metal one. Bent/sharp corners of a worn metal shovel can damage the surface of certain types of concrete.

Is it okay to use salt as a deicer? The short answer is NO. Salt is very corrosive to concrete and will eventually, if not immediately, cause damage to many types of concrete to include pitting and spalling.

What about "Environmentally Friendly" deicers? There are four primary types of deicing salts that all have different characteristics and are each designed to work in certain temperature ranges.

1. The most common deicing salt is regular rock salt or sodium chloride. It is widely available and can melt snow and ice until the temperature drops below about 17 degrees. Below these temperatures the rock salt stops melting snow and ice. Rock salt also releases the highest amount of chloride ions when it dissolves. Chloride can pollute water ways, rivers, lakes, and can also cause metal to corrode. Yucky
2. Calcium Chloride is another deicing salt that is commonly marketed in tiny white pellets. It can melt snow and ice well below about 1 degree. It can cause skin irritation if your hands are moist when using it and will chemically attack concrete. Not good
3. Potassium Chloride is another deicing salt that is now available. It is not a skin irritant and will not harm vegetation but will only melt ice and snow when temperature is above around 15 degrees.
4. The newest deicing salt is Magnesium Chloride. It will continue to melt snow and ice well below -13 degrees. This salt releases about 40 percent less chloride into the environment than either rock salt or Calcium Chloride. It can be less damaging to concrete surfaces of unknown or questionable quality. Why risk it?

The common property of all different types of deicers is that they all have the potential to damage concrete and some are harmful to the environment. Another potential problem with using a deicer of any kind is the damage caused by increased freeze/thaw cycles. For example, when a product rated for about -15 degrees melts snow and ice, it will enter the pores of the concrete as salty water. When the temperature drops below the rated temperature for that salt it can re-freeze and expand in the pores of the concrete causing damage.

Many types of salt deicers are marketed as "Environmentally Friendly". Be careful when using these products and read the directions carefully. One alternative to deicers is to spread sand or fine gravel on the surface. If there is a safety concern and you must use a deicer, remove the ice and residue with a shovel immediately after the product has melted the snow and ice.

Alternatively, if you find yourself in the situation where you must consistently use a deicer of some type, you will want to first protect the surface(s) with a salt resistant sealer. There are many sealers available for all surfaces that will protect from the effects of caustic substances such as salt.

Remember, let sand be your friend this Winter!

---

## The Society of Innovators



Super exciting to announce that Level Rite Concrete was recognized at the October event for honoring NWI companies that have brought innovation to the Region! Our polyurethane foam concrete lifting process is an upcoming and innovative way to raise concrete vs. the traditional mudjacking process. Furthermore it recognized the form because it has higher durability, is more efficient and has superior accuracy when lifting uneven concrete.

Super congratulations to the Level Rite Concrete team for bringing innovation the the Northwest Indiana Region!

---

## Feeling Thankful

Sometimes in life we get so overwhelmed that we forget about being thankful. You know the saying "memory serving you well?" I am not sure our memories serve us well in times of stress.

We have all been in the same situation: someone asks us how were doing and we either give the stock response of "Good and how are you?" OR we start to ramble off a bunch of stuff we are so stressed about. Our voices start from calm and go to a high pitch and sometimes a stream of crazy sentences.

Feeling thankful is always with us but sometimes it is pushed back further from our present moment. I have found some ways to help me remember about feeling thankful, I'd like to share some with you:

**Mindful Eating:** Before you eat take a moment to think about the effort it took to get food to your table. As you eat take time to "enjoy" the food. Be thankful.

**Secret Goodness:** Pick 1 person you see and/or talk to regularly. View their actions and gestures as coming from a place of good intent. They are doing the best that they can. You can try to do this with difficult people too!



The Complaint: Every time you complain about something, compliment that same situation immediately after. If the situation is an inconvenience, think about one thing you are learning from it and be thankful.

Blessings: Rather than run through your mind all the tasks you did not do, take a moment to think of all you received. Count warm intentions of the people behind these gifts.

Writing Notions: Grab a special blank notebook. Write down 5 things you are thankful for. Each entry should be a new thankful element. Do it in the morning, afternoon or night. Try to do it each day or better yet, throughout the year.

Email: Right before you check your e-mail take a moment to focus on someone you're grateful for and send them an email. Say thank you for having them in your life.

Visit A Friend: Don't just e-mail or call a thank you. Write a thank you note and deliver it in person.

Great Friends: Keep company with grateful people. Become more aware of who you spend your time with. Surround yourself with grateful genuine people and you will see your life expand.

If no one has said this to you today- let me be the first! :) It's a delight to have you reading and hopefully enjoying our newsletter. Thank you! Have an awesome rest of the day!



---

## Thank You For Your Business!



**We totally love our customers!  
Thank you all for being so awesome!**

**For a chance to WIN this month's giveaway... Please leave a testimonial about our work on [Facebook](#). We appreciate your comments!**

Thank you for joining us for our newsletter. We appreciate YOU! TALK TO US! We welcome your comments and suggestions at any time!

Please help us spread the word - by forwarding this email to your family and friends. There is an easy link below.

We love our fans! Please remember to **LIKE** us on [Facebook](#), **FOLLOW** us on [Twitter](#) and **CONNECT** with us on [Google+](#).

Have an awesome day!

Sincerely,

**Joe and Jenn**  
**Level Rite Concrete**  
**219.765.3690**



**SIGN UP FOR  
OUR EMAILS**



**SHARE THIS  
EMAIL**



**Level Rite Concrete Lifting LLC**  
**219.765.3690**