



D-A Lubricant Company, Inc.
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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IMI Paves The Way With D-A.

GREENFIELD, IN November 2018 — Irving Materials, Incorporated (better known as IMI with its big red and white concrete or ready mix trucks) is one of the largest producers of Ready Mix Concrete in the heartland, serving IN, KY, TN, and parts of OH, IL and AL. The company also handles crushed stone, sand and gravel through its aggregates division, and road surfacing through E&B Paving, Inc.

IMI has over 3,800 pieces of equipment that require lubrication, 1,100 concrete trucks, 250 pieces of equipment in pits and quarries and 2,016 pieces of equipment in paving operations, many of which work in the muddiest, dirtiest and roughest environments.

Keeping costs low and minimizing downtime are key objectives for IMI, which is why they recently shifted to D-A for all their lubrication needs. Price C. Irving, Operations Manager for IMI elaborates: “Economically, it was an easy decision to leverage the buying power from all our companies. It made no sense for an IMI facility to have 3 different lubricant suppliers supplying our concrete, aggregate, and E&B. We reduced the number of products and invoices to be handled. Our team was impressed with DA’s simple common sense approach to handling our business, not to mention they blend our products in our backdoor in Indiana.”

Damon Bailey, President of Hawkins Bailey Warehouse, Inc. brought everyone together: “We felt D-A offered IMI the best package of lubricant products to meet their needs and fulfill their objectives. This is one of our larger projects and we have partnered with Brown’s Oil Company to help us give IMI world-class service to match the high-quality lubricants they are receiving from D-A. It is exciting to see four of Indiana’s best companies working together to achieve a common goal.”

Mike Protogere, CEO of D-A Lubricant Company noted, “A full portfolio of oil, greases, coolant and more will be utilized to meet IMI’s needs, with a rigorous sampling program ensuring that we can maximize service intervals while providing superior protection. We are proud to partner with such a great company and look forward to helping them get longer life and greater uptime out of the equipment they run.”

More information about IMI can be found at: irvmat.com. Details about D-A Lubrication Company are available at: dalube.com.

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About Irving Materials, Incorporated:

IMI is a privately held, family-owned corporation with company headquarters in Greenfield, Indiana. Its four regional operation centers are located in Greenfield, IN, Evansville, IN, Louisville, KY and Nashville, TN. www.irvmat.com

About D-A Lubricant Company, Inc.:

Founded in 1919, D-A Lubricant Company is primarily known as a lubricant supplier to the heavy construction equipment industry. It manufactures products ranging from heavy-duty engine and passenger car motor oils, extreme-pressure automotive gear lubricants and transmission fluids, as well as industrial gear oils and hydraulic fluids. D-A has distribution facilities in six states, and ships lubrication products globally. www.dalube.com

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