



METAL FORMS CORPORATION  
SINCE 1909

# Form To Finish™

A PUBLICATION FOR MFC DEALERS

FALL 2023

## DEALER SPOTLIGHT



Darragh was founded in 1906, starting out by supplying cement in wooden kegs to the Arkansas State Capital building, offering public warehousing, construction materials, and grain holdings. Much of the focus in the 20th century was on the agriculture industry by providing supplies and equipment to family farms.

In the 1990's, Darragh shifted focus from agriculture to construction with the emphasis on providing equipment and supplies to major construction projects. The concentration on construction continues today and now includes operations spanning 17 locations.

Although Darragh and MFC were both founded over 100 years ago, the history of business between the companies only started a few years ago. At that time, MFC had very limited sales in the Arkansas trade area; however, market studies indicated that the territory could produce significant volume with the right representation. The market studies also indicated that Darragh was the "dealer of choice" in the region for concrete forming products.



With the market studies in hand, MFC approached Darragh about representing MFC's complete line of forms for concrete construction.



Advertising Template

With the commitment from MFC to provide the highest level of customer service, Darragh began stocking a modest amount of both steel forms (Slim-Line®) and poly forms (Poly Meta Forms®)

in 5 locations: Little Rock, AR; Lowell, AR (Wal-Marts home-base); Memphis, TN; Birmingham, AL and Springfield, MO.

Onsite training at each location armed the Darragh sales team with the many advantages of MFC's forming systems. MFC also supplied each branch with P.O.P. displays along with an advertising/promotional "template" for distribution to potential concrete contractor customers.

As more Darragh outlets become familiar with the MFC product line, the plan is to expand sales throughout the entire distribution system.



Sales Associates Jay & Erma at P.O.P. Display

It took more than a century for Darragh and MFC to begin business together, but early indications point to a very bright and long-lasting partnership. Both Darragh and MFC have been in business for a long time (Darragh, 117 years / MFC 114 years) and share the common goal of always meeting or exceeding customer expectations.



**METAL FORMS CORPORATION**  
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers

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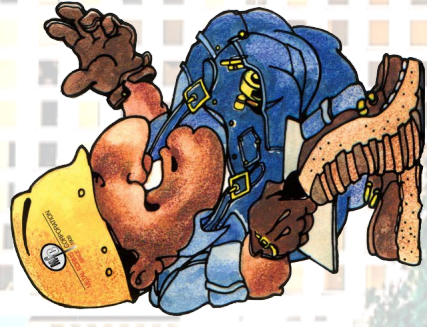
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## MEL'S METTLE



### BUILDING MATERIAL SUPREME

You would think that something dating back to 3000 BC would have lost its usefulness by now. Imagine your car, refrigerator or TV lasting even fifty years! The truth of the matter is that "concrete" dates back to the Egyptian Pyramids and is as resilient today as it was back then.

As a building material as old as the hills, it would seem like some brilliant scientist would have invented something better along the way. Not a chance! Concrete is the #1 construction material in the world, not only each year, but historically since its inception, and that is not about the change.

Concrete construction all started with the Egyptians and continued with the great works of Roman architecture. The most striking Roman monument to concrete is the Pantheon which still looks quite modern nineteen centuries after it was built. Fast forward to more recent times and closer to home, the first concrete street built in America is still in use today (1891-Bellefontaine, OH.). Forty years later, concrete was the basis for the biggest construction project of the day (1931-Hoover Dam). More recently, a roadway system built primarily with concrete, connected America in an unprecedented way (1956/1992 – US Interstate System).

Concrete is not only the building material of the past, but of the future, both in terms of sustainability and innovation. A significant factor that elevates the sustainability of concrete is its durability. Once a concrete structure is built, it certainly lasts a long time. On the innovation side of the ledger, work is underway to enable concrete roads and floors to recharge electric-powered vehicles and equipment via a process called "inductive charging".

Yup, concrete stands alone as the world's leading building material. I am convinced that was the motivation for establishing MFC in 1909. The founders of MFC must have reasoned: Let's manufacture reusable and sustainable steel forms that will hold this liquid material in place until it hardens into long-lasting homes and roadways.

That entrepreneurial spirit of 1909 is still alive today at MFC. We continue to believe that concrete will be as useful and productive in the future as it was in the past. In my way of thinking, as long as concrete is around, MFC will be in the business of forming it and finishing it.

## MEL'S CONCRETE TIMELINE

3000 BC Egyptian Pyramids	800-400 BC Great Wall of China	300-500 AD Roman Architecture	1891 First Concrete Street, USA	1909 MFC Established	1936 Hoover Dam	1956 US Interstate Highway System	1981 MFC Finishing Machine	2009 MFC 100 <sup>th</sup> Anniversary	2030 Electric Charging Pavements	2109 MFC 200 <sup>th</sup> Anniversary
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## Form To Finish™

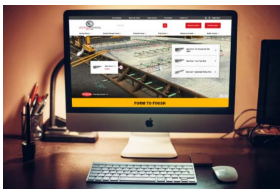
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## WEBSITE UPGRADE



MFC announces an upgraded, more intuitive website to deliver an efficient experience for our visitors!

Tools such as "How To" videos will be provided to educate our customers from order, set-up, clean-up and trouble shooting. Our mission is to continue providing high quality products & services from the initial product inquiry to the product being used in the field.

Watch for more videos to come and more details in our next Newsletter.

YouTube @metalforms53212  
www.metalforms.com

## MEL'S MUSINGS

