



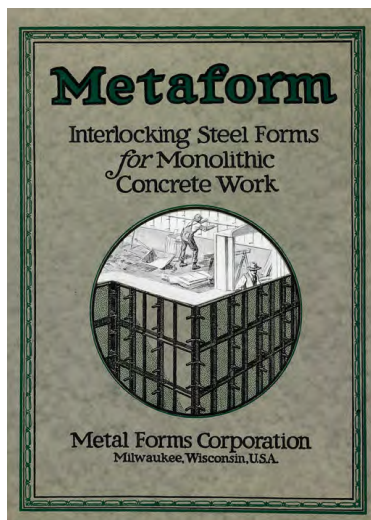
MEL'S METTLE

RADIO FLYER & MFC ROLL DOWN SAME PATH

Mention “Radio Flyer” to a random person on the street and a likely response would be: “Oh, you’re talking about that Little Red Wagon”. Ask that same person what comes to mind with the words “Metal Forms” and it’s highly unlikely that the reply would be: “Oh, you’re referring to those forms for concrete construction.”



Based on name recognition, there seems to be little correlation between Radio Flyer and Metal Forms (MFC). A closer look, however, reveals some striking similarities between the two companies. Both Radio Flyer and MFC were founded in the early 1920’s and, not many



years later, both survived the Great Depression. For MFC, construction of public buildings and roads created a strong opportunity amidst the financial woes started by the 1929 stock market crash. In the case of Radio Flyer, buying bargain basement scrap metal and concentrating production on one wagon model, led to an actual increase in sales during the worst economy in the nation’s history.

Both Radio Flyer and MFC built their reputation on sturdy and reliable products built with steel. Despite the popularity of these traditional product lines, both Radio Flyer and MFC made the difficult decision to introduce plastic versions



PLASTIC FORMS

of their customary offerings: a red plastic wagon and a grey plastic form. Both roll-outs happened during the same time period and both were successful in not compromising the notoriety of their established steel product lines.



PLASTIC WAGON

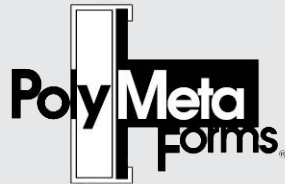
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METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers

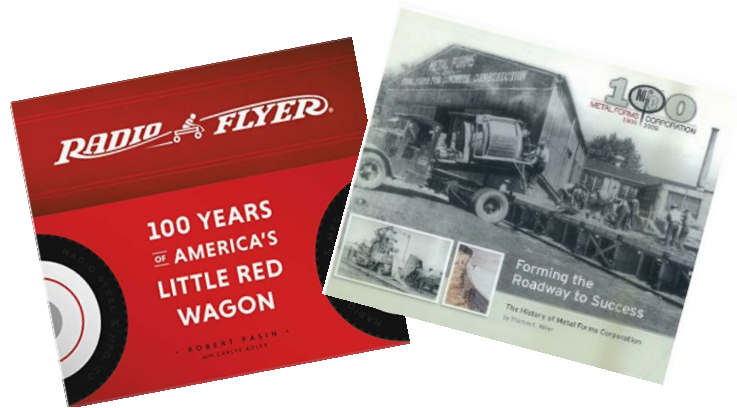
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mel's mettle continued

The current leadership at Radio Flyer and MFC also has a common thread. Robert Pasin, Chief Wagon Officer (CWO) of Radio Flyer, and Tom Miller, Chief Form Officer (CFO) of MFC, both graduated from the University of Notre Dame and both furthered their educations with MBAs from the Kellogg School of Management at Northwestern. Both the CWO and CFO are third-generation family owners and both authored centennial history books: “100 Years of America's Little Red Wagon” and “Forming the Roadway to Success.”



Circling back to the beginning of this essay, the similarities between Radio Flyer and MFC do not extend to name recognition. Admittedly, “Metal Forms” clearly takes a back seat in the wagon in this category.



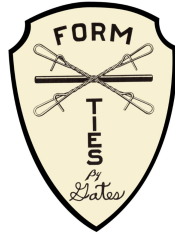
MFC salutes Radio Flyer’s phenomenal achievement in building and maintaining an iconic American brand and is proud to join them as a successful family business founded over 100 years ago.





DEALER SPOTLIGHT

A parts order placed in 2005 started the flow of business between Carroll Construction Supply and MFC. From that humble beginning, orders have continued on a steady incline with the growth and expansion of Carroll.



In the late 1940's, brothers Royce and Dick Carroll opened a lumberyard in Ottumwa, IA. The direction of the business changed dramatically in 1955 when the brothers were presented with the opportunity to represent Gates & Sons and their revolutionary new concrete form tie. The rapid acceptance of Gates Forming products in Iowa soon led to Carroll opening a second location in Chicago. Today, almost 70 years later, Carroll Supply is the largest independent distributor of concrete forming and construction products with 31 locations spanning 13 states.

What started as a lumberyard has expanded to be a one-stop source for contractors engaged in all types of construction. In addition to a multitude of residential and commercial concrete forms and accessories, Carroll represents top-line general construction equipment including Wacker, Allen, Canycom and Husqvarna. Beyond concrete forming and construction equipment, Carroll also handles chemical and repair materials along with full lines of job-site supplies, hand tools and safety equipment.



INDIANAPOLIS, IN

It's not a coincidence that Carroll and MFC began doing business together at about the same time that Tom Verzani's career path took him to Carroll. Tom's previous employer had represented MFC for many years, so Tom was familiar with the "Form to Finish" product line. Tom is now Director of Purchasing at Carroll and comments:

"In my previous purchasing position, I became familiar with the durable products and excellent service offered by MFC and brought that knowledge and trust with me to Carroll."

Among the employee benefits that attracted Tom to Carroll is the Employee Stock Ownership Plan (ESOP) introduced by Steve Carroll, the son of founder, Dick Carroll. Steve stresses that the success of Carroll is a result of its employee owners: "The goals we have accomplished were only possible with their hard work and dedication. The ESOP gives true ownership to the employees who deserve it most".

This Carroll team effort is the driving force behind the expansion of operations beyond its historical Midwest roots.

Besides Nebraska, South Dakota, Minnesota, Iowa, Kansas, Illinois, Michigan, Indiana, Kentucky and Ohio, Carroll now has locations in Pennsylvania, Florida and Texas.



LOADING STEEL FORMS
COLUMBUS, OH

The culmination of each year for Carroll and many of their vendor partners is a World Of Concrete open house held by Carroll in Las Vegas. This event gives the employees a chance to thank the vendors for their contributions to the achievements of the Carroll Supply Team. MFC appreciates being honored at the 2023 Las Vegas gathering and looks forward to successfully teaming with Carroll Supply in the years to come.





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2023 REVIEW

“ON A ROLL AT CONEXPO”



MFC’s newest concrete finishing machine was front and center stage at the big Las Vegas show. Visitors to the booth liked what they saw in the all-new Speed Screed® ROLLER. Paving contractors, in particular, were impressed with the joystick controls and the modular/adjustable frame.

