



METAL FORMS CORPORATION  
SINCE 1909

# Form To Finish™

A PUBLICATION FOR MFC DEALERS

WINTER 2024

## MEL'S METTLE



## CHANGING THE FORMULA



For as long as I can remember, the formula for presenting and promoting MFC to the concrete construction marketplace consisted of three main ingredients. Although I didn't realize it at the time, these three ingredients are now referred to as "off-line strategies." In no particular order, one of the original ingredients was "face to face" meetings with current and potential customers. A second component was attending construction related trade shows and conventions. The remaining element was print advertising in both national and regional trade magazines and publications.



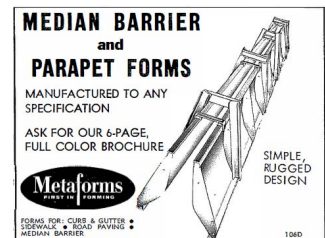
Trade Publication 1983

That tried & true formula served MFC well until the arrival of something called the "World Wide Web" followed by search engines having the unusual names of "Google" and "Yahoo." What game changers! It didn't take long for the young marketing gurus at MFC to realize that dealers and contractors were spending more time on their computers and less time paging through trade publications. Little wonder, as information is easy to find, isolate and review on the internet and it is available 24 hours a day, seven days a week.

So, yes indeed, there is a new marketing concoction in the mix at MFC. Parts of the old "off-line strategies" are still in place as we still value "face to face" meetings as well as attending the occasional trade show. What has changed in a dramatic way, however, is that print advertising is pretty much OUT and digital promotions are rushing IN to fill the gap.

MFC's shining example of digital marketing is our new and improved website ([www.metalforms.com](http://www.metalforms.com)) as detailed in the accompanying article. Another example of MFC's plunge into the world of digital promotion is covered in the "Mike Day Concrete" article. Known as "Influencer Marketing", MFC has collaborated with Mike Day to promote our Poly Meta Form® product line.

The age of digital marketing is upon us. Yet, often times, the more things change, the more they stay the same. This is certainly true with the old and new MFC marketing formulas as the art of enticing customers is an old one. Identical to the old formula, the goal of the new mixture is to create awareness of the MFC brand and its products.



Magazine Ad 1970



**METAL FORMS CORPORATION**  
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers

|                 |                                                              |
|-----------------|--------------------------------------------------------------|
| Tom Miller      | Chief Executive Officer<br>temiller@metalforms.com           |
| Dan Block       | President<br>dblock@metalforms.com                           |
| Matt Michel     | Executive Vice President<br>mlmichel@metalforms.com          |
| Tim Fox         | Senior Advisor<br>tfox@metalforms.com                        |
| Lynn Kuykendall | VP Communications-Digital Experience<br>lynnk@metalforms.com |
| Chris Grandt    | VP Dealer Sales<br>cgrandt@metalforms.com                    |
| Jason Jick      | VP Purchasing<br>jjick@metalforms.com                        |
| Alex Topczewski | Dealer Account Manager<br>alex@metalforms.com                |

3334 NORTH BOOTH STREET - MILWAUKEE, WISCONSIN 53212  
U.S.A. Phone: 414-964-4550  
Email: info@metalforms.com / Web: www.metalforms.com



## MFC MANAGEMENT TEAM A New Line-Up In 2024

We are pleased to announce several organizational changes at Metal Forms Corporation. Effective January 1, 2024 Dan Block will become the President of Metal Forms Corporation. Dan has over 33 years of tenure at the company in various roles in sales and administration and brings a wealth of knowledge and experience in the industry to his new position. Additionally, Matt Michel has been named Executive Vice President. Matt will continue his role as National Accounts Manager while also serving as Dan's chief assistant.



Dan Block

Tim Fox will step down as President with this change and remain with the company in an advisory role to Tom Miller, CEO. "Dan and Matt have emerged as the faces of the company in their respective roles. I look forward to seeing these two continue the long and storied tradition of Metal Forms in the concrete/construction industry, with 115 years of providing high quality products to infrastructure projects all over the world," said Tim Fox.



Matt Michel

Block stated: "First and foremost, I want to thank Tom and Tim for this opportunity. Working with them and the rest of the MFC leadership team has been both rewarding and enriching. Over the years, I have gained a great appreciation and understanding of the ever-changing concrete construction industry and MFC's role in it. We understand that our dealer and contractor partnerships are the cornerstone of our business and that when they succeed, we succeed. Matt and I look forward to working with the MFC team to further develop these partnerships and continue to build on the solid foundation set by Tim and Tom. As we kick off our 115th year, we remain focused on being the industry leading source for concrete forming and finishing products."

## MEL'S MUSINGS

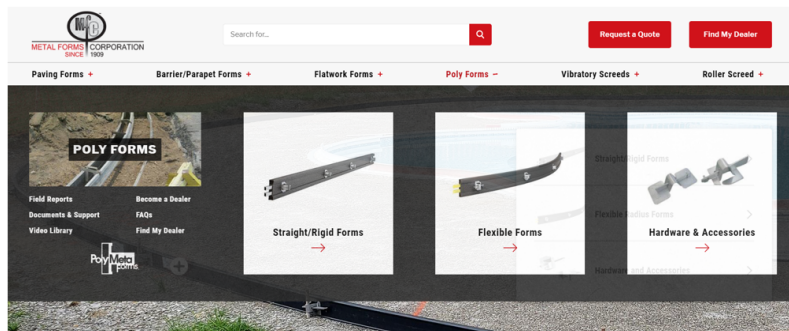


Celebrating 115 Years

# MFC'S WEBSITE UPGRADE

As promised in the Fall Edition of Form to Finish™, here are details about our improved website. In short, it is a more intuitive experience that allows visitors to easily view and obtain complete details about MFC and its products.

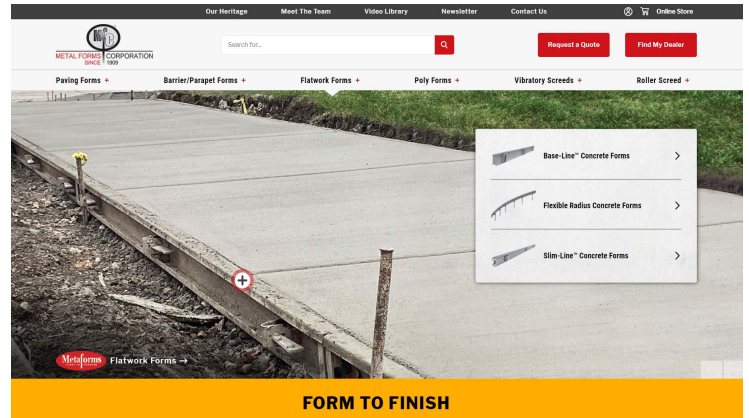
The content of the previous website has been expanded and improved. Now all the information can easily be reached from the home screen. To simplify navigation, the home screen is equipped with a horizontal product menu that allows easy access to each product category without leaving the homepage. The new homepage also includes a search box which provides another option to explore the website for all types of information.



Contacting MFC has also been simplified. In the upper right corner, there are now three ways to gather information:



- CONTACT US** - Have questions on product, or general questions on our company? Click and fill out the short form and we will respond within 24 hours.
- REQUEST A QUOTE** - Need a quote? No worries, click and fill out the provided form and we will assist in making sure you get prompt attention.
- FIND MY DEALER** - Looking for a reputable dealer that carries our products? Click and fill out the short form and we will personalize your experience. Let us do the research and provide you with the most up to date and accurate contact information regarding one of our dealers.



**FORM TO FINISH**

*Home Page*



Continuing on the homepage, the very top navigation bar allows easy access to the following categories:

- OUR HERITAGE** - Read and view vintage photos tracing MFC's rich and long history.
- MEET THE TEAM** - Learn about the accomplished employee team that makes MFC tick.
- NEWSLETTERS** - Review past and present FORM TO FINISH™ issues; add your name to our mailing list.
- VIDEO LIBRARY** - View an extensive collection of educational and "how to" visual demonstrations.

Last, but not least, visitors have the option of scrolling to the bottom of the home page to access all the details available in the different product and information categories.

"Kudos" to Lynn Kuykendall, VP Communications-Digital Experience for making the new MFC website a reality. Lynn performed a delicate balancing act maintaining key elements of the previous version, while at the same time creating a refreshing, visually clean and easy to navigate updated website. Good job, Lynn ... mission accomplished!

Explore our new website today  
<https://www.metalforms.com>



## Form To Finish™

**Metal Forms Corporation**

3334 North Booth Street  
Milwaukee, WI 53212

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE  
PAID  
Milwaukee, WI  
PERMIT NO. 1

# Form To Finish™



## **INFLUENCER MARKETING**

### **Mike Day Concrete**

[www.daysconcretefloors.com](http://www.daysconcretefloors.com)  
[www.theconcreteunderground.com](http://www.theconcreteunderground.com)

Mike started pouring concrete in high school as a part-time job and enjoyed it so much it was only natural that after high school he started his own business. Days Concrete Floors, Inc. was born and focuses on flatwork, decorative, overlays, coatings and repair work. He also contributes to the continued knowledge of the concrete industry with the creation of "The Concrete Underground" which is a private digital training academy that Mike created. It contains a plethora of information and Mike is constantly adding more as available.

It's because of Mike's strong knowledge and tremendous social media following that MFC knew he would be an excellent fit to promote the Poly Meta Forms® system. It did help that Mike and his team were very familiar with the system as he has used it in past jobs and has been extremely pleased with its ease of use.

His love and knowledge of the concrete industry has provided exposure to concrete workers who had no idea the Poly Meta Forms® system existed. "Influencer Marketing" definitely works since positive feedback and new customer inquiries for quotes and orders have been coming in to our team ever since MFC teamed-up with Mike Day Concrete.



*Pool Deck Forming- Using Poly Meta Forms®*