



## FORM & BUILD SUPPLY CANADA



Oftentimes the name of a construction supply dealer can be misleading or, at the very least, nondescript. Nothing wrong with the name “Smith Distribution”, but it doesn’t immediately translate to an outlet for concrete contractor supplies. In the case of Form & Build Supply, Inc., it is a very appropriate name for a company that distributes MFC’s concrete forming products. The contractors served by Form & Build literally “form & build” with MFC’s steel and poly forms for concrete construction.

As the name implies, Form & Build Supply, Inc., is a leading supplier of concrete and masonry products in the Province of Ontario, Canada. Established as a sole owner/operator in 1975, the company has exhibited consistent growth which now includes 79 full-time employees along with the branch locations in Windsor, Kitchener, Hamilton and Mississauga (Toronto). Originally representing two manufacturers, Form & Build now carries over 7,000 different products from over 100 leading manufacturers. From waterproofing...

...materials to forming hardware and accessories to tools and fasteners, Form & Build has everything concrete professionals need to get the job done.

Like most of MFC’s successful dealer partnerships, the association with Form & Build has grown steadily over the years. It all started rather moderately about 15 years ago and has consistently increased to the point where Form & Build has achieved Master Dealer status during each of the last 5 years. The past years have been most dramatic, with sales doubling from 2018 to 2019 and are now on course to doubling again from 2019 to 2020. This year is particularly impressive due to the late spring start and, of course, the negative influence of COVID-19.



*Poly Meta Forms® used to form exposed concrete border.*



*Form & Build Supply - London ON, Canada*

Why the dramatic increase in sales? There are several factors, but what stands out is the effort by Form & Build to coordinate inventory levels with sales promotions and customer expectations. The management team at Form & Build realizes that promoting particular products or brands (Poly Meta Forms® for example) without adequate inventory levels can result in disappointed customers. Conversely, highlighting in-stock products with email blasts, in-store promotions and demos is a “win/win” strategy. In other words, (again using Poly Meta Forms® as an example), convince the contractor that MFC’s reusable and lightweight poly forms are a great investment and then close the deal by having the product immediately available for pickup or delivery.

In addition to coordinating sales promotions and inventory levels, the impressive leap in sales can be attributed to the education of the Form & Build sales staff. The knowledge of MFC forming systems is imparted by direct factory representatives via on-site training sessions, product demos and open houses. The Form & Build sales team is thoroughly versed in the pros & cons of both MFC’s poly and steel forming systems. This understanding allows the salesperson to confidently recommend poly forms vs. steel forms or “visa versa”.

MFC is proud of the well-grounded partnership with Form & Build and is looking forward to continuing to build a strong bond with our Canadian friends across the border. Congratulations to Form & Build as it celebrates its 45th anniversary of faithfully supplying and supporting the Ontario construction industry.



*Form & Build Supply - London ON, Canada  
Poly Meta Forms® Display*

