



METAL FORMS CORPORATION  
SINCE 1909

# Form To Finish™

A PUBLICATION FOR MFC DEALERS

FALL 2021

## MEL'S METTLE



### POLY FORMS AT METAL FORMS:

### *A Marketing Challenge*

When Poly Forms debuted at the 2000 World of Concrete it was critically important that the new product introduction not compromise the very solid and established METAFORMS® brand that symbolized the steel forms manufactured by MFC. Throughout its long history, steel forms produced by MFC were always considered the strongest and best-built. MFC steel forms were never the least expensive, but definitely were the most durable and the best money could buy.



So how does a company introduce a lightweight plastic concrete forming system that would not compromise or jeopardize the existing METAFORMS® brand? To start, you don't duplicate an epic branding and marketing mistake made by a company that

should know better. Take, for example, the confusing introduction of "NEW COKE". In essence, the introduction of "NEW COKE" tampered with a century-old formula that still resonated soundly with the general public. It's hard to believe that those high-paid, hot shot marketing masterminds at COKE could make such a massive miscalculation and take the "fizzle" out of its world-famous brand.

So why was "NEW COKE" such a bad idea? In a nutshell, it celebrated 100 years of a popular product by throwing out the formula that people loved to "guzzle" and replaced it with something unproven. The creation...

...of "NEW COKE" turned-out to be an inadvertent admission that its primary competitor (Pepsi) had won the "cola wars".

**Poly Meta Forms**

**GREAT CURVES™**  
IN HALF THE TIME

Cut concrete forming time in half with Poly Meta Forms®

- Won't rot, crack or splinter
- Are 50% lighter than wood
- Can be used over 150 times

*"Early ad promoting Poly Forms as an alternative to using wood."*

To avoid a 'NEW COKE' marketing blunder, it was important for MFC to keep in mind the basic reason that poly forms were developed in the first place. For many years MFC recognized the market demand for a light form that could challenge wood as a concrete forming tool. The new poly forms were designed to complement steel forms ... not replace steel forms. Rather than trying to convert steel forms users, poly forms were marketed to end users (general contractors, public works agencies, landscapers) who traditionally bought lumber to form concrete.

Poly forms were not marketed to the concrete forming industry as the "NEW METAFORMS". Instead of replacing an existing product, poly forms were actually an extension of MFC's complete line of steel forms for concrete construction.

*continued on page 3...*



**METAL FORMS CORPORATION**  
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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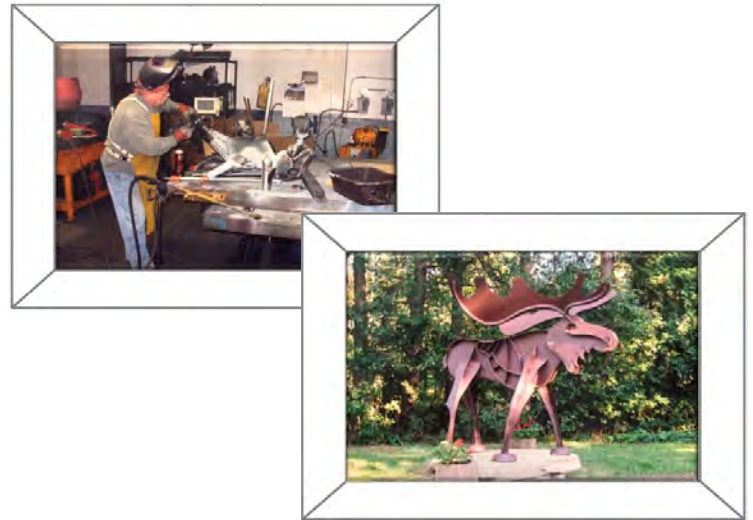
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## IN MEMORY

### Larry Oleson (1951-2021)

Larry, “King of the Gypsies”, was plant manager at MFC for many years. Larry arrived at MFC with a strong background in metal fabrication and is best remembered for his amazing sculptures. Larry’s unique artistic abilities allowed him to capture the strength and beauty of some of the grandest creatures roaming and flying around our great planet earth. Using recycled scrap steel, Larry created environmentally friendly works of art that will entertain and endure for generations.



### Jim Scott (1930-2021)

The construction industry was ingrained in Jim’s life as evidenced by his positions of VP of Sales & Marketing at Wacker Corp. followed by President & Owner of Sterling Handling equipment. Jim’s name became linked to the Sterling “Tough Guy” brand as he guided the company for 24 years after purchasing it in 1984. In 2008, MFC was proud to announce the purchase of Sterling and carry on the heritage of another Milwaukee manufacturing company with over 100 years of history.

**STERLING**  
The “TOUGH GUY”



...Mel's Mettle continued

Far from compromising or diminishing the METAFORMS® brand, the tremendous success of POLY META FORMS® actually enhanced the company's reputation. Once again, MFC separated itself from the competition with a visionary and field-tested product.



*"I was quite a bit younger when I posed for this promo highlighting the lightweight features of Poly Forms."*

## MEL'S MUSINGS

"The future often happens before we expect it."



## DEALER PROMO TOOLS

### Poly Meta Forms

#### COMPARISON TABLE

Handy fact sheet illustrating the advantages of replacing wood forms with Poly Forms.

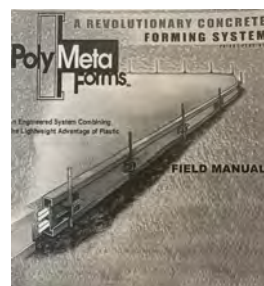
POLY META FORMS™ OUTPERFORMS WOOD HANDS DOWN	
<b>1. MATERIAL</b>	• High Density Polyethylene (HDPE)
<b>2. REUSE</b>	• One-time purchase. Documented reuse of 100 times or more.
<b>3. SIZE</b>	• 2" x 4" x 12' - SIZE GUARANTEED. • 2" x 6" x 12' - SIZE GUARANTEED.
<b>4. QUALITY</b>	• Uniform straightness and height.
<b>5. WEIGHT</b>	• 50% lighter than wood.
<b>6. DURABILITY</b>	• Resists warping, cracking, and splitting.
<b>7. EASY TO USE</b>	• No need for glue or nails.
<b>8. ENVIRONMENTAL</b>	• Recycled and recyclable.
<b>9. COST</b>	• Lower overall cost per square foot.

**POP DISPLAY**  
Eye-catching "Point of Purchase" showroom exhibits.



#### SAMPLE KIT

Demonstration box of short 4" & 6" poly forms complete with "twist" & "slide" steel stake pockets.

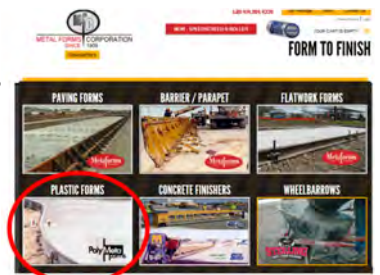


#### FIELD MANUAL

"Step by Step" assembly instructions and illustrations for forming all types of flatwork and curbing projects.

#### WEBSITE

A click on "Plastic Forms" at MFC's home page provides detailed product information including demonstration videos.



Visit the MFC website to view videos and printable product literature.

<https://www.metalfoms.com/concreteservice/PlasticConcreteForms>



## Form To Finish™

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

# Form To Finish™

**United States of America**  
United States Patent and Trademark Office

## WHAT'S IN A NAME?

In the case of this logo, it's both a name and a symbol that embodies the combination of two different materials (plastic and steel) into one concrete forming system.

The name and trademark were first registered with the US Patent and Trademark Office in May 2003 and have been maintained by MFC since that date.

