



MEL'S METTLE

"You Can't Sell From an Empty Wagon" True or False?



The day is long gone when peddlers went house to house or farm to farm selling out of wagons or pushcarts. Back then, it was pretty difficult to convince a wife or farmer to make a purchase without having goods on hand. This reality was the

basis for the old adage: "You Can't Sell (Do Business) From an Empty Wagon."

My youth is filled with memories of door to door salesman, often dressed in coats and ties, bringing the most necessary goods right into our home. The milk man showed up twice a week along with regular visits by the egg man and the bread man. The Fuller Brush Man knocked on the door with a suitcase full of brushes and cleaning supplies while the Hoover or Kirby guy showed-up with a bag of dirt to demonstrate the effectiveness of his vacuum cleaner. Door to door sales were not limited to men as demonstrated by impeccably dressed

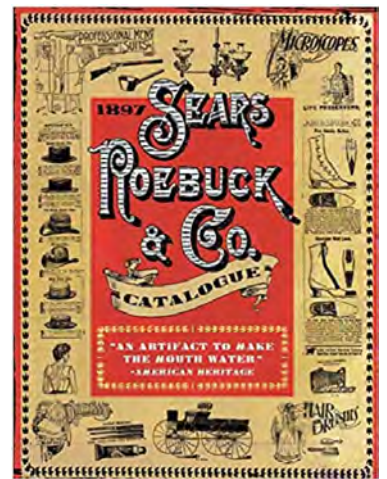


Avon Cosmetic ladies ("Ding-dong... Avon Calling!") and, of course, who can forget being visited by the neighborhood Girl Scouts selling those famous cookies.



If not before, but certainly since, the "empty wagon" theory was shattered when Sears & Roebuck set the world on fire by selling from a catalogue. Imagine promoting everything from cloths to tractors from an empty wagon.

It was akin to the Avon lady showing-up without cosmetics, the Fuller man without brushes or the Hoover guy without a vacuum cleaner. Now on-line buying is everywhere, spread-headed by Amazon shipping direct to your house from who knows where.



Now, let's get back to that "True or False" question about not being able to sell from an empty wagon. In the case of many MFC dealers, the answer is actually "False". Specialty steel forms would be a good example as concrete slabs often have unusual specifications. MFC recently shipped 6 3/4" Base-Line™ Forms with a 3" base and sliding end connections. No dealer could be expected to stock this custom form in anticipation of an order.

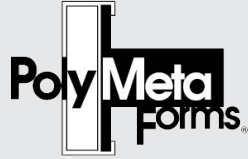
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METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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(continued Mel's Mettle - "You Can't Sell From an Empty Wagon")

On the other hand, 4" Slim-Line® forms are an excellent size to stock since a 4" slab is almost universally specified as a sidewalk thickness. The same logic applies to Poly Meta Forms® which are specifically designed to form common 4" and 6" slabs. Sterling Tough Guy® products are also popular stocking items since contractors are seldom in the mood to wait for delivery of wheelbarrows.

MFC understands that dealers can't be expected to stock all of our "Form to Finish" products; however, MFC does encourage dealers to make room in their inventory wagons for our most popular product offerings. MFC also understands that a stocking commitment should have both economic and promotional benefits, so MFC has established 3 different dealer programs.



Take a close look at the benefits of our 3-tier 2021 Dealer Programs: Silver, Gold and Platinum. Yes, it's possible to sell our products from an empty wagon, but MFC is anxious to partner with our dealers through stocking programs that will enhance their bottom lines.

PERK: FREIGHT ALLOWANCE

1/2 Truck Load = \$250.00
Full Truck Load = \$500.00

Full Truck Load →



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DEALER SPOTLIGHT



Form Tech Concrete Forms, Inc. (Form Tech) and Metal Forms Corporation (MFC) share a common heritage in that both companies began business by supplying forms for the construction of concrete walls. Although MFC discontinued the manufacture of wall forms many years ago, Form Tech continues to have a strong commitment to the concrete wall forming industry.

Form Tech began business in 1976 as a one store operation in the Detroit, MI area. The concept behind the establishment of the business was the belief that the contractors building concrete walls were being under served in the marketplace.

From these humble beginnings 45 years ago, Form Tech has grown to eight fully-stocked and fully-staffed facilities throughout the Midwest and Mid Atlantic: Detroit, MI / Cleveland, OH / Pittsburgh, PA / Baltimore, MD. / Charleston, SC. / Charlotte, NC. / Raleigh, NC. / St. Albans, W.VA.

To this very day, Form Tech continues to have a strong focus on concrete wall construction; however, over the years, the company has made a concerted effort to expand into other types of concrete forming. This is when MFC first entered into the Form Tech product portfolio picture. Meager sales began eight years ago and started to escalate when Form Tech first became an MFC Master Dealer in 2016. Since that time, sales of MFC products have mushroomed to the point that all Form Tech regional locations are selling stocked products (Poly Meta Forms® as well as Metaforms® steel flatwork and Curb & Gutter forms) along with specialty paving and barrier forms and even the occasional concrete finishing screed.



*Racks of inventory
Form Tech's Raleigh, NC facility*

The successful partnership developed between Form Tech and MFC did not happen by accident. It took dedication and trust between the two companies. It started when Form Tech made a deep commitment to “accessories” (non-wall forming products) and MFC in turn, made a strong effort to support this product line expansion. Form Tech began stocking steel and poly flat-work forms and MFC responded by conducting sales training seminars as well as traveling in the field with territory salesman. The latest example of Form Tech’s commitment is an e-mail advertising campaign promoting MFC steel and poly concrete forming systems. (example on back page)



Raleigh, NC. Facility

Form Tech has a long history of providing professional planning, engineering and job-site service to complete virtually any concrete form work project. Well trained field specialists provide industry-leading

expertise which is supported by form work designers staffed at each regional location. Form-Tech takes pride in not only being able to offer their customers multiple concrete form work systems, more so, for having the knowledge to identify and recommend the best options. In the case of MFC, when quoting a concrete flat-work project, Form Tech will often present both steel and poly forms with a price and advantage comparison between the two forming systems.

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Form To Finish™

Metal Forms Corporation
 3334 North Booth Street
 Milwaukee, WI 53212

PRESORTED
 FIRST CLASS MAIL
 U.S. POSTAGE
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 Milwaukee, WI
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Form To Finish™

(continued Dealer Spotlight)



As Lumber Prices Soar,
 Metal Forms are a Score!

Stocked & Ready, Available in High-Density Polyethylene, Slimline 12GA steel & Baseline 10GA steel.



PRODUCT:
 Plastic Polymer
 Available in Flex & Straight

BUILD:
 4" & 6" Heights
 Stackable to 12", 10" and 8"
 12' Lengths

MFC is proud to be represented by Form Tech and to be included among the concrete forming industry's most recognized brands. Closing in on a half-century of business, Form Tech has successfully completed thousands of jobs with a wide range of contractors. In return, Form Tech has been rewarded with a long list of positive customer relationships, some of which date back to 1976 when the company was founded.

MFC congratulates Form Tech on the many accomplishments achieved during 45 years in business and wishes them continued success as we partner with them in the years ahead.



Spearheading the growth and solid partnership between Form Tech and Metal Forms is Ryan Timms (left), Dealer Account Manager for MFC and Tim Fondelier (right) Inventory Sales Manager for Form Tech.



Watch your inbox for the newest e-blasts advertising MFC Poly Meta Forms® and Metaforms® forming systems.