



MEL'S METTLE

THE DECISION TO DIVERSIFY

Years ago, the motto for MFC was: “Steel Forms...and Only Steel Forms”. That short phrase captured the very essence of MFC’s existence as its only product offering since 1909 were steel forms for concrete construction.



After all, the very name of the company, Metal Forms Corporation, suggested nothing else.

“Steel Forms...and Only Steel Forms” started fading away when MFC’s first major diversification

occurred in 1981 with the introduction of concrete finishing screeds. Diversification can be tricky and costly for a company if not executed properly. Through the sale of steel forms for streets, airports and highways, MFC became extremely familiar with the lack of finishing screeds designed for this type of concrete paving. MFC saw a niche and jumped in.

In the early 1980’s, the majority of screeds in the market were lightweight and designed for smaller commercial projects. When other screed manufactures were battling to see how light they could make their machines, MFC went the other direction and produced a truss screed substantial enough to take on large, high volume paving jobs. Knowing that paving contractors had a need for a heavy screed that could place low slump concrete, MFC designed the Speed Screed® Heavy-Duty™ for the paving industry. Today MFC’s large truss screed machine is still the only model of its class in the marketplace.



The Speed Screed® Heavy-Duty™ met with immediate success as it was specifically designed for high production concrete pours.

The beginning of MFC’s screed production was significant in a number of ways. First, it provided entry into the equipment end of the industry. Second, it elevated MFC’s stature in the eyes of concrete paving contractors. Third, it proved to be a profitable decision since screeds are now a major part of MFC’s product line and set the

scene for subsequent additions to our equipment offerings. The first expansion was the Speed Screed® Cruiser™, which is the company’s mid-weight truss screed. The latest addition, Speed Screed® ROLLER, was introduced last year to compliment our line of truss screeds with a roller-type model.



When concrete paving project requires a power screed, MFC now offers a choice between a truss machine and a roller tube model.

After finishing screeds, diversification continued at MFC with the introduction of plastic forms (Poly-Meta Forms®) followed by material handling products (Sterling®). Diversification not only expanded the MFC product mix, it also led to a less restrictive motto: Out with “Steel Forms...and Only Steel Forms”, and in with “Form To Finish™”.



METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

- | | |
|-----------------|---|
| Tom Miller | Chief Executive Officer
temiller@metalforms.com |
| Tim Fox | President
tfox@metalforms.com |
| Dan Block | Executive Vice President
dblock@metalforms.com |
| Lynn Kuykendall | Sr. Account Executive
lynnk@metalforms.com |
| Tanya Proby | Account Executive
tanya@metalforms.com |
| Matt Michel | VP. National Accounts
mlmichel@metalforms.com |
| Alex Topczewski | National Accounts Representative
alex@metalforms.com |
| Chris Grandt | VP. Dealer Sales
cgrandt@metalforms.com |

3334 NORTH BOOTH STREET - MILWAUKEE, WISCONSIN 53212
U.S.A. Phone: 414-964-4550 / Fax: 414-964-4503
Email: info@metalforms.com / Web: www.metalforms.com



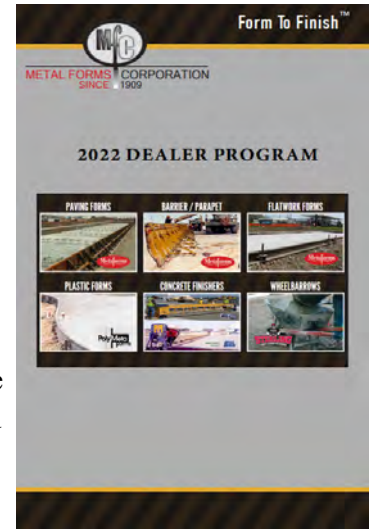
2022 DEALER PROGRAM

As an MFC Dealer, you will receive many benefits designed to help your business. We are committed to our dealers and believe these programs will strengthen this partnership.

The 3-Tier Dealer Program is structured to accommodate all dealer levels: Silver, Gold and Platinum. All program requirements are based on products in our published price lists. Paving, barrier & parapet forms are exempt from these programs.

The 2022 Dealer Program brochure will be e-mailed in late December, early January. If you would like to receive one and have not during that time, please contact the office to request (414-964-4550), or visit our website to view the on-line version which will also be downloadable.

<https://www.metalforms.com/concreteFormNews/DealerNews>



FROM THE ARCHIVES



PAVING EXPERTISE

MFC has been matching forms to pavements for over 100 years. This vast field experience greatly contributed to the successful introduction of the SPEED SCREED®



MARKET SPOTLIGHT

Dealer Program Shines Big & Bright in the Lone Star State

The maxim, “Everything is Bigger in Texas”, is a mix of myth and reality. Sure, not everything is bigger and better in the Lone Star State, but it is hard to ignore those sizable boots & hats, the enormous cattle ranches or the seemingly boundless open spaces. Even the jokes about Texas revolve around size like “If you measure distance in hours, you may live in Texas” or “Everything is bigger in Texas, including power outages”.

Since “Texas” and “Big” are often synonymous, it’s not surprising that a couple of Texas dealers have bought into MFC’s Dealer Program in a big way: BARNSCO with locations in Dallas/Ft. Worth and Austin and Contractor’s Paving Supply, Inc (CPSI) serving the greater Houston area. BARNSCO and CPSI took different routes as they emerged into full-fledged Platinum Dealers representing MFC’s full range of concrete forming and finishing products. BARNSCO started selling steel forms in 1985 and transitioned into screed sales in 1988 while CPSI started promoting screeds in 2002 and added steel forms a couple years later.



Although BARNSCO and CPSI entered the Texas screed market at different periods of time, both dealers faced the challenge of promoting an unknown machine into a marketplace already dominated by competitive brands. Both dealers started penetrating their respective markets by demonstrating and renting the SPEED SCREED®. It didn’t happen overnight, but the superior design and durability of the SPEED SCREED® gradually gained popularity and acceptance among paving contractors in both the Dallas/Ft. Worth and Houston trade areas. BARNSCO and CPSI agree that once a contractor started paving with a MFC



concrete finisher, there was no switching back to competitive brands. As a result, the SPEED SCREED® is now the concrete finisher of choice in the two biggest Texas marketplaces.

MFC diversification has benefited dealers like BARNSCO and CPSI. If a contractor owns paving forms, he is a good prospect for a SPEED SCREED®. Conversely, if a contractor uses screeding equipment, he is a candidate for a set of METAFORMS®. All in all, the availability of steel forms and finishing screeds from one reliable source is a winning combination for dealers serving the concrete paving industry.

METAFORMS® and SPEED SCREED® are the brands of choice in Texas for steel forms and finishing machines for concrete construction.



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™

TRADESHOWS



January 18-21, 2022
Las Vegas, Nevada
Booth: W1613



October 24-30, 2022
Munich, Germany
US Pavilion

