



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

SPRING 2019



MEL'S METTLE



A great mathematical genius I am not, so it took me awhile to calculate that the year 2019 marks the 110th Anniversary for MFC. It also dawned on me that this is another impressive milestone for a company that has been manufacturing forms for concrete construction since the early 1900's.

Founded in 1909, MFC began operations under the name of Reichert Manufacturing. An ingenious fellow by the name of August F. Reichert was way ahead of his time when he introduced a forming system for the construction of concrete homes. Thus began the many concrete forming innovations that have been the very foundation of MFC's long and impressive history.



Edison Estates

YEAR 2 (1910) MILESTONE

Using forms invented by August Reichert, concrete homes by the name of Edison Estates were built for the workers of U.S. Steel Corporation in Gary, Indiana. Many of these homes are still in use today.



YEAR 47 (1956) MILESTONE

The Interstate Highway System is signed into law by President Eisenhower which coincides with the "reintroduction" of a vastly improved MFC paving form designed by Harold E. Miller.

YEAR 91 (2000) MILESTONE

The introduction of the revolutionary Poly Meta Forms® provides a lightweight concrete forming method for building sidewalks, driveways and curbs.

GREAT CURVES

Cut Concrete Forming Costs

Poly Meta Forms

"Overall productivity has improved 300 to 400% using Poly Meta Forms."

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Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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EMPLOYEE SPOTLIGHT

SERVICE WITH A SMILE

TANYA PROBY
Account Executive



A self-described “people person”, Tanya truly enjoys assisting dealers in all matters relating to MFC’s varied product line. Tanya’s extensive background in customer service dates back to her youth when she worked in a Las Vegas casino while attending school at UNLV. Although still a “Runnin’ Rebel” at heart, Tanya completed her higher education by earning a Marketing degree from Carthage College, Kenosha, WI.

Helping people is a passion for Tanya, so it is no surprise that she excels at being an MFC Account Executive. Tanya enjoys the challenges of fielding calls from dealers throughout the US and Canada and helping them with all types of questions concerning forms, screeds and wheelbarrows. A stickler for details, Tanya makes sure that MFC dealers get the right product in the correct quantities combined with the best delivery.

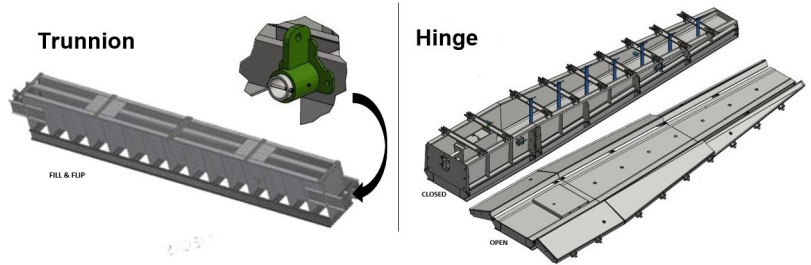
A good example of Tanya’s enthusiastic approach to “service with a smile” relates to poly forms. Dealers often ask Tanya to compare concrete forming with wood versus poly. After extolling the virtues of Poly Meta Forms® (hundreds of reuses, quick to set & strip, easy clean-up, etc.), Tanya will conclude her sales pitch by emphasizing: “Save the Trees! Buy poly, not lumber!”

Tanya was born and raised in Evanston, IL which explains her life-long devotion to the Chicago Cubs. As a teenager, she remembers getting out of school and rushing down to get a \$1.50 bleacher seat to see her beloved Cubbies at Wrigley Field. Tanya also enjoys travel, attending flea market and rummage sales as well as spending time with family. Family includes her 86 year old father (John Perry), one son (Randy), two daughters (Briana & Arial) and three grandsons (Torriss, Zaire and Malachi).

...Mel's Mettle Continued...

YEAR 109 (2018) MILESTONE

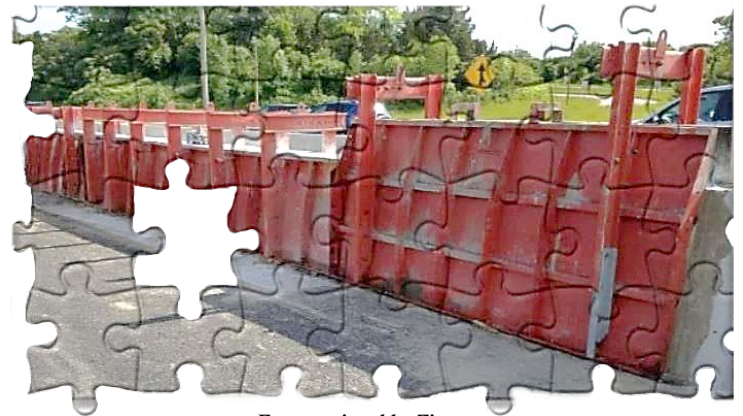
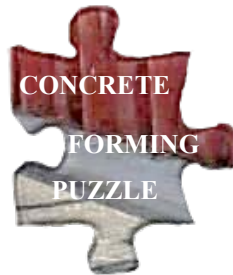
MFC enters the precast barrier form market with the introduction of two different concrete casting methods: trunnion style and hinge style.



YEAR 120 (2029) MILESTONE?

It's anyone's guess as to what milestone MFC will achieve by the year 2029. It's a sure bet, however, that MFC will be on the cutting edge of concrete forming advances for years to come.

FIELD REPORT



Zignego Company, Inc. (Waukesha, WI) played an important part in the overhaul of Milwaukee's Zoo Interchange which was the largest transportation project in Wisconsin State history. Part of the huge project required Zignego to place a large amount of concrete barrier in a short amount of time. Work could not start until spring and had to be completed before the start of Summerfest (World's Largest Music Festival) in late June.



Milwaukee's Zoo Interchange Project

Zignego was able to slipform some of the standard median barrier, but a substantial amount required manual placement due to multiple and variable barrier heights and widths. In addition, there was a need to form transitions (Right & Left) as well as accommodate light posts within the barriers. This giant concrete forming puzzle required six different sets of forms with each form in each set inscribed by MFC with an ID/Code# to assist assembly in the field.

Not only was MFC tasked with fabricating intricate sets of steel forms, it also had to address the need for Zignego to set and strip the forms as rapidly as possible. To accommodate the fast track job, MFC engineered a "no spread/no tie" forming system that featured extra strong (3/8") moment arms with lifting eyes. The sophisticated system permitted gang stripping in 20' lengths while also eliminating the need for top thickness spacers, side form aligners/braces and horizontal taper ties.



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2019 DEALER PROGRAM

For over 100 years, Metal Forms Corporation has pioneered, engineered and produced durable products supported by dependable customer service and prompt delivery.

As an MFC Dealer, you will receive many benefits designed to help your business. We are committed to our dealers and believe our programs will assist in strengthening these partnerships.

2019 Dealer Program Levels

- Silver
- Gold
- Platinum

*****NEW*****
Platinum Dealer Rebate Credit
Freight Allowance

For a copy of the brochure, contact our office at 414-964-4550 or e-mail - info@metalforms.com

Metal Forms Corporation logo and 'Form To Finish™' text at the top of the brochure cover.

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2019 DEALER PROGRAMS

PAVING FORMS BARRIER / PARAPET FLATWORK / CURB

PLASTIC FORMS CONCRETE FINISHERS WHEELBARROWS

New:
2019 Platinum Dealer Level
&
Rebate Program