



METAL FORMS CORPORATION  
SINCE 1909

# Form To Finish™

A PUBLICATION FOR MFC DEALERS

FALL 2020

## MEL'S METTLE



### "LONDON BRIDGE"



*London Bridge is falling down  
Falling down, falling down  
London Bridge is falling down  
My fair lady*

Time is swiftly passing me by in this "enlightened" age in which we are now living. As with so many memories of my youth, nursery rhymes seem to be a relic from a former life. One of those old rhymes, LONDON BRIDGE, popped into my cranium when pondering the fate of our nation's decaying road and bridge infrastructure.

As a kid, little did I realize that these lyrics, also known as MY FAIR LADY, could be taken at face value. There is much debate about the origin of this rhyme, but all of them apparently agree that nothing good was happening. In essence, it deals with the plundering of London Bridge and attempts to repair it.

It seems to me that America's transportation infrastructure is facing the same fate as London Bridge. This internationally famous part of England's infrastructure was built in the 1830's and formerly spanned the river Thames in London. After years of neglect, it was dismantled in 1967 and relocated in Havasu City, Arizona. The London Bridge is now known as the world's largest antique and most expensive souvenir!



America is neglecting its infrastructure in the same manner that the English ignored the most important overpass in their biggest city.

*continued page 3...*

## DEALER SPOTLIGHT



*Form and Build Supply - London, ON, 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..

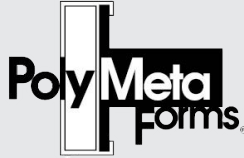
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**METAL FORMS CORPORATION**  
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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## EMPLOYEE SPOTLIGHT



### Augustus (Gus) Nichols Fabrication Specialist

The phrase “Steady As A Rock” is used to describe someone or something that is dependable and trustworthy. There is no doubt that this phrase could be used to define the production and work ethic of Gus Nichols at MFC.

Gus’s career at MFC began in 1987 when he began training in the challenging task of fabricating curb & gutter face forms. The skill sets developed by Gus in the curb & gutter department were soon applied to the production of median barrier and bridge parapet forms. Much like curb & gutter, dimensions for barrier and parapet forms are exacting and vary from state to state. Over the years, Gus has exhibited the concentration and patience to fabricate steel to variable and precise specifications for curbs, barriers and parapets.

Gus’s reliability and steadiness extends beyond the fabrication of specialty steel forms. The work performed by Gus is not the type that can be transported or preformed remotely. He must show up every day at MFC rain or shine and Gus does just that! His attendance record is outstanding which is so important in light of MFC’s tight production schedules and commitments.

In Gus’s words, he is “getting up there in years”, but that doesn’t mean he is looking forward to retirement. Gus continues: “I enjoy coming to work and being a part of the production team at MFC. A good group of guys that is like extended family.”



Speaking of family, Gus enjoys spending time with his four children. There are three boys (Shanna, Augustus, Jr. & Princeton) and one girl (Tara). Visiting Tara and Princeton is relatively easy in that both live in the Milwaukee area. It takes a bit more planning to see Shanna who lives in Arizona and Augustus, Jr. who lives in Georgia.

Thanks, Gus, for being “Steady As A Rock” in your steadfast loyalty and contributions to MFC.

...mel's mettle continued

There is no debate that America's road and bridge network is outdated, underfunded and in urgent need of modernization. To this end, I am updating the old LONDON BRIDGE nursery rhyme to address the failing infrastructure in modern day USA:

### "American Infrastructure"

*American infrastructure is falling down  
Falling down, falling down  
America infrastructure is falling down  
My fair citizen.*



*New highway bill must be funded Must be funded, must be funded  
New highway bill must be funded  
My fair congress.*



*Modern roads & bridges should be built  
Should be built, should be built  
Modern roads & bridges should be built  
My fair contractors.*



America has a choice: Invest and rebuild our infrastructure or let it crumble like the London Bridge.

On second thought, maybe all is not lost if we let it disintegrate. After all, we could always transform our once great infrastructure into one giant amusement park!

...dealer spotlight continued



...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.

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.



Poly Meta Forms® used to form exposed concrete border.

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".

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## Form To Finish™

Metal Forms Corporation

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

# Form To Finish™

## PRODUCT SPOTLIGHT

### PRECAST BARRIER FORMS

The demand for temporary concrete barrier has swelled due to highway department requirements to safely protect roadside construction workers from passing traffic.



*In shop photo*

*30' long x 42" high single slope precast setup prior to shipment*

*...dealer spotlight continued*



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, Inc.  
Poly Meta Forms® display*