



METAL FORMS CORPORATION  
SINCE 1909

# Form To Finish™

A PUBLICATION FOR MFC DEALERS

Fall 2018

## MEL'S METTLE



### MFC Dealers...Then & Now

"Developing and maintaining a nation-wide network of dedicated and reliable dealers has been an important part of MFC's 110 year success story."

- Tom Miller

As an old-timer looking back at the many changes that have occurred at MFC over the years, one of the most dramatic has been the evolution of the type of dealer representing our products. Just as MFC's products have become more diverse over time, so too has its distribution system.

When I entered the construction equipment business about 60 years ago (damn I'm getting old!), MFC's leading dealers included the likes of E. F. Craven (NC), Van Lott (SC), Choctaw (TN, AK, MS), Dravo Doyle (PA), Minneapolis Equipment (MN), Anderson Equipment (NE) and G. W. Van Keppel (KS/MO). For the most part, these dealers were strongly tied to large American equipment manufacturers such as Allis Chalmers, International Harvester, Koehring, Euclid, Bucyrus-Erie, Clark and Barber-Green. For goodness sake, one of the top MFC dealers was none other than Yancy Brothers (GA) which at the time was the first and largest CAT dealer in the world!

MFC's affiliation with the large, tractor-type dealers started fading with the decline of US-based construction equipment manufacturers coupled with the invasion of foreign competition such as Komatsu, Volvo and Doosan. The advent of slipform paving also did not help. MFC started adapting to these industry shock waves by shifting focus to other segments of the concrete construction marketplace as well as developing new products such as finishing screeds and poly forms.

The transformation of MFC's product focus led to a transformation of its dealer system. Large equipment

dealers gradually fell out of the picture and have been replaced with a variety of new and different outlets ranging from smaller, independent construction equipment dealerships to large, multi-store companies specializing in concrete construction accessories. In between, MFC products are now also distributed by rental yards, decorative concrete specialists and landscape supply houses. Some dealerships carry MFC's complete line (forms, screeds and material handling) while others concentrate on single products such as wheelbarrows or poly forms.

In my humble opinion, the current MFC dealer system has never been stronger or more diverse. This is a result of MFC's commitment to provide our dealers with knowledgeable, professional and personal assistance. Our dealers have responded by doing a great job of communicating the benefits of our products to end users and then backing it up with reliable service and support.

Who knows how the construction industry will change over the next 50 years. Whatever it is, it's a good bet that MFC and its dealers will adapt to fill the ever changing needs and demands of the concrete and general contracting industry.

In the words of Benjamin Franklin –

*"When you're finished changing, you're finished."*

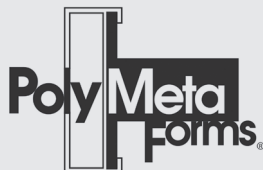




**METAL FORMS CORPORATION**  
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

- |                        |  |
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## EMPLOYEE PROFILE

### Ryan Timms -Dealer Account Manager



Since his arrival at MFC about 3 years ago, Ryan has been very successful in increasing overall dealer sales, all while increasing the number and variety of MFC Master Dealers in his territory. As a result, Ryan has more than doubled the number of Master Dealer locations and sales in a region that includes large portions of both the East and West Coasts of the United States.

Ryan truly developed his sales and communication skills while working as a waiter for nearly ten years in numerous upscale restaurants in Milwaukee and Chicago. He applied the suggestive selling skills learned in the restaurant industry to his next job as account manager at a wholesale floor covering company. There, Ryan was the top sales person during his 4 ½ year tenure prior to accepting his current position at Metal Forms Corporation.

Moving on to MFC, Ryan made a seamless transition from his former sales position to a true outside sales role calling on dealers in 30 states. He quickly learned the benefits of MFC's Form to Finish products as they relate to dealer sales. During his initial sales trips, Ryan soon learned that the dealers he visited were as diverse as MFC product lines, ranging from small equipment houses to large, multi-store national supply chains. Ryan enjoys this type of variety in his job which includes spending time both on the road and in the office.

One of the keys to Ryan's success is his pledge to dealers to respond to any questions or requests in 24 hours or less. This commitment applies whether Ryan is on the road or in the office. Ryan explains: "It's often easier to respond to a customer request when I'm in the office but, of course, the dealer needs the answers no matter where I am." Speaking of dealers, one of Ryan's Master Dealers, Form Tech, is profiled in this issue.

In his free time, a favorite hobby of Ryan's is cooking for friends and loved ones, with tacos of all kinds being a specialty. To work off those cooking calories, Ryan likes to exercise which includes a four-mile round trip walk to and from the office each day on Booth Street. Even though covering both Coasts for MFC involves plenty of airports and rental cars, Ryan still enjoys travel to warm weather destinations which have included Spain, Portugal, Croatia, and the Caribbean.

# PRECAST

## NEW PRODUCT

### PRECAST BARRIER & TRANSITION FORMS

The need for temporary concrete barriers by roadbuilders has swelled due to the expanding government requirements to safely protect and guard roadside construction projects from passing vehicles.

#### PRECAST BARRIER FORMS "TRUNNION STYLE"

Having had positive experiences with MFC's forms and screeds for concrete construction, a large concrete contractor reached out to MFC concerning their start-up precast operations. MFC responded by providing 12'6" long precast form setups that featured lifting trunnions on each end to lift and move the form and casting. The trunnions also facilitate the spin (up-side-down), releasing and stripping the casting from the form.



#### PRECAST BARRIER FORMS "TRUNNION STYLE"

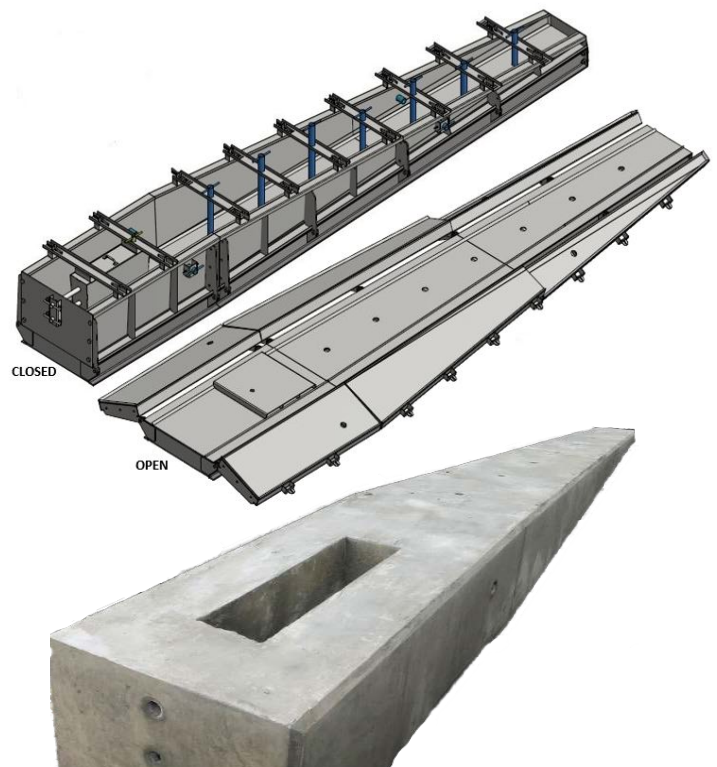
A large roadbuilder that has used MFC forms to place median barrier and bridge parapet was pleased with the performance of the cast-in-place forms, so it recommended MFC when a sister company had a need for precast forms.

MFC responded by providing 30' long x 42" high precast setups which were fabricated to DOT specification and include: end plates, drainage/form pocket trays, lifting pipe holders and trunnions.



#### PRECAST BARRIER FORMS "HINGE STYLE"

MFC also provided transition forms for precasting 20' long x 20" high barrier.





## **Form To Finish™**

**Metal Forms Corporation**

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Milwaukee, WI 53212

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# **Form To Finish™**

## **DEALER SPOTLIGHT**



Established in 1976, Form Tech has specialized in supplying concrete form-work to contractors throughout the Midwest and Mid-Atlantic for more than 40 years. With a commitment to inventory and knowledgeable staff at all of their locations, it is Form Tech's goal to provide a positive customer experience with every transaction.

For more the 20 years, MFC has helped Form Tech keep their commitment by providing industry leading products backed by a team of form-work experts. Being an MFC stocking Master Dealer of steel flat-work and Poly Meta Forms®, Form Tech can meet their customers demands with product availability at a very competitive price.

Headquartered in Michigan, Form Tech has eight (8) locations to choose from:

Baltimore MD	Cleveland, OH
Charleston, SC	Detroit, MI
Charleston, WV	Pittsburgh, PA
Charlotte, NC	Raleigh, NC

### **MEL'S MUSINGS**



“Cinderella is proof that a new pair of shoes can change your life”