



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

SPRING 2017



MEL'S METTLE



CONEXPO '17 to CONEXPO '69

History fascinates me, so as I headed out to CONEXPO/CON/AGG 2017. I began reflecting on my first CONEXPO (then commonly referred to as the ROAD SHOW). That was 48 years ago when the exhibit was held in the Chicago Amphitheater/Stockyards and I was a young man working for an upstart Iowa company by the name of Curbmaster of America, Inc.. A half century later, the Road Show, the Chicago Stockyards & Curbmaster no longer exist.

It's amazing to realize how much has changed in the construction world since that 1969 Road Show. Many construction equipment manufacturers and brands of that day and age have faded away. Names like Allis-Chalmers, Barber-Greene, Harnischfeger, International Harvester and R. G. LeTourneau. These were famous and popular names that were the benchmark of success in the construction world heading into the 1970's.

Back in 1969, the big names in the world of concrete roadbuilding equipment included T. L. Smith, CMI, Jaeger Machine, Challenge-Cook and Koehring Machine Company. The predominate concrete roadbuilding form manufactures were Blaw-Knox, Rex Chain Belt, Heltzel Steel and Metal Forms Corporation. The next 50 years took a toll on all these companies and brands except Metal Forms Corporation (METAFORMS™).



In the time period between CONEXPO '69 and CONEXPO '17, MFC has emerged as the world's leading brand of concrete roadbuilding forms. So why has MFC flourished over the last 50 years while its major competitors have disappeared? There are many reasons, but among the most important is the ability of MFC to constantly re-invent itself with product alterations/improvements, innovative new products, modernizing manufacturing techniques and dedicated/inspired employees.

As I walked down the aisles of the Las Vegas show, it occurred to me that this will probably be my last Road Show (err, CONEXPO), but it definitely will not be for MFC. Although my expiration date is drawing near, Metal Forms Corporation is still fresh and vigorous and will no doubt be exhibiting a half century from now at CONEXPO 2068.



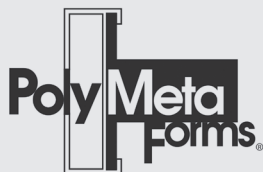
Here's our concept on how the CONEXPO logo might appear over 50 years into the future.



METAL FORMS CORPORATION
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Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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Dealer Spotlight



Spotted in the Field

Reinforcing Steel Supply, Inc. - Texas



Mike Burton, of Reinforcing Steel Supply (RSS), snapped these photos of Hellas Construction using a Speed Screenshot® Heavy-Duty model on an athletic facility for the Georgetown Ind. School District.. (TX)

This 65 ft wide Speed Screenshot is placing what will be the base for part of the school's track and field unit.

Reinforcing Steel Supply, a premier supplier of rebar and concrete accessories, is an MFC dealer in Midland Texas with locations in Austin, Belton, Corpus Christi and Odessa TX.



We welcome photos of MFC products hard at work on your customers' jobsite. Who knows? Maybe your photo will be chosen for our next newsletter!

Mel's Musings



If you find yourself in a hole, stop digging.

- Will Rogers

Auckland International Airport - Auckland NZ

“The Gateway to the Land of Aotearoa-the Long White Cloud”

CONTRACTOR: Fletcher Construction Ltd. Trading as Brian Perry Civil Mt. Wellington, Auckland NZ

Forms manufactured by MFC and purchased by Fletcher Construction are playing an important part in a construction project at the Auckland International Airport in New Zealand. New Zealand is known as the “Land of the Long White Cloud” and Auckland Airport is the “Gateway” to this magnificent land. Here is the background on how MFC secured a large order of steel forms half way around the world.

Fletcher Construction is a leading contractor in New Zealand and the South Pacific and was awarded the FY17 Project which involves maintaining and building taxiways at the Auckland Airport. This is no small task since over 70% of the visitors enter or leave New Zealand via Auckland which handles 15 million passengers per year. More than 20 international airlines serve the airport, Australasia's third busiest international airport after Sydney and Melbourne.

Gareth Hailwood is the Project Manager for Project FY17 and states that the work requires the pouring of replacement sections of taxiways. As the construction activity swings into full gear, Hailwood says that Fletcher will be pouring about 10,000 cubic feet per day as part of the airport’s annual scheduled maintenance. “Predictably, working around the airplanes is a challenge” states Hailwood who went on to explain that “our previous forms had very long support legs that got in the way of the concrete trucks; however, our METAFORM™ Dual Forms with their compact size have given us some new opportunities for pour sequences.”

The initial contact between Fletcher and MFC occurred at the 2016 World of Concrete. After reviewing the FY17 concrete paving specifications with MFC, Fletcher made the decision to purchase 485m x 585m (19” x 23”) dual paving forms. The order consisted of over 500 meters (1,600’) of forms manufactured in ¼” steel supplied in 3 meter (9.85”) lengths. Both faces were supplied with sliding end connections as well as detachable keyway.

MFC is pleased to have partnered with Fletcher Construction on this international paving project. Fletcher Construction has been an integral part of the development and modernization of the South Pacific since 1945 as they have worked with both government and private sectors to improve the regions transport and utility infrastructure.





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MASTER DEALER GIFTBOX



Thank you to all dealers who placed their 2017 Master Dealer stocking order! Your loyalty to the Master Dealer Program is appreciated and does not go unnoticed.

You should have received your gift box by now and we hope you enjoy your apparel and your \$50.00 Gift Certificate to use towards payment of a future 2017 invoice.

We look forward to a productive year!

- The Metal Forms Team