



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

WINTER 2018

MEL'S METTLE



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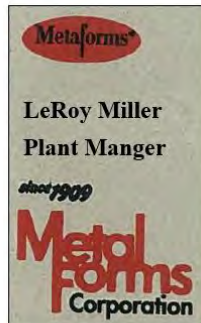
In Memory

The success of MFC over the years is due in large part to dedicated and loyal employees.

This fact came into clear focus as we fondly remember the long-term service of two key employees who recently passed away: LeRoy Miller and Jim Helfrich.

Faithful readers of the newsletter may recall that the Winter/2017 edition featured LeRoy the Robot. The reliable and versatile namesake robot earned its name from LeRoy Miller who worked at MFC for 49 years beginning in 1946. At the age of 16, while still attending high school, LeRoy was hired for odd jobs, eventually learned every operation in the shop and retired as Plant Manager.

Jim Helfrich had a profound 36 years influence on outside sales for MFC and it all began in 1967 with a sister company of MFC by the name of Curbmaster of America. Jim excelled at concrete paving machine sales at Curbmaster and was instrumental in the eventual transfer of equipment (screed) manufacturing to MFC. Jim began management of outside sales for MFC in 1971 and helped establish the Speed Screed Heavy-Duty® machine as the premier finisher for large concrete paving projects.



Business Card
Circa 1975



DEALER SPOTLIGHT



Coleman Materials -Wichita,KS

There is little doubt that "What You See Is What You Get" with Wichita, Kansas based Coleman Materials. Case in point... Coleman Materials website's "ABOUT US" Page begins with;

- #1 - You don't care about us
- #2 - We know that

The Webpage goes on to emphasize that customers ALWAYS come first, and that providing materials, when requested with great product knowledge and customer support is Coleman Materials stock in trade. Ron Coleman, Owner says "What we do is simple, we buy materials, we mark them up, we sell materials and then we reorder" "And... at some point we absolutely have to add value for our customers or we will not survive".

continued on page2...



Location: Viega-PEX resin production facility, McPherson,KS

Contractor: CONCO Construction - Wichita, KS

Dealer: Coleman Materials - Wichita, KS

Job Specifications: Slab thickness / Depth: 12" & 16"

Super Flat tolerance: + - 1/8"

Slab Width: 73'



METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

- | | |
|------------------------|--|
| Tom Miller | Chief Executive Officer
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| Chris Grandt | Dealer Account Manager
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...dealer spotlight continued



Before starting Coleman Materials, Ron worked 14 years for a competitor. Starting out, Ron was the only employee of Coleman Materials; making sales calls in the morning and pick-ups and deliveries in the afternoon and evening. His long time Office Manager, Pam Simmons soon joined him from their former employer and current competitor and now the company has grown to include 20 employees.

Since 2001, Coleman Materials has promoted and sold the complete MFC product line with an emphasis on the Speed Scream® Concrete Finishing Machines. Ron is very complimentary of the Metal Forms Speed Scream® Line and doesn't mince words when stating that "The Speed Scream® Heavy-Duty is a fool-proof machine that really sells itself. Not only can this screed operate at an astonishing 73' width, it does so incredibly! How many screeds can even operate at a 73' width? Metal Forms Speed Scream® Heavy-Duty can and does."

Coleman Materials has partnered with Metal Forms Corporation for 16 years and is proud of the positive association between the two companies.



Las Vegas Convention Center Las Vegas, NV

Exhibits: January 23-26, 2018

Seminars: January 22-26, 2018

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FRESH FACADE

Metal Forms Corporation Undergoes A Facelift!

Even though MFC is celebrating its 109th birthday in 2018, there is ample evidence of change and progression here at our home base in Milwaukee, Wisconsin.

During the past year, the exterior of the MFC facility underwent a complete transformation: brand new windows, doors and lighting now blend in with an earth tone color scheme. The new look is accented by creative and rustic artwork and trellises courtesy of Justin Daul (Chief Engineer). The entire project, coordinated by new employee Chris Grandt (Dealer Account Manager), is capped-off with updated MFC logos and signage above the main Booth Street entrance as well as above the shipping/receiving area.

With a fresh façade on the outside and a new state-of-the-art robotic cell on the inside, MFC is definitely not letting old age slow it down.



*Shipping & Receiving Dock
Before / After*

Metal Forms Corporation Before facelift



Metal Forms Corporation - 2017





Form To Finish™

Metal Forms Corporation

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Milwaukee, WI 53212

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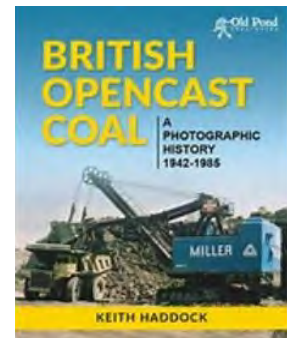
MEL'S MUSING

Normally this section of the newsletter is limited to one-liners like: "If you can't convince them, confuse them." In this issue, however, my musing will be a short book review.

Believing that the majority of our readers are involved in the construction industry, I assume most of you marvel at the magnificent machines that have been developed for paving roads, building bridges and retrieving our natural resources. At the heart of all this machinery is earthmoving equipment.

Machines that move the earth are a necessity on most construction sites and thus my enjoyment of a book exploring the development of excavating equipment: **BRITISH OPENCAST COAL – A Photographic History (1942-1985)**. This well written book gives a fascinating pictorial account of mechanized surface coal excavation ("opencast" coal mining) which began in Britain in 1941 as a WW II measure.

This recommended read was authored by Keith Haddock. In this era of "full disclosure and honesty", I must admit that Keith is a friend of mine who contributed to my MFC history book. Although Keith is a registered engineer, he prefers to be called an "earthmover" and over his long career has become a world-wide authority on earthmoving equipment.



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