



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

WINTER 2020

MEL'S METTLE

TRADESHOWS & ROADSHOWS



Attending trade shows has been part of my DNA for a long time. No, I won't tell you how many years, but back when I started traveling to construction expos, a guy by the name of Richard Milhous Nixon was our Commander & Chief, Apollo 12 blasted off to the moon, the Boeing 747 had its first test flight and the populous was jiving to "Aquarius"

by the 5th Dimension and flocking to the silver screen to enjoy "Butch Cassidy & the Sundance Kid".

As much as times have changed, the look and feel of trade shows remains the same. With a lanyard swinging around your neck, you stroll into a large convention hall and see aisle upon aisle, booth upon booth. Maybe you notice a reduced amount of attentive booth girls, but there are still plenty of slick, 4-color brochures to stuff into your complimentary tote bag.

So why do trade shows like World of Concrete and CONEXPO remain popular and well-attended when the world around us is evolving at a jaw-dropping pace? After all, Goggle answers questions for the world 24/7, 365 days a year and networking occurs on-demand and online at LinkedIn. Despite these miraculous advancements, trade shows still offer great marketing opportunities ranging from visibility to credibility.

Trade shows are still about face-to-face interaction. Trade shows are still about relationships. That's why MFC will be exhibiting at both World of Concrete and CONEXPO 2020. MFC believes that trade shows establish a platform for reaching-out to existing clientele, meeting new customers, as well as continuing to build upon the established MFC brand.

Make plans now to visit MFC at the World of Concrete (Booth #N-2155) and CONEXPO (Booth #S-61533) but don't expect a free lanyard or a complimentary tote bag. What you can expect is a friendly greeting and expert information about our complete line of forms, screeds and wheelbarrows for concrete construction.

TRADESHOW TRADITION

Award presented to Harold E. Miller, President of MFC, at CONEXPO '75 in recognition as a Half-Century Exhibitor. MFC first exhibited at the Road Show (now called CONEXPO) in 1926, so CONEXPO 2020 marks the 94th anniversary of exhibiting at this trade show.

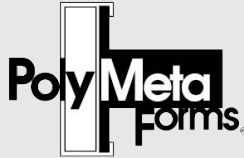




METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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DEALER PROGRAM

As an MFC Dealer, you will receive many benefits designed to help your business. We are committed to our dealers and believe these programs will strengthen this partnership.

MFC has instituted a 3- tier program; Silver, Gold and Platinum. All program requirements are based on products in our published price lists. *Paving, barrier and parapet forms are exempt from these programs.*

PROGRAM BENEFITS

SILVER DEALER

- Silver Dealer Pricing
- Inside Sales Support

GOLD DEALERS

Requirement: A single \$10,000 initial stocking order required. (not cumulative)

- Special Terms
- Sales Lead
- Point of Purchase Display
- Website Dealer Locator

PLATINUM DEALERS

Requirement: A single \$25,000 initial stocking order required. (not cumulative) Includes all benefits of the Gold Dealer Program plus the following;

- Platinum Dealer Pricing
- Personal Sales Support
- Co-Op Advertising Credit
- Dealership Profile
- MFC Apparel
- Platinum Dealer Rebate Credit

- \$50k =1.25%
- \$100k =1.50%
- \$250k =1.75%
- \$500k =2.00%

**Percentage rebates are per dollar increment stated and are not cumulative.*

FREIGHT ALLOWANCE

Freight allowance will be deducted from the total shipping cost on a single eligible order. Remaining freight charges will be applied to the order invoice and due per normal terms.



*All dealer tiers qualify

1/2 Truck Load (24') = \$250.00
Full Truck Load = \$500.00

F. O. B. Milwaukee, WI
PPY/ADD Shipments Only

PRODUCT SPOTLIGHT: Barrier Forms

REBUILDING PALI HIGHWAY IN HAWAII

Hawaiian Route 61 in Hawaii, called Pali Highway, has undergone an ambitious makeover spearheaded by general contractor Goodfellow Bros. The legendary highway is the most important and scenic road on Oahu Island and was a particularly challenging project given the fact that “pali” is the Hawaiian word for “precipice”. The Pali Highway connects Honolulu with the windward side of Oahu and is characterized by steep cliffs, tunnels, extreme grades and hair-raising curves.

The huge \$64 million upgrade included road resurfacing, the installation of 450 LED street lamps as well as the placement of over 17,600 lineal feet of concrete safety barrier. Todd Seki, Project Manager for Goodfellow Bros., had no previous experience with building concrete barriers, so a steep learning curve was needed as Goodfellow prepared to start the project. Added to the complexity of the challenge was that the use of a slipform machine was out of the question due to the many continuous changes in the barrier heights and widths.

Extensive communication between Goodfellow and MFC resulted in the fabrication of a job-specific set of steel forms having the ability to form both 32” and 46” high safety barrier. Each height (32” & 46”) also required the forming of transitions from 9 1/4” top thickness to 54” wide where the light posts were placed. The MFC engineering department produced over 50 drawings detailing all aspects of the forming system including adjustable moment arms, special transition lengths and heights as well as gang stripping/transport setups. A total of 1,000 lineal feet of forms was supplied for the project.



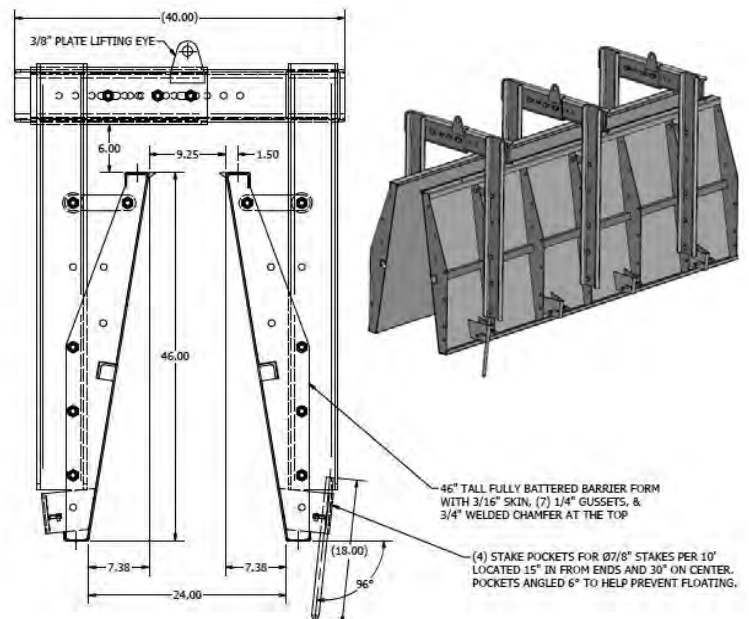
Completed section of center safety barrier on the \$64M Pali Highway Project



Transition forming from 9 1/4” top thickness to 54” wide to accommodate light posts

From the start, Todd Seki felt it was important to simplify the barrier forming process as much as possible. In his words, Todd wanted to “dumb-down” the forming procedures and worked with MFC to untangle potential complications and problems. The joint effort between Goodfellow and MFC was rewarded with actual field production yielding smooth and consistent concrete pours of 200 lineal feet of safety barrier per night.

Goodfellow Bros. is a fourth generation family-owned business with more than 95 years of construction experience. With corporate offices in both Washington and Hawaii, Goodfellow Bros. excels at all types of infrastructure projects. Established in 1909, MFC is also a family owned business and is located in Milwaukee, Wisconsin. MFC specializes in the manufacture and distribution of forms, finishing machines and material handling equipment for the concrete and general construction industry.





Form To Finish™

Metal Forms Corporation
3334 North Booth Street
Milwaukee, WI 53212

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FIRST CLASS MAIL
U.S. POSTAGE
PAID
Milwaukee, WI
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LAS VEGAS CONVENTION CENTER
FEBRUARY 2-7, 2020
Visit us in the **NORTH HALL**
BOOTH: **N2155**
NEW BOOTH LOCATION



LAS VEGAS CONVENTION CENTER
MARCH 10-14, 2020
Visit us in the **SOUTH HALL**
BOOTH: **S61533**

