



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

FALL 2019



MEL'S METTLE



Historically there has been a strong bond between MFC and its dealers. After all, a construction equipment manufacturer cannot survive over 100 years in business without developing good rapport with the dealers representing its products.

Despite this long and impressive record, MFC believes that building and maintaining strong dealer relations is a job that never ends and will always be under construction. On one hand, under construction means that the work is underway. On the other hand, it also means that the work is still in progress.

Come to think of it, "under construction" pretty much sums up MFC's approach to building and maintaining bonds with our dealers: Once started, MFC will not cease in its efforts to improve and strengthen support of the companies representing our products.

DEALER SPOTLIGHT



Contractor's Paving Supply, Inc. (CPSI) was founded on May 1, 2000 by President, Steve Albritton. He had been in the concrete paving supply industry for over 25 years prior to going into business for himself.

CPSI's sales territory extends to a 50 mile radius of the Houston, Texas area. They sell everything related to concrete paving but the concrete itself. Seventy-five percent of their customer base is city and county pavers and twenty-five percent comes from commercial contractors. CPSI's niche market is the city and county pavers that demand on-time delivery and service.

CPSI carries a full line of concrete paving tools, chemicals and accessories. They also have an entire facility dedicated to the manufacturing of redwood expansion joints, inlet boards and steel fabrication. Another core service they offer is the ability to bend and cut rebar to meet contractor and job specifications. CPSI prides itself on customer service which includes having delivery trucks that deliver anywhere in the greater Houston area.

MFC's steel forms and finishing machines have proven to be an excellent and profitable addition to CPSI's core business. Over the years, CPSI has developed a sales & marketing strategy that "packages" MFC forms and Speed Screed® product lines.

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Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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EMPLOYEE PROFILE

Chris Grandt - Dealer Sales Manager



Chris Grandt has been on a mission to build strong working relationships with dealers since joining the MFC sales team almost 3 years ago.

For the most part, Chris has been visiting and working with dealers in the Midwest and the Canadian Provinces of Ontario and Manitoba and now is branching out to forge communications with MFC dealers throughout the entire USA and Canada.

Chris enjoys the opportunities and challenges of developing relationships and understands that working together is a two-way street between MFC and its dealers. With this thought in mind, Chris became the author and architect (along with fellow Dealer Sales Manager, Ryan Timms) of a brand new dealer program. The new dealer incentive was rolled-out in the beginning of 2019 and institutes a 3-tier level of participation: Silver, Gold and Platinum (see details at www.metalforms.com).

Chris arrived at MFC with an extensive and impressive business and public service background. After attending the University of Illinois and earning a degree in finance, Chris first applied his business education with a manufacturing company in the Chicago area. Chris' career then took a different direction when he spent the next 2 ½ years in Ecuador as a Peace Core member where he honed his communication and Spanish-speaking skills. Chris returned to the US when he was awarded a fellowship at the University of Wisconsin/Milwaukee. After earning his graduate degree in urban planning, and before coming aboard at MFC, Chris worked in the area of business and residential development in the NE Milwaukee corridor.

When not traveling in the field or working in the office, Chris can be found playing competitive tennis, reading books or listening to music. Chris is also a huge sports fan with a particular enjoyment of college basketball.

...dealer spotlight continued



A good example of this promotion is Beyer Construction (see Field Report) which has seven crews utilizing this package of concrete paving equipment.

CPSI has earned Platinum Dealer status with a large inventory of forms and screeds. With these products in stock, CPSI has a competitive advantage in quickly addressing the needs and demands of concrete paving contractors in the ever-busy greater Houston marketplace.

CONTRACTORS PAVING SUPPLY, INC.



CPSI is a Platinum Dealer with MFC for the greater Houston area. They stock steel paving forms, curb & gutter forms and concrete finishing vibratory truss screeds. View CPSI's full line of concrete accessories at www.contractorspsi.com

MEL'S MUSINGS

"Good judgment comes from experience, and a lot that comes from bad judgment."



FIELD REPORT

Beyer Construction

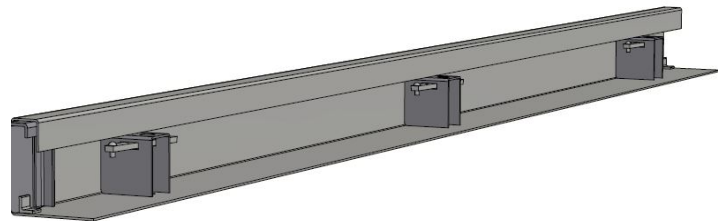
Beyer Construction plays a key role in building the roads and streets needed to support Houston's booming population. Beyer has seven road building crews that utilize the Speed Screed®. Each Beyer crew consists of approximately 25 skilled tradesmen who finish more than 1,200 cubic yards of concrete a week, which equates to over 8,000 cubic yards combined per week, and more than 400,000 cubic yards per year. Talk about impressive! In addition to the screeds MFC and CPSI supply, Beyer also uses MFC Base-line® forms in all paving operations.



The relationship of MFC, CPSI and Beyer Construction illustrates a cooperative effort that leads to unparalleled success at all three levels of manufacturer, supplier and contractor.



Houston Subdivision Paving



Beyer utilizes specialty manufactured Baseline™ Forms which facilitate fast & accurate form setting and stripping.



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Metal Forms Corporation

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Milwaukee, WI 53212

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FAMILY TIES

Koehring & Miller

Members of the Koehring and Miller families recently met to reminisce about the strong ties between MFC and the Koehring Machine Company, once considered the General Motors of the construction equipment industry.

G. H. Miller is the grandfather of CEO Tom Miller and was married to Louise Koehring, sister of Koehring Machine founder, Philip A. Koehring. In the early 1900's, Koehring transformed concrete road building from myth to reality and was instrumental in having G. H. enter the business of steel form manufacturing.



Pictured with CEO Tom Miller, and proudly displaying an old Koehring excavator nameplate, are the grandsons of P. A. Koehring, Phil and John.