



METAL FORMS CORPORATION
SINCE 1909

Mel's Mettle

The Changing Dynamics of Road Building Economics

I was sitting in traffic yesterday, staring at the butt end of a semi with WASH ME written in the dirt on its doors and Yosemite Sam mud flaps waving in the

breeze. I, the truck driver and a hundred or so other people were sitting motionless in a construction zone.

A portable sign board powered by a generator that looked and sounded like it accompanied Admiral Byrd to the South Pole, displayed the helpful message, "EXPECT DELAYS." The sight of orange barrels used to produce thoughts of, "Oh crap!" But now I take them as a positive sign for Metal Forms dealers and users of our products.

Infrastructure around the world is constantly in need of repair, expansion and change. And given the record high price of oil-based products, asphalt is losing its singular market advantage.

So I take road repair in stride and optimistically play the game of "Guess Which Lane is Open." I try not to get angry at the jackass whizzing past to cut in at the last minute, causing everyone else to slam on their brakes. (It's amazing that those testosterone-crazed, self-absorbed weenies don't melt from the hate rays precipitating from the other drivers.)

Back to my point. The durability and longevity of concrete pavement is well documented; it lowers maintenance costs, its "light color" reduces urban-island heat effects and concrete is 100% recyclable which is a major benefit in these "green conscious" times. In terms of safety, concrete pavement resists rutting, minimizes hydroplaning and provides better visibility at night.

As a result of all these things, more and more road agencies and contractors are specifying concrete for road construction. And our dealers are doing a great job of promoting MFC's outstanding and proven line of forms and finishing equipment.

So I view time spent in a construction backup as quality time. Because as they say, "The road to success is always under construction."



Mel

Dealer Profile:

Williams Forms Engineering Corp.

Williams Forms Engineering Corporation was founded in 1937 by Mr. C. I. Williams of Belmont, Michigan. For over 80 years Williams has supplied high quality concrete forming products across the country and around the world. Today Williams is proud to be a leader in the heavy construction and fastener industries.

The company wanted to diversify and, in 1995, Williams opened its Concrete Accessories Division to better serve the needs of their customers in that part of the industry. Michael Bowles Sr., Vice President and Sales Manager and Tony Kasparak, Vice President and General Manager started the Western Concrete Accessories Division in Portland, Oregon and have opened a second location in Bellingham, Washington under the management of Paul Stephens. The Concrete Accessories Division of Williams has developed into a multimillion dollar division of the Williams Corporation.

Both divisions offer products for site work, concrete forming and finishing, masonry, metal structures, thermal and moisture protection, tools and equipment and rental equipment.

"Contractors rarely have long lead times, so it is important that we are able to react quickly," says Bowles. "Because we are a stocking Master Dealer for Metal Forms, we are able to get the product into the contractor's hands immediately. This has also allowed us to open a rental program for MFC's steel forms."

"We attribute our success to our business partners such as Metal Forms. Williams likes to find unique and effective ways to solve problems. This is especially crucial to us because we are a manufacturer as well as a supplier. We are always looking for a better 'mouse trap' and we appreciate companies that think independently and outside of the box."



Form To Finish Technology



MFC consists of four distinct divisions providing a wide variety of products for the concrete construction industry.

Dealers are encouraged to contact us about our products or MFC Standard and Master Dealer Programs.

SALES & MARKETING TEAM

Tom Miller	President temiller@metalforms.com
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Breaking News

A television news crew from Milwaukee got into some hot water over a story about ice over the winter. A CBS news team was working on a story about the safety of snowmobiles on ice when the driver of a news van mistook the Big Muskego Lake for a road. After driving 150 yards out onto the ice-covered waters, the "road" gave way.

The driver was alone in the van and managed to escape unharmed, but the vehicle remained submerged in five feet of icy water for several days.

The station said that given the subject matter of the news crew's story, the irony of the situation was not lost on them.



MFC Employee Profile: Matt Michel



Matt Michel is a Sales & Service Representative at MFC for the Midwestern region and has been with the company for almost two years. He is responsible for providing service to current dealers and calls on prospective dealers within his region.

"The family atmosphere and business values are why I enjoy working at MFC," says Matt. "I also enjoy the travel involved with my position and meeting a wide variety of people throughout the Midwest. The opportunity to get to know the dealers on a personal level is also rewarding."

When traveling for work, Matt enjoys visiting his parents and two brothers who live in Kansas. He also enjoys spending time with his other brother who lives in Madison, Wisconsin. He loves to watch just about any sport, either live or on TV, as well as playing hockey and socializing with his friends.

SLIM-LINE® Forms Speed Paving Project

When M&B Contracting needed to place 460,000 square feet of concrete pavement in a limited time, easy-to-use metal forms helped the company achieve the speed and quality the job required.



M&B Contracting of Waterford, Michigan, is a 20-year old firm that specializes in large concrete paving projects, including commercial and industrial floors. While most of its work is in southeastern Michigan, the company includes five ACI-certified technicians that often handle projects across the state and beyond. Chris Raymond, of M&B, says, "We go in and pour 35,000 to 40,000 square feet a day and we'll usually get a large floor in place ten times faster than other contractors."

Raymond says 4,000 psi concrete was specified for the large paved area, on top of six inches of crushed limestone. He adds that 5,000 psi concrete was used in many areas because of heavier traffic expectations.

M&B ordered 360-6" high x 10' long SLIM-LINE® forms punched with 1" diameter holes on 15" centers. Raymond explains, "As we pour a lane, we put 18-inch long 3/4"-inch smooth dowels into the holes. As the concrete set up enough, we would pull the dowels out to leave a hole. Then when we poured the next section, we greased the dowels to keep them from bonding and put them back into the holes. After we poured the next section, the dowels bonded to it but were free to move in the first section which prevents cracking."



Raymond says the company had used similar forms on other jobs but ordered new forms for this project.

Since the original forms served the company for more than 20 years of heavy use, they expect to get a long and productive life from the new forms as well.

Trade Shows

What Happened in Las Vegas – that Did Not Stay in Las Vegas



Over a dozen MFC employees (including Mel) attended one or both of the big Las Vegas tradeshow.

All survived the rigors of the shows and Las Vegas (some better than others) and returned to Brew Town with the following brief comments:

Brian Pfannes, Sales & Service Representative

"It was great to see so many new faces at WOC this year. I'm cautiously optimistic for new growth in 2008."

Vince Muehlbauer, Sales & Application Specialist

"It was great to have so many quality visitors at our CONEXPO booth."

Tim Fox, Controller

"The crowds seemed a little smaller this year at WOC but the level of buying interest of those who attended was as high as ever."

Dan Block, Sales & Paving Products Manager

"Highway, airport and agriculture construction continue to be strong"

Tom Miller, President

"The optimism on the floor far outweighed the negativism of the press."

Bob Steffen, Sales & Application Specialist

"For infrastructure type contractors, available work will be good to very good. Commercial work will be good and housing will continue to be "off the radar screen."

Tom Bagnall, VP of Purchasing

"It is always good to see all the different products at WOC. It makes you think about how MFC could improve or introduce products to our mix."

Matt Michel, Sales & Service Representative

"The show was so HOT the Monte Carlo started on fire!"

... continued on back

Get Poly Meta Forms® Free!!!

Fill in the blank in the questions below. Then fax your entry to me at 414-964-4503. You'll receive a new MFC baseball cap, simply for entering! AND, all entries are put into the grand prize drawing at the end of the year to win two (2) kits of 4" Poly Meta Forms® (240' with hardware).

Williams' _____ opened in 1995.
 _____ is a Sales & Service Representative for the Midwest region at MFC.

_____ helped M&B Contracting achieve the speed and quality the job required.

At WOC and ConEXPO, Dan Block noticed that _____, _____, and _____ construction continue to be strong.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contest Fax: (414) 964-4503

Trade Shows ... Continued from page 3 ...

Erik Peterson, Chief Engineer

"Advances in technology such as engineered plastics and quick-release fasteners have lead to new innovations in concrete equipment design."

Andy Miller

"Great international contacts and for a good game of beer pony, I recommend O'Shea's."

Mel

"I'm sorry I wasn't able to attend WOC this year. Apparently the 'powers that be' thought paying the freight to get our products to the show was more important than paying my bus fair."

Heard from the Field

"The contract calls for steak, but we're accepting hamburger."

- Drummond E. Kahn, Director of Audit Services, Portland, Oregon

Mr. Kahn made that remark during a discussion in which he noted how roads have been poorly paved and made with low-quality asphalt that might make them crack and crumble faster than they should. The result, he said, could be more frequent repairs, higher taxpayer costs and more construction headaches for drivers.

"Because it's still there."

- Appa, 46-year-old Sherpa guide

On why he scaled Mount Everest for the 17th time.

From the MFC Archives



Paving forms provided by MFC were part of a demonstration of the world's largest mobile-paver - the "Tribatch" - at a 1961 exhibit on the Koehring Company test grounds.

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