

A Publication for MFC Dealers



Repeat Award Winner

For the second year in a row, the Xtra Flex radius forms has been named as one of the Top Products of 2009 by the readers of Concrete Contractor magazine. The radius forms come in standard 10-foot lengths of 4, 6 and 12 inch manufactured of high-density polyethylene to form radii from 36 inches to as small as 9 inches.



On a recent Trip...

to see our Master Dealer Richform in British Columbia; Tom Miller got this shot of owner Brad Bond pushing a Sterling around the halls. Look how 80% of the load is located on the wheel.



Mel's Mettle

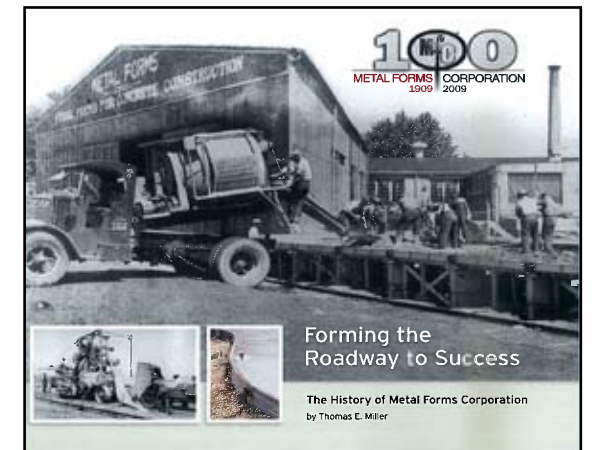
Sitting in my office on the roof of MFC, (they put me up here to plug the leaks) I started thinking about holes and how much waste gets through our government. With all that wasted money we could pave our country's roads, bridges and airports with brand new concrete. This would be great news for MFC since our paving forms are being used on projects generated through the stimulus of 2009. MFC paving forms have an unmatched quality to them that can not be found anywhere else. Contractors prefer using our forms because contractors know our forms are made with the same care as they were a 100 years ago.

This is what separates MFC from everyone else. We have been around for 100 years because we offer the best customer service, quality built products made here in the brew city (the staff being sober the majority of the time), and innovation. New products like xtra flex and product improvements like powder coat finish on Sterling wheelbarrows assure the contractor that he is getting a bang for his buck. The marketing department at MFC is also starting a new "cyber mailing" newsletter. I don't know what it means when they say that our dealers will be able to get their Form to Finish™ newsletter in their inbox. I prefer the hard copy and don't use the computer for the fear of getting a virus. I will feel more comfortable about computers once I get the flu shot.

Mr. Block wanted me to announce the recipients of the Visa gift cards from our dealer survey. The winners are Kelly Hoffman of Headwaters Construction Materials, Dave Jorgenson of Stan Houston Equipment Company and Michael Bowles Sr. of Williams Form Engineering. Thank you to everyone that took the time to fill out the survey and send it back to us.

Don't miss out on your chance to win a couple of Sterling wheelbarrows by filling out the entry form on the inside of this newsletter.

Hot off the Press



What began as a recounting of the company's past for its 100th anniversary in 2009, became a personal discovery of what Metal Forms Corporation was and what it has become. My book contains the facts of the times, uncovered in MFC's archives, industry publications, newspaper articles, legal depositions and many interviews. There are also my personal experiences with Metal Forms along with events relayed by my grandfather and father through my childhood and early adulthood, before my role in the company became what it is today; Owner and President.

The publication is my version of the fascinating 100 year history of Metal Forms Corporation. Please let me know if you would like a personal copy of "Forming the Roadway to Success". The book will be sent free of charge since your interest in our company history will be considered payment in full.



Tom Miller; Owner and President of MFC

FORM TO FINISH™



Mel's Musings
"If a man only has a hammer in his toolkit, then all his problems look like a nail."

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
Milwaukee, WI
PERMIT NO. 1

Form to Finish™
Metal Forms Corporation
3334 North Booth Street
Milwaukee, WI 53212





FORM DIVISION



STAKE DIVISION



PLASTIC DIVISION



MFC Consists of five 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.

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Product Highlight: Poly Meta Forms



Poly used for sidewalks in France

Used to form roundabouts.



Forming car pads with pervious concrete

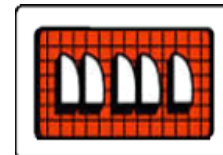
Dealer Profiles

“Thank You”

to our many loyal dealers who have helped build the **100** year success story that Metal Forms Corporation is today. A special thanks to those long-term dealers who helped MFC reach its potential today. A few of those long-term dealers are highlighted below.



Contractors Materials Company, Cincinnati, Ohio, a family business established in 1923, has spent the past 88 years laying the foundation for a strong business with multiple resources. Today, with locations in Ohio and Kentucky, (MMI of Kentucky) CMC & MMI as Master Dealers stock a complete selection of Metal Forms' SPEED SCREED®



screeds, METAFORMS® steel forms and Poly Meta Forms® and have had much success with distribution of these products in their areas. From site work to finish work they offer their customers a complete package of concrete construction related items and customer service.



Butterly Company, Ltd. of Oklahoma City, Oklahoma was founded around 1940 and was primarily a dealer for paving accessories. Today, the company's forte is still paving accessories but they also do rebar fabrication and carry a more extensive line of highway products. Butterly has been an MFC

dealer for about 25 years. Owner Joe Jirasek says it's a mutually beneficial relationship. Being a Master Dealer allows us to provide our customers with a quality product at a great price.



Form Services, Inc., serves the commercial and general contractor in the Greater Baltimore, Maryland area with two warehouse facilities. In

addition, they also have one in Manassas, VA and another operation in Bear, Delaware. Throughout their 44 years in business, they have built a solid reputation in the marketplace and sell just about all of the trades within the construction industry. President Joe Papparotto's goal has been to build a company of integrity that would be able to provide unparalleled service and top of the line products at competitive pricing.



Contractors Paving Supply, Inc. became a Master Dealer in 2002.

Their sales territory extends to a 50 mile radius of the Houston area. They sell everything related to concrete paving but the concrete itself. 75% of their customer base is city and county pavers with the other 25% being commercial contractors. They handle the METAFORMS® flatwork and paving forms and have been particularly successful with the Metal Forms' SPEED SCREED® truss screeds. Steve Albriton, President of CPSI, says the SPEED SCREED® can withstand the harsh Texas environment and the Metal Form's staff continues to provide us with real time technical support!

Enter to win the toughest wheelbarrow in the world

Fill in the blanks. 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 month for two sterling wheelbarrows (One for the store and One for you).

_____ has won the Top Products Award two years in a row

Forming the _____ to Success is Tom Miller's MFC history book

Contractors Paving Supply became a Master Dealer in _____.

Poly forms were recently used in what country? _____.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____