



Manufactured By:



METAL FORMS CORPORATION
SINCE 1909

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FEATURES & BENEFITS



BUILT TOUGH
FROM THE BOTTOM UP™

RUGGED, DOUBLE LAPPED STEEL TRAY



EMBEDDED 5/16" ROD

Continuous reinforcement under top rim.

DOUBLE LAPPED & WELDED

2X Stronger than thinner stamped (drawn) trays.



HEAVY-DUTY 16 GA. STEEL

20% thicker than industry standard.

POWDER COAT FINISH

Long lasting protective shell.

LARGE CAPACITY

Work smarter and faster: Move more material per trip* with the extra large Sterling Model 700 Wheelbarrow.

**versus industry standard*



SAVE ONE TRIP EVERY SIX LOADS!



SUPERIOR TRAY SUPPORT

WELDED, 1-PIECE LEG UNIT

Provides solid, reinforced and long lasting stability.

No comparison to industry standard, multi-piece leg units. No loose bolts.

U-CHANNEL LEG UNIT KEY SEATED TO ROUTED HARDWOOD HANDLES

Assures secured and seamless joints.

Prevents untimely repairs caused by slack and loose connections.

**BUILT TOUGH
FROM THE BOTTOM UP™**



WHEELS FOR HEAVY HAULING

STERLING
CONCRETE & MASONRY WHEELBARROWS



FLAT-FREE/POLY U®

Prevents job site punctures while transporting up to 700 lb. loads.

HEAVY-DUTY WHEEL GUARD

Extra thick (1/4") protection.

HEAVY-DUTY AXLE BRACKET

So strong, often used as a replacement part on competitive wheelbarrows.

4-PLY PNEUMATIC TIRES

(500 lbs.)

KNOBBY TIRE

DUAL WHEEL

POLY TUB

(6 cu. ft. and 8 cu. ft.)

ROLLER SUPPORT UNIT





BALANCED TRANSPORT

FORWARD POSITIONING:

Sterling Wheelbarrows feature special deep, narrow tray design, plus a far forward position on the undercarriage for easier lifting and better balance.



CARRY **HEAVIER**
LOADS WITH
LESS EFFORT

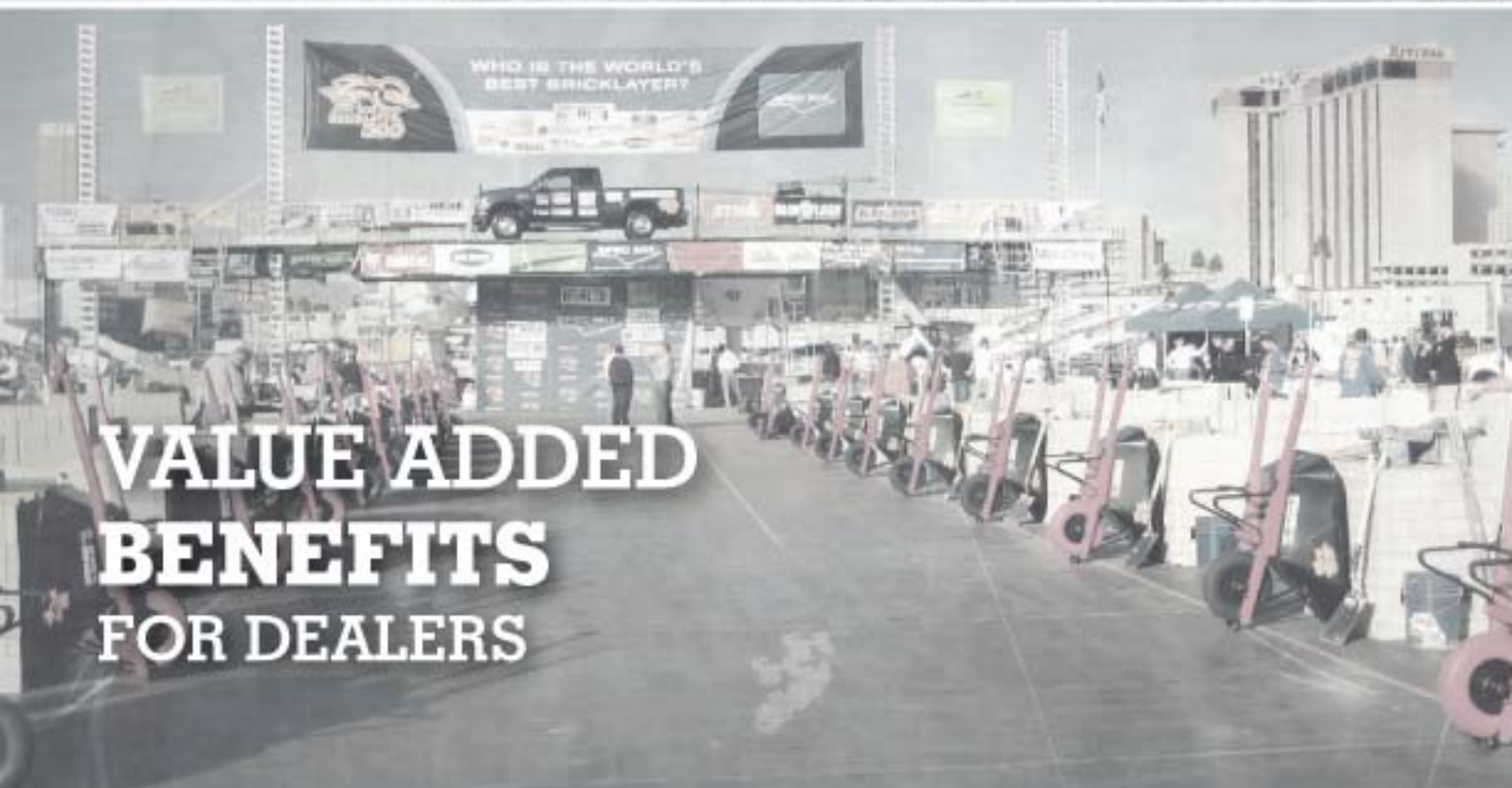
PERFECT BALANCE

Engineered to balance 80% of the load at the wheel— only 20% at the handle.

WHY REPRESENT STERLING?



STERLINGTM
CONCRETE & MASONRY WHEELBARROWS



VALUE ADDED
BENEFITS
FOR DEALERS

GO TO MARKET WITH A TOP-NOTCH PRODUCT & BRAND



"HIGH QUALITY PRODUCT"

—JEFF AMBROSIUS, PRESIDENT
AMBROSIUS CONCRETE
SUPPLY,
DE PERE, WI

TOP-OF-THE-LINE

When it comes to wheelbarrow strength and durability, there is no equal to a Sterling.

Representing Sterling means handling the very best wheelbarrow money can buy— an option customers will appreciate.

RESPECTED, TIME-HONORED BRANDS

The winning combination of Sterling and Metal Forms represents over 200 years of excellence in the field of construction equipment manufacturing.

"IN CHICAGO, STERLING IS THE
PREMIER WHEELBARROW BRAND.
ITS QUALITY AND REPUTATION
IS WELL KNOWN."

—MIKE HAMILTON, GENERAL MANAGER
O'LEARY'S CONTRACTORS EQUIPMENT
CHICAGO, IL

"I'VE BEEN SELLING
STERLING WHEEL-
BARROWS SINCE
1976. THERE ARE
NO SUBSTITUTIONS
FOR THE BEST!
THE CHOICE OF
THE PROFESSIONAL
CONTRACTOR."

—CURT WHITMIRE, PRESIDENT
TWIN CITY SUPPLY, INC.
LOVES PARK, IL



METAL FORMS CORPORATION
SINCE 1909



GO TO MARKET WITH A TOP-NOTCH PRODUCT & BRAND



NOT SOLD IN BIG BOXES

Set your dealership apart by representing a wheelbarrow brand not available at national or regional big box outlets. Sterling is only available at independent and knowledgeable construction supply houses.

**"WE LIKE TO SELL DURABLE,
QUALITY PRODUCTS NOT
OFFERED BY BIG BOXES
AND STERLING FITS THE BILL."**

—MATT THOMPSON, INSIDE SALES
MATHIS-KELLY CONSTRUCTION SUPPLY,
MORTON, IL

MADE IN AMERICA'S HEARTLAND

Not only are all Sterling Wheelbarrows made in the USA, they continue the tradition of being privately manufactured in Milwaukee, Wisconsin for over 100 years.



**"WE HAVE BEEN A
STERLING DISTRIBUTOR
FOR OVER 17 YEARS.
IT'S GREAT TO HAVE A LONG
LASTING USA MADE PRODUCT"**

—LEN MAJERNIK, VICE PRESIDENT
NATIONWIDE INDUSTRIAL SUPPLY, INC.,
YOUNGSTOWN, OH

TARGET MARKETPLACES



"STERLING IS THE ONLY WHEELBARROW ON THE MARKET THAT IS HEAVY-DUTY AND HOLDS UP UNDER RUGGED USE."

—ERV BULTJE, PURCHASING
STAN HOUSTON
EQUIPMENT COMPANY,
SIOUX FALLS, SD

BUILT FOR CONCRETE & MASONRY CONTRACTORS

Sterling wheelbarrows are built for the rough and tough world of concrete and masonry construction. Sterling's durability and large capacity makes it the leading choice for contractors performing heavy hauling day after day.

"WE BELIEVE IN RENTING AND SELLING QUALITY EQUIPMENT THAT HOLDS UP TO THE DEMANDS OF THE CONSTRUCTION INDUSTRY AND STERLING MEETS THESE NEEDS."

—GREG MILLER, PURCHASING
ART'S RENTAL EQUIPMENT,
NEWPORT, KY



RENTAL TOUGH

Because Sterling is built better to last longer, it is the wheelbarrow of choice for rental fleets.



"THE ONLY WHEELBARROW THAT STANDS UP TO CONSTRUCTION USE. OUR CUSTOMERS DEMAND TOUGH EQUIPMENT AND STERLING STANDS UP TO ROUGH USE."

—RONALD ZERR, TOOL BUYER, RIO GRANDE COMPANY,
DENVER, CO





DIRECT PARTNERSHIP— NO MIDDLEMEN

“STERLING’S QUALITY IS SUPERB, THEIR CUSTOMER SERVICE IS EXCELLENT AND WE ARE VERY PLEASED WITH THE NEW AND IMPROVED STERLING PARTS PACKAGING AND LABELING.”

—PHIL THOMASEN, INVENTORY CONTROL MANAGER
LINCOLN CONTRACTORS SUPPLY, INC.,
MILWAUKEE, WI

“STERLING WHEELBARROWS HAVE WITHSTOOD THE TEST OF TIME... AVAILABILITY OF PARTS MAKES REPAIRS EFFORTLESS. THE WHEELBARROW SELLS ITSELF.”

—AL ORI, GENERAL MANAGER,
MENOMI & MOCOGNI, INC.,
HIGHLAND PARK, IL

DEALER RECOGNITION

All distributors stocking Sterling Wheelbarrows are featured on the Metal Forms Corporation website's Dealer Locator with a direct link to the dealer's website.

BUY DIRECT

There are no sales reps or agents to confuse or disrupt communication and reduce profit.

Go direct to the source— we are here to serve you.



ALL PARTS IN STOCK

Unlike many competitive brands, Sterling Wheelbarrow models and all parts are in stock in our Milwaukee, WI factory for immediate shipment.

[Home](#) [Products](#) [Newsroom](#) [Sales & Support](#) [Dealer Locator](#) [Public Works](#)

Dealer Locator

LOCATE A DEALER
NEAR ME
[Input field] [Find]
enter zip code above



STERLING SHINES AT THE BOTTOM LINE



BETTER MARGINS / MORE PROFIT

In the world of wheelbarrows, you truly "get what you pay for". It's a fact that most successful contractors will pay more for the best wheelbarrow because they know it will last.

With the market flooded by low-cost, poorly constructed import models, Sterling represents a refreshing, durable option.

Simply stated, dealers make more bottom line profit by selling Sterling wheelbarrows over discount competitors.

**" WE OFTEN
PROMOTE **STERLING**
BY USING THE "TRY
BEFORE YOU BUY"
APPROACH. WE'VE
**NEVER HAD A
STERLING RETURNED
UNPURCHASED.****

—TOM VERZANI, BRANCH MGR.,
CARROLL DISTRIBUTING,

STOIX CITY, SD



**" WE BELIEVE **STERLING WHEELBARROWS ARE THE BEST
ON THE MARKET. OUR CUSTOMERS ARE WILLING TO PAY
MORE FOR A **STERLING** SINCE THEY ARE VERY SATISFIED
WITH HOW WELL THEY HOLD UP TO HEAVY USE."****

—ROBERT JAGER, PRESIDENT, TOOL TIME RENTAL, INC.,

KALAMAZOO, MI

