

A Quarterly Publication for MFC


**METAL FORMS CORPORATION**  
 SINCE 1909

## Mel's Mettle



Mel

As a representative of Metal Forms I'm constantly on the road. Unfortunately, my choice of cars makes road trips a real chal-

lenge. I've lowered my standards to the point where I'd simply like to find a vehicle that will last as long as the professional basketball season.

My current vehicle is no exception. The only part of the car that doesn't make noise is the horn. I don't even lock it any more. Instead, I just leave the repair bills on the dashboard.

And to make traveling even more challenging, there seems to be road construction everywhere. I guess that shouldn't surprise me. Earlier this year, our country spent an all-time record of \$5.4 billion on transportation projects in a single month.

The biggest growth areas are highways, up 18% and airports, up 26%. MFC products are proven favorites in both of those markets. In fact, we provide forms and finishers for highway, airport and related paving projects throughout the world. So if these markets continue on

the predicted upward trend, dealer sales of MFC forms and finishing machines should easily enjoy double digit increases this year.

Other good news was the extension of the federal-aid highway program to allow more time to complete work on TEA-21 reauthorization. Once the reauthorization bill is passed, construction projects should increase even more.

Great. More construction. I know that it's good for dealer sales of MFC products. But more road construction means that I'm going to be running into even more detours this summer than I did last summer.

I remember being detoured last year and ending up in Coeur d'Alene, Idaho. I wasn't sure how to pronounce the town's name so I stopped in a restaurant and asked the kid behind the counter, "Where am I?" He said, "Burger King."

So I got back into my car intending to leave Coeur d'Alene. But as usual, my car wouldn't start. In fact, the starter wouldn't start. The generator wouldn't gen. And the pistons wouldn't ... work.

I ended up buying another vehicle in Coeur d'Alene. In fact, for me it's the perfect second car ... a tow truck.

## Speed Screed® "Climbs Half-Way To The Stars"



*Metal Forms built a customized Speed Screed® for the Bay Bridge.*

Some people leave their hearts in San Francisco. MFC left one very special Speed Screed®.

The landmark San Francisco - Oakland Bay Bridge is undergoing a transformation. A new East Span of the bridge is being constructed, and when completed, the magnificent structure will provide a safer and more aesthetic trip across the Bay.

KFM (Kiewit/FCI/Manson) realized early on that pouring concrete 30 stories in the air presented a unique set of challenges. A screed must have the rigidity to finish up to 60' wide, yet have the flexibility to maneuver in and around a multitude of obstruction high above the bay. KFM worked with MFC and their dealer, Level Construction Supply, to see if they could supply a screed that could meet the unusual demands of the job site.

Metal Forms accepted the challenge by modifying the design of their Heavy Duty Speed Screed® to include extra lifting devices and customized end frames. Each end frame can be independently adjusted both horizontally and vertically to allow the screed to travel over and/or around obstacles.

"We welcomed the opportunity to demonstrate our ability to customize equipment to meet a project's special needs," said Tom Miller, President of MFC. "Our design engineer and production manager did a great job of making sure our product met the customer's expectations."

For more information about the Bay Bridge Project or to view additional pictures, go to:

[www.newbaybridge.org/photo\\_galleries/skyway3/index.html](http://www.newbaybridge.org/photo_galleries/skyway3/index.html).

## Richform's Sales Staff Sets Them Apart

Richform Construction Supply Co. Ltd. is a complete concrete supply house located in Coquitlam, British Columbia, Canada with a loyal customer base of contractors and applicators. The distributorship carries a full line of concrete accessories, including MFC's Poly Meta Forms®, steel forms and screeds. In addition to traditional sales, Richform also generates profits by offering a complete rental fleet of forming products.

Over the years, Richform has expanded both in size and in product offerings. The company has significantly enhanced its product lines over the past five years which has helped



gain market share and enabled their salespeople to be more versatile by offering a full scope of products rather than a few select items. Richform also carries a substantial inventory to ensure fast response to customer needs, which has become a marketable competitive advantage.

"If a customer calls up and requests a product, we find a way to get the product to the customer that day, if possible," says Craig Schoen, Product Manager at Richform. "We can do this because of the support of suppliers like Metal Forms. They understand the urgency of certain situations. Being a Metal Forms Master Dealer ensures that we have the items we need in stock for quick delivery."

"To keep customers aware of our products and services, we have an in-house marketing program," Schoen adds. "The program is a

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combination of mailers, a large outside sales force, and inside sales people who make cold-calls that generate leads."

The Metal Forms Master Dealer positions itself ahead of competitors through a commitment of superior service and experienced, technical sales people. "Our service is second to none," says Schoen. "Richform sales people go through extensive training and are certified in a variety of product lines.

"Metal Forms has a very high-end product line," Schoen continues. "In the seven years I've been with the company, we haven't had a single complaint about product quality or delivery. That is why Richform has been selling Metal Forms products since the early 1980's."

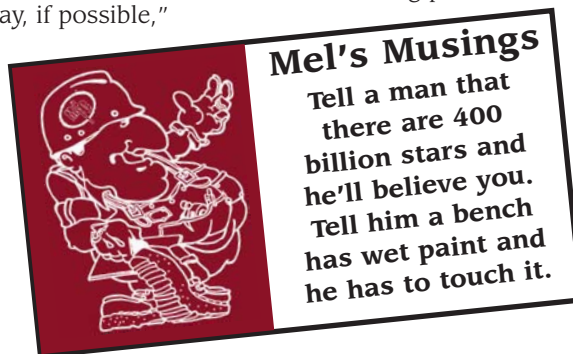
## Use "Event Marketing" to Boost Your Sales

According to a recent survey, event marketing provides a greater return on investment (ROI) than advertising, sales promotion, public relations and Internet advertising.

Event marketing, like holding an open house, product demonstration, or sponsoring industry/product-related seminars, typically has three main objectives:

- Generating sales,
- Building strong customer bonds/connections, and
- Generating product awareness.

When used correctly, event marketing can be one of the most effective and least expensive ways to educate and train customers/prospects and generate additional sales. At the same time, you'll be establishing your dealership and your staff as knowledgeable resources.



## Event Marketing In Action

Andy Gryske – Sales & Service Representative at Metal Forms, recently demonstrated MFC's Poly Meta Forms® to a group at the Decorative Concrete Council's (DCC) annual spring seminar in Columbia, South Carolina. Contractors, manufacturers and suppliers from around the country attend this event.

"The conference gave me an opportunity to talk with some of the best decorative concrete contractors in the country and receive feedback about our products," said Gryske. "It also provided me with an opportunity to learn what contractors are looking for, as decorative work becomes more popular."

Gryske adds, "The Poly Meta Forms® demo was one of the highlights of the session. The product was well received."

The Metal Forms staff is always willing to demonstrate any of their products for dealers and their customers. If you are interested in hosting a product demonstration, contact Metal Forms for more information.



Andy Gryske – Sales & Service Representative at Metal Forms demonstrates MFC's Poly Meta Forms®