

Form To Finish Technology



FORM DIVISION



STAKE DIVISION

POLY PRODUCTS.

PLASTIC DIVISION



EQUIPMENT DIVISION

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

- | | |
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CPSI... continued from front

their screeds. After polling our customers and listening to their concerns, we purchased our first Speed Screed Cruiser in May of 2002.

"Initially, our customers requested some improvements to the screeds and Metal Forms listened ... beefing them up and making modifications to help the products better withstand the harsh Texas environment. Metal Forms continues to provide us with real time technical support.



An MFC screed paves a new road in Texas.

CPSI became a Master Dealer with their first MFC order. Being a Master Dealer allows CPSI to remain competitive in the Houston area. They carry MFC's MIGHTY LITE®, CRUISER™ and HEAVY DUTY™ paving screeds and METAFORMS® paving forms. MFC's screeds have been particularly successful with CPSI's customers.

"We have found the best way to sell Metal Forms screeds is by demonstrating them," says Albritton. "We have a store room display where we can show our customers how to use them. Word of mouth has also helped us. Once our customers buy a Metal Forms screed, they tell other people how much they like it and send them our way."



Mel's Musings

**Don't talk unless
you can improve
the silence.**

Why Do We Need Concrete Pavements?

The gigantic Airbus 380, which weighs 1.2 million pounds when fully loaded, is the latest in aircraft manufacturers' quest to carry more passengers and heavier payloads. As the trend continues, so does the need for concrete pavement airfields since they are the only type that can support this size aircraft.



According to NBC's Today Show travel editor, Peter Greenburg, Los Angeles is spending more than \$300 million dollars to move one of its runways to accommodate the giant plane!

The Hidden Market

A public works crew in LA uses MFC products to form and finish a new pedestrian/bike path.



End users of MFC products range from small concrete contractors placing patios and walks to large, multi-national consortiums building highways and airports.

The majority of companies utilizing our forms and finishers are contractors, so it's easy to forget about the concrete work performed by public work crews. Our records show that every U.S. State and every Canadian Province has municipalities using MFC products for building and repairing sidewalks, curbs and pavements.

For example, when paving a new 4,000 foot concrete bike and pedestrian path, the City of Los Angeles reduced both time and costs by using MFC's reusable Base Line™ forms and a Speed Screed® Cruiser™ vibrating truss screed to simplify finishing.

Prior to this project, the Bureau used wood forms which have limited reuses and are difficult to clean. Construction Estimator Glenn Hoke figures that the city saved enough money by using the Metal Forms products on this job to purchase the company's Poly Meta Forms® for use on their extensive sidewalk repair programs.

Public works business is good business. Cities and counties performing concrete work have a need for forms and finishers, their credit is seldom a problem and repeat business is almost guaranteed. By sending your sales staff to call on public works departments, you could create a lucrative niche for your dealership.

MFC Employee Profile: Bob Steffen

Bob Steffen is one of Metal Form's Sales & Application Specialists. He has been with MFC for over 36 years. During high school and college, Bob worked as summer help in manufacturing. He was training to become an Assistant Foreman when he was offered a position in the office. He has worn most of the "hats" dealing with sales and administration, including customer service, establishing dealers, quoting contractors and generally solving problems that arise.



As a Sales & Application Specialist, Bob is responsible for assisting dealers in selling MFC products, setting up new dealers, helping anybody that calls in need of pricing or application information for MFC products and making sure product gets ordered and processed correctly and gets out the door in a quick and timely manner.

"I appreciate the opportunity to develop many nice relationships with our dealers over the years," said Bob. "Even though I may have never met them face-to-face, I still consider them friends. I also appreciate the family atmosphere at MFC. Because of the nature of my job, I need answers quickly and I like that I can talk to the person that can give me the answers directly. The open communication also allows me to provide our customers with accurate turnaround time and solve problems efficiently."

Bob has two children, both with Cystic Fibrosis. Unfortunately, his daughter lost her fight with the disease. However, his son Greg received a double lung transplant about two and a half years ago when he was 29 and is doing well. Bob considers this a "major miracle." When he isn't at MFC, Bob enjoys spending time outdoors biking, hiking and playing golf "more for the beauty of the course than something I'm good at" he said.

It's So Easy...Why Not Enter?!?

Match the names on the left with the descriptions on the right by drawing a line to the correct answer. 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).

Hidden Market Sales & Application Specialist

Bob Steffen MIP Award Winner

Steve Albritton Public Works

XTRA FLEX™ President of CPSI

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contest Fax: (414) 964-4503

MFC's New XTRA FLEX™ Radius Forms Win MIP Award

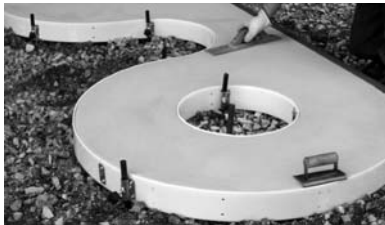


MFC's new XTRA FLEX™ Radius Forms were chosen as one of the "Most Innovative Products" introduced at the 2007 World of Concrete! The XTRA FLEX™ forms were the Experts Choice in the Formwork Category.

Winners of the MIP awards are chosen because their products have helped to improve the concrete and masonry industry by making it more efficient, safer, most aesthetic and/or more technologically advanced.

XTRA FLEX™ Radius Forms are a breakthrough concrete forming system, designated to easily shape extra tight radii (down to 6"!)

for walkways, patios, curbs and decorative flatwork. With a life of over 100 reuses, the system offers a long-lasting alternative to forming small radiuses with less durable and labor-intensive Masonite®, plywood or bender board.



From the MFC Archives



This 1931 photo shows Marchese Bros. Construction using Metal Forms forms to pave Good Hope Road in Milwaukee, WI. Even then we were known for the quality of our concrete paving forms.

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