



METAL FORMS CORPORATION  
SINCE 1909

# Darragh



Darragh was founded in 1906, starting out by supplying cement in wooden kegs to the Arkansas State Capital building, offering public warehousing, construction materials, and grain holdings. Much of the focus in the 20th century was on the agriculture industry by providing supplies and equipment to family farms.

In the 1990's, Darragh shifted focus from agriculture to construction with the emphasis on providing equipment and supplies to major construction projects. The concentration on construction continues today and now includes operations spanning 17 locations.

Although Darragh and MFC were both founded over 100 years ago, the history of business between the companies only started



a few years ago. At that time, MFC had very limited sales in the Arkansas trade area; however, market studies indicated that the territory could produce significant volume with the right representation. The market studies also indicated that Darragh was the "dealer of choice" in the region for concrete forming products.

With the market studies in hand, MFC approached Darragh about representing MFC's complete line of forms for concrete construction.



Advertising Template

With the commitment from MFC to provide the highest level of customer service, Darragh began stocking a modest amount of both steel forms (Slim-Line®) and poly forms (Poly Meta Forms®) in

5 locations; Little Rock, AR; Lowell, AR (Wal-Marts home-base); Memphis, TN; Birmingham, AL and Springfield, MO.

Onsite training at each location armed the Darragh sales team with the many advantages of MFC's forming systems. MFC also supplied each branch with P.O.P. displays along with an advertising/promotional "template" for distribution to potential concrete contractor customers.

As more Darragh outlets become familiar with the MFC product line, the plan is to expand sales throughout the entire distribution system.



Sales Associates Jay & Erma at P.O.P. Display

It took more than a century for Darragh and MFC to begin business together, but early indications point to a very bright and long-lasting partnership. Both Darragh and MFC have been in business for a long time (Darragh, 117 years / MFC 114 years) and share the common goal of always meeting or exceeding customer expectations.

