Faithful readers of the newsletter may recall that the Winter/2017 edition featured LeRoy the Robot. The reliable and versatile namesake robot earned its name from LeRoy Miller who worked at MFC for 49 years beginning in 1946. At the age of 16, while still attending high school, LeRoy was hired for odd jobs, eventually learned every operation in the shop and retired as Plant Manager.

Jim Helfrich had a profound 36 years influence on outside sales for MFC and it all began in 1967 with a sister company of MFC by the name of Curbmaster of America. Jim excelled at concrete paving machine sales at Curbmaster and was instrumental in the eventual transfer of equipment (screed) manufacturing to MFC. Jim began management of outside sales for MFC in 1971 and helped establish the Speed Screed Heavy-Duty® machine as the premier finisher for large concrete paving projects.

Machines that move the earth are a necessity on most construction sites and thus my enjoyment of a book exploring the development of excavating equipment: BRITISH OPENCAST COAL – A Photographic History (1942-1985). This well written book gives a fascinating pictorial account of mechanized surface coal excavation (“opencast” coal mining) which began in Britain in 1941 as a WW II measure.

This recommended read was authored by Keith Haddock. In this era of of “full disclosure and honesty”, I must admit that Keith is a friend of mine who contributed to my MFC history book. Although Keith is a registered engineer, he prefers to be called an “earthmover” and over his long career has become a world-wide authority on earthmoving equipment.
During the past year, the exterior of the MFC facility underwent a complete transformation: brand new windows, doors and lighting now blend-in with an earth tone color scheme. The new look is accented by creative and rustic artwork and trellises courtesy of Justin Daul (Chief Engineer). The entire project, coordinated by new employee Chris Grandt (Dealer Account Manager), is capped-off with updated MFC logos and signage above the main Booth Street entrance as well as above the shipping/receiving area.

With a fresh façade on the outside and a new state-of-the-art robotic cell on the inside, MFC is definitely not letting old age slow it down.

Coleman Materials has partnered with Metal Forms Corporation for 16 years and is proud of the positive association between the two companies.

Las Vegas Convention Center Las Vegas, NV

Exhibits: January 23-26, 2018
Seminars: January 22-26, 2018
METAL FORMS BOOTH: S12038

Metal Forms Corporation Undergoes A Facelift!

Even though MFC is celebrating its 109th birthday in 2018, there is ample evidence of change and progression here at our home base in Milwaukee, Wisconsin.

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Metal Forms Corporation Before facelift

Metal Forms Corporation - 2017
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Metal Forms Corporation Before facelift

Shipping & Receiving Dock Before / After

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In Memory
The success of MFC over the years is due in large part to dedicated and loyal employees. This fact came into clear focus as we fondly remember the long-term service of two key employees who recently passed away: LeRoy Miller and Jim Helfrich.

Jim Helfrich had a profound 36 years influence on outside sales for MFC and it all began in 1967 with a sister company of MFC by the name of Curbmaster of America. Jim excelled at concrete paving machine sales at Curbmaster and was instrumental in the eventual transfer of equipment (screed) manufacturing to MFC. Jim began management of outside sales for MFC in 1971 and helped establish the Speed Screed Heavy-Duty® machine as the premier finisher for large concrete paving projects.

DEALER SPOTLIGHT
Coleman Materials - Wichita, KS
There is little doubt that “What You See Is What You Get” with Ron Coleman and Wichita, Kansas based Coleman Materials. Case in point is the “About Us” website page which begins with #1 (You Don’t Care About Us) followed by #2 (We Know That). The webpage goes on to emphasize that Coleman Materials is dedicated to providing contractors with the materials/products they need, when they need them, with no excuses and at money-making prices.

Per Ron Coleman: “We buy materials, we sell materials at fair margins, and we reorder materials all the while adding value for the customer.”

MEL'S MUSING
Normally this section of the newsletter is limited to one-liners like: “If you can’t convince them, confuse them.” In this issue, however, my musing will be a short book review.

Believing that the majority of our readers are involved in the construction industry, I assume most of you marvel at the magnificent machines that have been developed for paving roads, building bridges and retrieving our natural resources. At the heart of all this machinery is earthmoving equipment.

Machines that move the earth are a necessity on most construction sites and thus my enjoyment of a book exploring the development of excavating equipment: BRITISH OPENCAST COAL – A Photographic History (1942-1985). This well written book gives a fascinating pictorial account of mechanized surface coal excavation (“opencast” coal mining) which began in Britain in 1941 as a WW II measure.

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