

MEL'S METTLE



A BETTER MOUSETRAP

It's definitely a challenge to take on a competitor that has been around for a long time with unmatched name recognition. Not only is this competition very well-known and recognized, but it has a low initial cost. On top of all that, it is readily available in the marketplace.

The name of the competitor? In one word: WOOD. More specifically, wood that is used to form all types of concrete flatwork including sidewalks, pathways, driveways and patios. Yup, wood forms are the most basic, popular and oldest type of form for concrete slabs on grade. No arguing the fact that 2x4's and 2x6's perform the task of holding wet concrete in place until it hardens.

Although wood can function as a flatwork form, it's a stretch to consider it a true concrete forming system. No matter what the material, good quality flatwork forms should be easy to set & strip, resist warping and moisture, provide tight joints as well as surviving the test of time with many, many reuses. Wood fails the concrete forming test on every front and thus the reason MFC pioneered "A Better Mousetrap" by the name of Poly Meta Forms®.

MFC recognized the market demand for a lightweight forming system that would outperform wood on concrete flatwork projects. Well. Poly Meta Forms® does just that:

- Sets and strips in half the time
- Does not warp, splinter or absorb moisture
- Tight joints (eliminates "toe-nailing")
- Uniforms 4" and 6" heights
- 150 to 200 reuses verses 3-5 uses



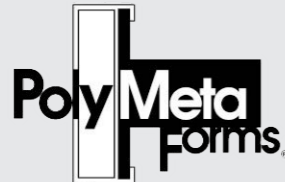
Wood is still our chief competitor, but MFC has a better and faster way to form concrete on grade. But don't take our word for it, check out the following jobsite evidence on how Poly Meta Forms® outperforms wood in the field.



METAL FORMS CORPORATION
SINCE 1909



Steel Forms



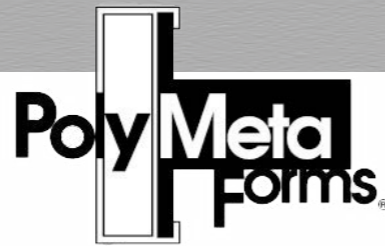
Plastic Forms



Concrete Finishers

Tom Miller	Chief Executive Officer temiller@metalforms.com
Dan Block	President dblock@metalforms.com
Matt Michel	Executive Vice President mlmichel@metalforms.com
Tim Fox	Senior Advisor tfox@metalforms.com
Lynn Kuykendall	VP Communications - DX lynnk@metalforms.com
Chris Grandt	VP Dealer Sales cgrandt@metalforms.com
Jason Jick	VP Purchasing & Dealer Sales jjick@metalforms.com
Alex Topczewski	Dealer Sales Manager alex@metalforms.com

3334 NORTH BOOTH STREET - MILWAUKEE, WISCONSIN 53212
U.S.A. Phone: 414-964-4550
Email: info@metalforms.com / Web: www.metalforms.com



Quality Enterprises (QE) is a leading construction firm that focuses on major civil, building and specialized construction with offices in Florida, Virginia, South Carolina and Texas. QE offers complete Design-Build capabilities and self-preforms over 90% of each project.

"Prior to purchasing Poly Meta Forms®, we just formed sidewalks with lumber." He stated "We were spending so much money on lumber that we decided to search for a more efficient system, and that's when we found out about MFC online and reached out." - Howard Murrell III

Not only are they now saving money reusing Poly Meta Forms® from job to job, they realized some surprise benefits as well; much easier to set-up and strip, meaning less time and labor for each pour, much easier to drive pins below the top tread rather than working with wood and nails.

"It makes it easy to screed not having to work around pins sticking up." - Howard Murell III



FIELD REPORTS

Photos and videos of Poly Meta Forms® in action in the field come from a myriad of sources throughout the US, Canada and beyond. Yes, a strong group of end users are contractors specializing in residential and decorative concrete, but there is a wide range of users beyond that including general contractors, site developers, road builders and public works agencies.

Although the contractor and public works agencies using poly are a diverse group, there is one common trait that ties them together: the discovery that Poly Meta Forms® is "hands down" a better method of forming concrete than using 2x4's and 2x6's.

Residential:

- Decorative
- Patios
- Driveways



Commercial:

- Curb & Gutter



Public Works:

- Sidewalks
- Pathways



Ed Bell Construction Company (EBCC) is a diversified road builder specializing in concrete paving.

EBCC has worked for almost every municipality in the DFW (Dallas/Ft Worth) Metroplex and has been doing this type of work for over 60 years.

"As Ed Bell Construction has moved into more flatwork concrete and landscaping scopes, the need for more versatile forming systems to accommodate the meandering nature of sidewalks and trails, as well as more curves in these roads, was becoming apparent. Traditional metal and lumber forms were not able to keep up with production requirements or adjusted to fit these conditions. Our purchase of the Poly Meta Forms® System was essential to constructing these scopes successfully. Not only were these forms easier to set than traditional forms, but they also required less labor to handle. Our finished product also required less touch up work as well. These forms have become an integral part of our forming toolbox to the point we are using them in even areas with straight sections of forming due to their ease of use. We will be purchasing more of them as we continue our growth in this sector."
- Phillippe Falkner, Safety Director, Project Management, and Business Services Specialist

Creative Concepts Contractors (CCC) is a family owned business with over 50 years experience in concrete construction. CCC has a fully certified ACI (American Concrete Institute) staff and specializes in stamped and decorative concrete, outdoor living areas, landscaping, pavers and masonry.

"At least 15 years using them. Just hated constantly going to buy lumber, or dealing with keeping lumber from twisting/keeping boards from warping. Easy to use system and easy for our guys to adjust heights fast. Love the transition from using straight and into a flex form without having to adjust from a 2x4 to 3/4" pvc." - Ryan andlais, Owner

continued on back...



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...field reports continued



The City of Greenfield has been using MFC's Poly Meta Forms® purchased through Lincoln Contractors Supply for roughly 20 years now. The Flexible Poly Meta Forms® are used for all radius work while traditional steel Slim-Line™ Forms are their "go to" for straight.

"One thing I really like about Poly Meta is how much easier they are to clean up than lumber." - Michael Dermody, Working Foreman They spray the forms with form release, and even their older Poly Meta Forms® are in great shape.

Before using Poly Meta Forms®, they used 1Xs for the radius sidewalk work which is the majority of their work load. They would score the back of the lumber with a circular saw which was a pain *and a lot of time*. *"Forming with Poly Meta is much easier and faster."* - Michael Dermody, Working Foreman

