

Dealer Testimonials

"The biggest benefit we receive from MFC is support, from products and engineering, to national advertising and marketing. In this day of acquisitions, big box stores and large consolidation, there's still a need for the private distributor who has relationships with both customers and manufacturers; who sells features and benefits not just price. MFC helps us do just that."

Bruce Logan, President
Logan Contractors Supply, Inc.
Des Moines, Iowa

"We try to provide our customers with all the resources they need to do their jobs efficiently and safely. It is the support of our vendors like Metal Forms that allows us to achieve that goal."

Jim Mendoza, Purchasing Manager
Brock White Company, LLC
St. Paul, Minnesota

"Barnsco has sold MFC forms and screeds for over 15 years. We also rent because the "try and buy" theory really works with their products. In fact, we started with a market that had never seen a Speed Screed® and now it is the screed of choice in our area."

Jeff Barnes, President
Barnsco, Inc.
Dallas, Texas

"As a family business established in 1923, CMC appreciates the strong relationship built with MFC over the last 15 years. MFC supplies quality forms and screeds and that's why they are on display at our retail centers. This allows customers to see, touch and examine their products, which results in higher sales."

Bill Luken, Secretary
CMC - Cincinnati, Ohio
MMI - Lexington, Kentucky

"Van Lott, Inc. has carried Metal Forms products for over 70 years. When you call on them, you know you are calling on people that are very knowledgeable about what they sell. They are nice, decent people on top of that."

Van D. Lott, III, President
Van Lott, Inc.
West Columbia, South Carolina

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

Craig Schoen, Product Manager
Richform Construction Supply Co. Ltd.
Vancouver, B.C. Canada



METAL FORMS CORPORATION
SINCE 1909

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"For over a century, building long-term, trustworthy and mutually beneficial relationships with our dealers has been a top priority at Metal Forms Corporation. It remains so today."

**-Tom Miller
President**



METAL FORMS CORPORATION
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Cornerstones For Building Dealer Partnerships

Our ability to attract and retain the best dealers in the construction industry is built on four important cornerstones . . .

1. QUALITY PRODUCTS

Metal Forms Corporation has just completed its 100th year of manufacturing quality products for the concrete construction industry.

We are committed to continuing this proud tradition by creating products that advance our *Form To Finish*TM

2. DEPENDABLE CUSTOMER SERVICE

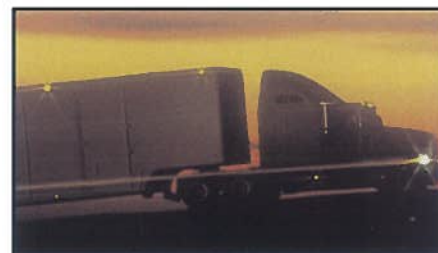


In order to develop top-notch dealer relations, a company needs qualified personnel and MFC boasts a customer service team with over 150 years of combined experience in the concrete construction industry.

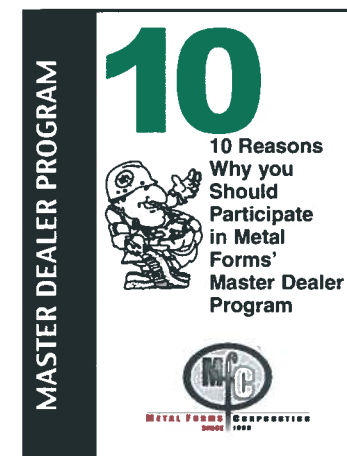
Our goal at MFC is to constantly provide our dealers with knowledgeable, professional and personable assistance before, during and after each sale.

3. PROMPT DELIVERY

From custom orders to standard products, we aim to provide the best delivery in the business. To ensure quick shipment of our standard products, we stock popular sizes of forms, stakes, and screeds.



4. PARTNERING WITH DEALERS



* DEALER PROMOTIONS:

Each year, MFC participates in and hosts a multitude of dealer events, including sales meetings, product demonstrations, open houses and local trade shows. These events provide us with an opportunity to receive feedback about our products and learn from dealers and end-users what their needs are and how we can tailor our products to fulfill those needs.

* DEALER NEWSLETTER:

"Form To Finish" is published exclusively for MFC dealers and those interested in becoming dealers. The entertaining publication includes marketing and sales tips, editorial musings from our editor (Mel Metalform), profiles of MFC dealers, and contests.

* DEALER ASSOCIATIONS:

MFC has membership in organizations dedicated to the well-being of dealers in the construction industry. Memberships include the AED, ARA, and STAFDA.

* MASTER DEALER PROGRAM:

Our Master Dealer Program offers significant benefits to participating members. Master Dealers receive large discounts, better terms, national marketing and advertising support, signage, samples, and more!

Dealers are encouraged to contact the MFC Dealer Support Team about our products or MFC Standard and Master Dealer Programs.