



METAL FORMS CORPORATION
SINCE 1909

Mel's Mettle

Earlier this week I was on the phone with a service technician from the company that manufactured my computer. Actually I never got to talk with the *real* technician. Instead I got to listen to a recording. Then I got to punch a bunch of buttons on my phone pad and listen to a bunch more recordings. Then I got to listen to some music and a nice lady who kept repeating, "Your call is important to us."

That was three days ago. My phone receiver is still lying on my desk and the faint sound of those recordings is still wafting through the air.

People solve problems. Recordings and message ques are simply another problem that people need to get rid of.

When everything else is pretty equal between products or companies, people make the difference. People create relationships. And relationships are one of the things that set Metal Forms apart.

To quote Tom Miller, president of Metal Forms Corporation, "For over 95 years, building long-term, trustworthy and mutually beneficial relationships with our dealers has been a top priority at MFC. It remains so today."

I think that's why so many of our dealers have been with us for so long. We provide dealers with knowledgeable, professional and personable assistance before, during and after each sale, using an experienced customer service team of real people.

As a result, a recognized competitive advantage of MFC is our extensive dealer organization. Our dealers do a great job of communicating *real* benefits of MFC products, using *real* people to provide *real* support for those products.

And our rapidly growing numbers of Master Dealers continue to gain market share by being recognized as resources that customers count on to provide immediate delivery of MFC products. MFC Master Dealers are setting new standards for customer service excellence and our 2007 Master Dealer program will provide even more benefits for participating dealers.

MFC supports and partners with our dealers on many levels ... from new product development and engineering assistance to national advertising campaigns and in-store marketing support.

But behind all of those things are nice, decent people who are ready to help our dealers however they can. And you can actually talk to them. What a concept.



Mel

Dealer Profile:



Form Services, Inc. (FSI) was founded in 1964 by Lou Boldt, as a concrete forming and accessories company in Baltimore, Maryland. Today their sales territory extends to a 150 mile radius of the Baltimore area. Their customers are primarily commercial; general contractors and subcontractors. FSI has two warehouse facilities in the Baltimore area, one in Manassas, Virginia and another operation in Bear, Delaware. These facilities offer FSI about 160,000 square feet of total office and warehouse space.

"We attribute our continued growth to the goals Lou Boldt had when he started the company," says Joe Papparotto, President of Form Services, Inc. and the company's first employee. "He was determined that FSI would not just hand customers catalogs and let them figure out what products would best meet their needs. He wanted to solve their problem versus telling them to call the manufacturer. His goal was to build a company of integrity that would be able to provide unparalleled service and top of the line products at very competitive pricing.

"FSI believes in providing technical support with each product. The commitment of our employees is how we have been able to achieve this goal."

FSI sells to just about all of the trades within the construction industry, but they have niches in tilt-up construction, geo-textile products, residential form work and form work for commercial buildings.

"We've been very lucky throughout our 42 years in business," says Papparotto. "We've built a solid reputation in the marketplace. We are well known and respected. Because of this, we can keep our advertising budget to a minimum. Many contractors are referred to us through word-of-mouth and keep coming back."

FSI employs about 105 people, including administrative, sales, engineering, and warehouse staff and truck drivers. In 1992, FSI became an Employee Stock Ownership Plan (E.S.O.P.) company. Mr. Boldt felt it was a way for him to reward his

... continued on page 3



Form Services, Inc.'s has about 160,000 square feet of total office and warehouse space, including their Hammond Ferry Office shown here.

employees for their hard work and dedication. He wanted to keep the company in their hands instead of selling to a competitor or a capital venture group when he was ready to retire.

"In addition we have been successful because of the support of suppliers like Metal Forms Corporation," says Papparotto. "From day one we have been a stocking distributor for our major suppliers. We feel that you can't sell from an empty shelf. We have the products the contractor needs today. And since we order in quantity, our suppliers like Metal Forms offer us volume discounts that we can pass on to our customers and allow us to remain competitive."

FSI's relationship with Metal Forms started in 1979, as Lou Boldt wanted to start stocking sidewalk forming and curb and gutter supplies. Dave Myers, the General Line Products Manager for FSI had used Metal Forms' forms when he worked for his dad's

construction company. His dad had always said it was the best curb and gutter form available. So, when FSI was looking for a supplier, Myers recommended MFC. FSI has been a Master Dealer ever since.

"Being a MFC Master Dealer allows us to have product readily available for our customers, which allows us to provide them with better service and better pricing due to the discounts we receive," says Papparotto. "We stock Metal Forms' median barrier forms (both contour and straight face), curb-gutter forms, steel sidewalk forms and Poly Meta Forms®. The Poly Meta Forms® are currently our best selling MFC product."

Papparotto continues, "Our customers know that we only carry top-of-the-line products. MFC has a good form with many features and benefits for our customers. When they buy an MFC form, they know they are getting a strong form that will get

the job done."

In addition to selling products, FSI has a strong rental program. They supply rental materials, like tilt-up wall braces, aluminum hand-set forms, gang panel forms and MFC median barrier forms, to contractors. Many of FSI's customers take advantage of this program.

"No two jobs are alike," says Papparotto. "If a contractor has to keep purchasing new materials, he uses up his capital on materials he may or may not use again. FSI's rental program allows him to choose the right product for the job. FSI then provides him with the product, formwork drawings, a list of materials needed, and if desired, technical service. We

try to help our customers in any way we can so they feel valued and keep coming back."



New Year...New Prize!

Fill in the blanks. 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).

Form Services, Inc. has been a MFC _____ since 1979.

Xtra Flex™ Radius Forms can form a radius as tight as _____.

MFC's _____ has been updated for 2007.

_____ is MFC's Sales & Paving Products Manager.

MFC's Poly Meta Forms® earned a _____ from Concrete & Masonry Construction Products.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contest Fax: (414) 964-4503

MFC Employee Profile: Dan Block

Dan Block is Metal Forms Sales & Paving Products Manager. He has been with MFC for 16 years, first working in inside sales before moving to outside sales and dealer development. As Sales & Paving Products Manager, Dan is responsible for coordinating inside and outside sales and assisting the new product development team.



“I must say that one of the best, and most rewarding, things about working for MFC are the many relationships I have had the good fortune of establishing with our dealers,” said Dan. “Whether it’s on the phone, in the field or at a trade show, I can count on running into a friendly face. Also, the people we have at MFC, both sales and production, are great. We rely on each other and our many years of experience to meet and hopefully exceed our customer’s expectations.”

Dan is married with two children and three gold fish. When he isn’t at MFC, Dan enjoys woodworking and being involved with his children’s activities.

And The Winner Is...

Dale Lambie, Warehouse Manager for Carew Concrete & Supply co., Inc., won our 2006 contest for a brand new Speed Screed SOLO®. Carew is a MFC dealer and a large ready mix producer with 14 locations in Central and Northern Wisconsin.

Heard From the Field

“You guys make the best one-man screeds.”

Brett Desroches, owner of Unicon Concrete Solutions (MFC dealer from Alberta) to Tom Miller during Tom’s visit to Edmonton last summer.

“He’s just better than us. Someone has to be the best. Why not him?”

Geoff Oglivy, PGA Tour golfer, on Tiger Woods

FINISH FORM

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
Milwaukee, WI
PERMIT NO. 2855

Form to Finish Technology®
Metal Forms Corporation
3334 North Booth Street
Milwaukee, WI 53212

