

Form To Finish™

MEL'S METTLE

Apples to Oranges

As a distributor of high grade construction materials and supplies, I'm sure the following scene repeats itself more often than you care to remember. You confidently quote a contractor on a quality, long-lasting product and they react by saying your pricing is way out of line. You try to reverse their conclusion by saying they are comparing apples to oranges.

It reminds me of the time years ago when a concrete paving contractor entered the MFC booth at the World of Concrete to examine our Speed Screed® on display. It didn't take long for this particular contractor to reach the conclusion that our price was "Way Too High!" Disregarding the age old axiom that the customer is always right, I responded with a question of my own: "Too high compared to what?" It turns out the contractor was comparing our model to an inferior competitive machine down the aisle which was much lighter and equipped with angle strike-off blades. There were clear advantages to the heavier Speed Screed® in that it would not "float" on low slump concrete and also would last twice as long due to its "double life/reversible" finishing tubes.

The apples to oranges dilemma is a common occurrence here at MFC. Take Poly Meta Forms® for example. Potential concrete flatwork contractors often take a deep breath when quoted a typical poly form set up by saying: "That's way more expensive than wood!" Our immediate response is that wood forms are an expense, while poly forms are an investment! We go on to explain that in comparison to wood, certainly the initial expense of poly is more; however, that is more than offset by the long-term investment payoff of Poly Meta Forms® including 150-200 reuses.



The apples and oranges scenario also occurs when going to market with our Sterling® "Tough Guy" wheelbarrows. A casual glance and comparison between Sterling and the "blue" national "contractor-grade" model seems to reveal similar quality and construction. Upon closer inspection, however, there are big differences between the wheelbarrows which allows Sterling to have at least twice the life of the big "blue" competitor.

Take a look at Page 3 of the newsletter to help solve the problem of comparing apples to oranges. For both our Poly Meta Forms® and Sterling® brands, we have developed comparison sheets that illustrate the true differences between these products and the competition. There are reasons why our plastic forms and wheelbarrows are more expensive and these are the very same reasons why they give your customers more "bang for the buck". These comparison tables can be easily downloaded and will come in handy the next time you are told that your price is too high.

Now that Professor Mel has apples and oranges on your mind, I've got a question: If you have 3 apples and 4 oranges in one hand and 4 apples and 3 oranges in the other hand, what would you have? Answer: Very Large Hands

Heard From The Field

"Just unloaded the curb forms, wanted to pass on how much I appreciated the fast turn around. Our customer put you guys in a bind and you guys came through (with the holiday mixed in). I look forward to more business in the future."

Bob Jwanouskos
Carroll Construction Supply
Lino Lakes MN

Tradeshows Announcements



**METAL FORMS
BOOTH: 26001**

KY. Expo Center - Louisville, KY
Dealer Day: October 19, 2016
Exhibits: October 19-21, 2016



**METAL FORMS
BOOTH: S11820**

Las Vegas Convention Center - Las Vegas, NV
Exhibits: January 17-20, 2017
Seminars: January 16-20, 2017



**METAL FORMS
BOOTH: S62229**

Las Vegas Convention Center - Las Vegas, NV
Exhibits: March 7-11, 2017





METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

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Employee Profile

Lynn Kuykendall



Given Lynn Kuykendall's extensive background in customer service, it is not surprising that she has emerged as a top-notch MFC Senior Account Executive in a relatively short period of time.

This October will mark the third year for Lynn at MFC and she already excels at dispensing valuable and helpful information to dealers on a variety of topics. On any given day, Lynn can be equally adept at quoting curb & gutter, answering Speed Screed setup questions, explaining the difference between straight and radius ploy forms or outlining the myriad of Sterling wheelbarrow options.

You see, Lynn's customer service training started at the tender age of 13 when she began helping her older sister at a specialty balloon shop. Lynn continued working at various jobs during her high school years as well as in college while earning her B.A. degrees in Business Administration and Business Management. After college, and before arriving at MFC, Lynn was employed for 14 years at two large Milwaukee area corporations in Customer Service, Marketing & Sales positions.

In addition to assisting dealers and contractors, Lynn is also a key part of the MFC communications team. Electronic and print communications include dealer and contractor e-blasts, website updates and maintenance, printed materials including literature and service manuals and, of course, this Form To Finish newsletter. Lynn is very creative in laying-out and designing these communications.

Lynn and her husband Jon, of 14 years, have two sons; Jaxon (13) and Cole (7). Between football, softball, fishing and visiting Great America to ride the roller coasters, its safe to say they lead a very active lifestyle.



FROM THE BOTTOM UP

STERLING® Tough guy

OUTWEIGHS THE COMPETITION

When you compare wheelbarrows, at first glance, they all have the usual components; tires, trays, handles, legs, etc.. But, look a little closer and you will learn that not all wheelbarrows are the same.



Comparing Sterling® to the "competition" is like comparing Apples to Oranges

THE STERLING® BENEFITS

WELDED, 1-PIECE LEG UNIT (NO LOOSE BOLTS)

No comparison to industry standard, multi-piece leg units. Provides solid, reinforced and long lasting stability.

U-CANNEL LEG UNIT KEY SEATED TO ROUTED HARDWOOD HANDLES

Assures secured and seamless joints. Prevents untimely repairs caused by slack and loose connections.

LARGE CAPACITY Work smarter and faster: Move more material per trip* with the extra-large Sterling Model 700 Wheelbarrow. *versus industry standard (6 cu ft.). Poly trays offered in 6cu' and 8cu'.

PERFECT BALANCE Engineered to balance 80% of the load at the wheel- only 20% at the handle.

HEAVY-DUTY 16 GA. STEEL 20% thicker than industry standard.

NOSE GUARD Formed of ¼" steel, heaviest in the industry. Dump direct from the tray without damage and having to purchase additional "blue transfer shovels" to unload.

POWDER COATED FINISH Long lasting protective shell.

MANUFACTURE WARRANTY Sterling Wheelbarrows are GUARNATEED to be free from all manufacture defects



Since 1904

"The OTHER Guys"

PATENTED LEG STABILIZERS Make wheelbarrow 40% more tip-resistant? (Multiple piece leg unit where bolts will loosen with use creating "wear & tear" breakdowns.)

NOSE GUARD 1/8" sheet metal (Not the heaviest in the industry.)

6cu ft TRAY Largest offered by blue. They also state "Strong & Durable" on their website, yet there is no mention of steel thickness. Strong & Durable compared to what?

WARRANTY Yes, 90 days. (Why? Because chances are...it will break.)

Visit the MFC website www.metalforms.com to view full comparison charts on Sterling® and Poly Meta® Forms

Mel's Musings



A scapegoat is almost as good as a solution.