

HUSCH BLACKWELL ADVISES INDUSTRY LEADER IN CONCRETE PUMPING PIPE ON STRATEGIC PARTNERSHIP

Concrete is highly abrasive as it flows through concrete boom pipe, deck pipe and placer pipe. Subsequent wear is unavoidable, which leads to downtime.

Construction Forms Inc. (Con Forms) was founded in 1969 with the goal of engineering and producing a complete line of concrete pumping systems and accessories to combat wear and reduce downtime for the rapidly growing concrete pumping market. Today, Con Forms is an industry leader in quality concrete boom pipe, lay down pipe, tunnel concrete placer and bridge deck placer technologies.

As Con Forms continues to grow and expand its business, it partnered with Rapid Applications Group LLC as an avenue to increase its exposure to the concrete marketplace. Rapid Applications offers software licenses and operates an online marketplace (the RA Marketplace) for products and services related to both the concrete and crane industries. Con Forms provided funding to assist Rapid Applications' business development, and in return received preferred membership status in the RA Marketplace. Benefits of preferred membership status include participation in the RA Marketplace as a seller, access to and use of the data made available to members of the RA Marketplace, and participation in certain supply chain integration services offered by Rapid Applications. This partnership has also allowed Con Forms to acquire an ownership interest in Rapid Applications in phases as Rapid Applications has achieved various milestone events in its development.

Con Forms turned to Husch Blackwell, its trusted legal counsel, to assist with the negotiation and preparation of the relevant documents necessary for this transaction.

Assisted by its strategic partnership with Con Forms, Rapid Applications is endeavoring to become a leading provider of software and GPS telematics solutions for the concrete pumping industry, while Con Forms continues to be an industry leader in the United States and around the world in developing and manufacturing concrete pumping systems and accessories.

CONSTRUCTION FORMS INC.

Other Key Player: Rapid Applications Group LLC
Deal Location: Port Washington, Wisconsin
Type of Deal: Investment in early-stage business
Size of Deal: Undisclosed
Principal Husch Blackwell Team Members:
Richard Silverthorn, Daniel Geraghty, Kimberly Kirkpatrick (senior paralegal)
Practice Areas Involved: Corporate, Tax



"In this transaction, it was crucial for us strategically to have many options, including additional equity rights and some veto power. Transactions hinge on either price or terms, and with Rich Silverthorn, we got both."
— Thomas Hamilton, President and CEO, Construction Forms Inc.