

# FASTER FOUNDATIONS DRIVE GROWTH AND PROFIT

Hottmann Construction is a nationally recognized, concrete contractor pouring quality residential basements and foundations for Wisconsin families since 1948. The company uses aluminum forming systems from Western Forms to decrease pour times, save materials, and reduce labor costs.

**B**rad Williamson and Ken Kurszewski's partnership at Hottmann Construction Company, Inc. in Dane, Wis., is built on a solid foundation of complementary skills and enduring trust. Williamson runs field operations while Kurszewski manages sales and finances, and together they own one of the busiest concrete contractors in the region, pouring nearly 800 concrete residential foundations each year for over 40 home builders.

Since 1948, Hottmann has been pouring concrete in the Madison area for residential and commercial projects. They've been successful by valuing their employees and striving for excellence in all aspects of their work.

Since Williamson and Kurszewski purchased Hottmann in 2009, they've grown the business from 32 to 90 employees and increased revenue by 150%. Besides good people, another key driver of growth has been their investment in better labor savings equipment.

Until a few years ago, they hadn't considered their forms to be an area that could have a meaningful impact to their bottom line. Once they started crunching numbers, they realized they could save significant man hours by switching to better forming systems.

Williamson and Kurszewski researched all brands of aluminum forms and they decided to invest in Western Forms Elite line.



*“While Western Forms may cost more than wood, they last much longer. And they are faster to install, which gives us great time savings and easily justifies the cost.”*

**Ken Kurszewski**  
President  
Hottmann Construction Company, Inc.



## QUICKER POUR TIMES, LOWER LABOR COSTS

Hottmann has used 1 1/8-inch wood forms for years in “wood-friendly Wisconsin,” but there are some drawbacks, according to Williamson and Kurszewski.

“The lifetime of a wood form is less than that of an aluminum form. Wood forms deteriorate more quickly, causing deflection and the need for replacement,” said Kurszewski.

Williamson has other reasons for his preference of Western Forms over wood.

“Wood forms come in two-foot sections we need to use more wood forms per project which takes more time,” said Williamson.

When Kurszewski and Williamson first started exploring aluminum forms they were less than thrilled by the price, since wood is less expensive. However, they eventually bought their first aluminum forming system from Western Forms because of quality and service. Since then, Hottmann has invested nearly \$700,000 in aluminum forms from Western, making a big impact on the company’s productivity and profits.



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products were a big step up from wooden forms and that the switch would be well worth it.”

### Brad Williamson

Vice President, Operations  
Hottmann Construction Company, Inc.

“Western Forms are the ‘Cadillac’ of forming systems,” said Williamson. “They have the PinLock™ attached hardware so the crews don’t carry pins and wedges to each job. Also, Western has gaskets so there is no leakage between seams. There’s very little cleanup and we get better-looking walls.”

Hottmann uses Western Forms on all foundations for its largest client and is just about to finish the transition to Western Forms with its second largest client.

“About half of our business is done using Western Forms now,” said Kurszewski. “It sets us apart from our competition.”

The transition to Western Forms initially met some resistance from crews. “Our crews were reluctant to make the switch to aluminum forms, but we sent some of our crew leaders to Western Forms to visit job sites,” said Williamson. “After a few site visits, our crew leaders brought back the message to everyone that Western Forms products were a big step up from wooden forms and that the switch would be well worth it.”

## FORMING BETTER FOUNDATIONS – AND BUSINESS

1. Hottmann Construction pours over 800 concrete residential basements and foundations each year for over 40 home builders in the greater Madison area. These basements and foundations can range from 800 to 8,000 square feet.
2. Hottmann uses Western Forms’ aluminum forming systems for labor and material savings.
3. Hottmann’s initial investment of \$700,000 will pay for itself in less than three years with an estimated annual time savings of \$300,000.

Each Hottmann crew pours one foundation per day using Western Forms and now there’s even time to get a head start on the next day’s work. “We can strip off the aluminum forms 25 percent faster than wood. With our goal of pouring one foundation per day for each crew, that’s a significant time savings.”

With all the time and materials savings gained by using Western Forms, Kurszewski estimates an annual savings of \$300,000.

“While Western Forms may cost more than wood, they last much longer,” said Kurszewski. “And they are faster to install, which gives us great time savings and easily justifies the cost.”

*For over 50 years, Western Forms has served concrete contractors nationwide and around the world with our patent-protected, lightweight aluminum forming systems. We also provide expert advice and design consulting on projects large and small. If you’d like to talk about how we could support you and your team, call Jim Aylward at 816.560.2778. We’re ready to help.*

