

Celebrating 25 years in lead sheet

ISSUE 1 : SPRING 2008

Welcome

At Midland Lead we feel that 25 years in manufacturing lead sheet and over 400,000 tonnes of our material on UK roofs, is worth a celebration. So, that's what we are about to do this year - together with our customers! In this newsletter, we'll be keeping you up-to-date on our 25th anniversary celebrations and special offers.

What's more, we would like to take this opportunity to thank you for your custom over the past years and we hope to keep on hearing from you. If you haven't bought from us before, we are convinced that our 25th anniversary competition and special prices for lead sheet we are offering this year, will win you over!

Boudewijn Tuinenburg
Managing Director

25th anniversary competition

Come celebrate with us!

Ready for an action-packed 2008 with Midland Lead? That's exactly what you're going to get, starting with a chance to join our birthday party at Royal Ascot, go fly-fishing on the Test, or walk in the footsteps of golfing legends at the Belfry. And if that's not enough, there's the possibility you will also be one of twelve lucky customers who will experience a truly unique day of driving a Ferrari, Porsche and Lotus at Silverstone.

Inside this issue...

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Win a day out...



**How to
enter**

To be in with a chance of winning these fabulous prizes, return the card attached before May 30, 2008. Write your name and company details on it, and let us know your preferred way to celebrate our 25th anniversary, and don't forget to place your lead sheet order with us before the closing date of your favourite day out. **Continued: page 4.**



Join our birthday party

...Continued from page 1

As part of our 25th anniversary celebrations, you have a chance of joining us at one of our parties outlined below:

June 18, '08: Back the right horse at Royal Ascot

Be part of one of the most prestigious sporting and social events in the UK and prepare to see the finest horses race at Royal Ascot. Watch the Royal Procession at excellent viewing position within our corporate box, back the right horse and enjoy a glass or two of champagne to celebrate our 25th anniversary. **Closing date lead sales: May 29**



July 25, '08: Come fly with us on the Test

If you fancy a real treat, come with us on 25 July and test your angling skills in the Mecca of fly fishing. Spend a day relaxing on some of the most beautiful and exclusive beats on the River Test, or take up the challenge to catch that hard-fighting rainbow trout with one fly only. **Closing date lead sales: July 10**



September 12, '08: Walk in the footsteps of golfing legends

Set in 550 acres of finest countryside and home to the world's most famous golfing events, the Belfry near Birmingham is hard to beat for anyone with a passion for golf. Enjoy our company on 12 September and walk in the footsteps of golfing legends on the 18 holes of the Brabazon course. **Closing date lead sales: August 28**



October 14, '08: Get your thrills driving a world famous Grand Prix circuit

Silverstone is the queen among racing circuits and every inch of its historic track is a driver's challenge. On 14 October, Midland Lead offers twelve customers a chance to not only drive some of the greatest performance cars on earth - i.e. the Ferrari 360 F1, Porsche 911, Formula single seater and a Lotus Exige - but also experience the amazing thrill of driving on the world famous Silverstone circuit.

Closing date lead sales: September 25

Easy-to-enter competition

All you have to do to have a chance of winning one of these superb days out, is to let us know what your preferred way of celebrating our 25th anniversary is (tick the right box and send us the attached postcard by May 30, '08) and place your order of lead sheet with Midland Lead before the closing date of your favourite event. The prize draw will be one day after the closing date of each event. If you're one of the lucky winners, we will inform you shortly after.

Last
word

Got something to say?

Email update@midlandlead.co.uk
and we'll make sure you'll be heard.

We have asked three customers:

"What's your main reason for buying at Midland Lead?"

"We offer our congratulations to Midland Lead on their 25th anniversary in business. We have enjoyed a fruitful relationship with Midland Lead for the past few years and have benefited from the excellent service and quality they provide. During the current challenging trading conditions it is refreshing to deal with a company with a flexible approach. We wish them well for the next 25 years."

Paul Trelease, Managing Director, Barclay Roofing Limited. Customer for 12 years.

"We use Midland Lead because they offer the complete package; service, quality and price."

Robert Smith, Manager, William Smith & Sons. Customer for 6 years.

"As a buyer within a dynamic, reactive and ever changing industry such as builders' merchanting; a robust, reliable and efficient supply chain is pre requisite. I am pleased to register my thanks and congratulations to Midland Lead for being a long term incumbent supplier that has vigorously helped and supported my company's growth with its impeccable service."

Bob Deadman, company buyer, Selco Builders Warehouse. Customer for 25 years.

Special anniversary offer

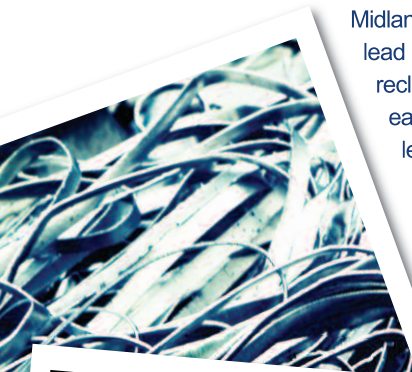
As part of our 25th celebration package, Midland Lead is offering anniversary prices for lead sheet.

If you place your lead sheet order with us before July 15, 2008, we are happy to quote our special anniversary prices. So don't delay, and buy your lead with us today!


Site life

From scrap to spools

Opening in 1983, Midland Lead began manufacturing lead sheet on a modest 6.5 acres site, using one melting kettle, a casting machine and two cutting lines. Now, 25 years and over 400,000 tonnes later, the production facility includes a 13 acres site, two kettles and four cutting machines. A look behind the scenes of a successful lead sheet manufacturer.



Midland Lead's production process starts with lead scrap. Old lead flashings and other reclaimed lead are used to fill two kettles, each holding 120 tonnes of refined, molten lead. These kettles are heated, to a maximum of 450°C, to melt the scrap and to take out the impurities. The product at the end of this refining process is pure lead - minimum of 99.92 per cent - with a small element of copper.



The still hot and liquid lead is pumped from the kettles towards the casting machine into a tank holding 50 tonnes of molten lead. From the holding tank the molten lead is continuously fed into a smaller size tray. A water-cooled, rotating drum is then immersed into the tray, making the lead sheet solidify onto the cold surface of the drum.



The casting process results in lead with excellent creep resistance



Lead's low melting point allows for energy-efficient processing

Through a computerised process, controlling the depth of immersion and the speed of rotation of the drum, Midland Lead is able to produce lead sheet conforming to customers' specifications - thicknesses between 0.44 up to 3.55 mm.

The lead sheet formed on the drum, is stripped off and wound onto large spools, weighing 7 to 8 tonnes. Once cooled sufficiently these huge spools are transferred to the cutting area. Here the lead is rewound from the spools and cut into lead sheet rolls of the customers' required width and length.

One of the advantages of producing directly from molten substance is, that it results into lead sheet with excellent creep resistance, as highlighted in a study from Cambridge University. In addition, this process is both cost-effective and energy-efficient, giving the production facility in the Midlands a competitive edge.

Fact file	1983	2008
Employees	20	50
Size of site	6.5 acres	13 acres
Refining capacity	One kettle, holding 35 tonnes of molten lead	Two kettles, each holding 120 tonnes of molten lead

Four things you should know about lead sheet

There are more myths about the use of lead sheet than any other building material: it's being harmful to the environment and that 'BS lead' is better than 'BBA lead' being just two. Steve Kitchener, sales & marketing manager of Midland Lead Manufacturers, and Philip Curry, area business manager from the British Board of Agrément, separate fact from fiction.

Myth 1

Building lead is harmful to the environment...

It's often claimed that lead sheet has a negative impact on the environment. But, as many experts will tell you, this criticism just isn't fair. "For a building material to be considered ecologically sound, it needs to be durable, recyclable and manufactured using a relatively energy-efficient process", says Steve. "Lead performs extremely well against these requirements. It has a life expectancy of well over one hundred years and any building material which lasts that long is intrinsically 'green'. It's also 100 per cent recyclable and reclamation really does take place as it's simply too valuable to waste. And its low melting point helps make the manufacturing process energy-efficient." In fact, as lead sheet has to be produced in an environmentally sound manner, lead refineries are regulated directly by the Environment Agency.

Myth 2

Lead is dangerous to work with...

Not necessarily! Although there's a chance of inhaling lead fumes while melting or welding it, the risk is very low if normal precautions are taken. As Steve points out: "Lead can only be absorbed through ingestion so, if workers observe the basic health and safety rules, working with lead sheet presents no risk." And the government's risk to health classification of 'Not significant' supports that.

Myth 3

Milled lead is better than cast lead...

"That really is a myth!", says Steve. Milled lead is manufactured by squeezing a solid block of lead through two rollers; cast lead is produced by dipping a rotating drum into a bath of molten lead. "The two production processes are obviously different, but for milled lead to be 'better' than cast lead, it has to demonstrate some form of superiority - which it doesn't! Both milled and cast lead are made to the same analysis, codes, tolerances, strength and permitted sizes."

Myth 4

Specifiers need the security of British Standard lead...

"The British Board of Agrément and British Standards Institute are not competing quality assurance systems, they're complimentary - assurance by either should give specifiers confidence in a product's performance", explains Philip Curry. "A BBA certificate is only granted if a product contains an innovative element of manufacture or use and has a level of performance at least as good as, or better than, that specified by the relevant British Standard." And that's the case with Midland Lead's lead sheet.

In Brief...

Two days to save even more!

Midland Lead will be among the suppliers showcasing its lead products and services at two builders' merchant shows this spring/summer. On Wednesday May 14 you will be able to meet people from our sales & marketing team at the NMBS show in Telford. Two months later, July 16 and 17, we will be attending the Unimer event at the Celtic Manor in South Wales. During both shows we offer an exclusive discount - on top of our 25th anniversary prices! - **£25 off every tonne of lead sheet** signed for at the event. So, make sure you meet us at Telford or Newport to place your lead sheet order.

