



Celebrating 25 years in lead sheet

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25th anniversary competition: The best is yet to come!

So far our 25th anniversary competition has been very successful. We've had almost 250 companies entering the competition and for the first two prize draws only - Royal Ascot and fly-fishing on the Test - we've made over 2,000 tickets. What's more, both events have enabled us to give our customers the VIP-treatment they deserve.

But if you haven't been one of the lucky winners so far, don't worry, because the best is yet to come. On October 14, we will be sending 12 customers to Silverstone to drive the greatest performing cars in the world on this famous F1 circuit. The closing date for lead sales is September 25. So keep the lead sheet orders coming and increase your chances of winning!

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Help us help the NSPCC again!

The two previous years we've been raising money for the National Society for the Prevention of Cruelty to Children (NSPCC) towards the end of the year. This year will be no exception.

From 15 September till 15 December Midland Lead will be teaming up with the NSPCC to help them in their efforts to protect children at risk of abuse and neglect. The money raised during the last three months of 2008, could help the NSPCC to improve access to its ChildLine service, the UK's free, 24-hour helpline for children in distress or danger.

But we need your help! All you have to do is buy our ancillary products too: patination oil and lead sealant. **Continued: page 4**



NMBS fishes for five lucky winners

Chris Hayward, managing director of NMBS (left) helps pick the winners of our second 25th birthday party; fly-fishing on the Test.

On the 11th of July, Chris Hayward managing director of the National Merchant Buying Society (NMBS) had the honours to announce five more winners of our 25th anniversary competition. Delegates from Steadfast Roofing Merchants Ltd, EW Leadworks, Amari Building Plastics, MJM Bathrooms Ltd and Mansfield Roofing Centre have been chosen out of 613 entries to join Midland Lead's sales & marketing manager Steve Kitchener during a superb fly-fishing trip on the river Test later in July. Interested to know whether they've brought home supper? **See page 4 for details!**

Fishing mad!

During this year's sweet and short summer heat wave, our second birthday party to celebrate our 25th anniversary together with our customers couldn't have gone any better. On Friday July 25 '08 six keen fishermen spent one of the most memorable fishing days ever fly-fishing on the Test.

The celebrations began Thursday evening at Hotel du Vin in Winchester. After an excellent meal in the hotel's Bistro - and some superb wines - all five prize winners went to bed early, in eager anticipation of what was to come. The next day at 8 am our fishermen were taken to

the world's most famous chalk stream at Wherwell Priory. Here the six anglers were accompanied by three local expert instructors who shared their secrets of successful fly-fishing; stalking and catching brown trout. And once the right beats were chosen, all were lucky enough to have caught something with a fly...

Paul Mitchell, MJM Bathrooms Ltd: "The dream is over, but wonderful memories will live with me forever of our times on the glorious river Test. Who would ever have thought that a peasant from Yorkshire would cast a fly and catch trout on the 'Holy of Holy's'!"

Buy our products for a great cause!



During this year's last quarter, Midland Lead will again be raising money for the NSPCC which could help them with the expansion of the ChildLine helpline and website. Currently only 70 per cent of calls from adults concerned about a child's welfare get answered and awareness of this service is low. What's more, one third of the children who call the 24-hour helpline can't get through. Therefore we've decided to help the NSPCC answer more calls and improve awareness of the service.

But as in the previous year, we need your help! So what can you do to help? All you have to do is, when you place an order for lead sheet with us, buy our ancillary products too - patination oil and lead sealant. Just by buying either patination oil or lead sealant in the next three months (15 September till 15 December '08) you'll help us raise funds for the NSPCC. For every litre of patination oil or box of lead sealant you buy from us, we'll put aside £1.50 for the NSPCC.

Thanks in advance for your support and the difference you'll make to help the NSPCC answer more calls made by both adults and children in distress that would otherwise go unheard.



Patination oil can be bought in boxes of 4 x 0.5 litre tins, 18 x 0.5 litre tins, 4 x 1 litre tins and 10 x 1 litre tins



Lead sealant is available in a box containing 12 (310ml) tubes



The NSPCC is a registered charity: no 216401

We have asked two customers:

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

Last word

Got something to say?

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

"Alsford Timber is proud to have been associated with Midland Lead for over ten years. As the South East's leading independent timber merchant, we pride ourselves on supplying quality products at competitive prices. Together with the reliable service of Midland Lead over the years, this has helped us to steadily increase our volume. We wish Midland Lead a happy 25th anniversary and look forward to our close relationship continuing over the next 25 years." **Fiona Hamilton, Alsford Timber.**

"As a satisfied customer for many years we'd like to add our main reasons for buying at Midland Lead:

- Midland Lead has lead the way for 25 years and will doubtlessly do so for the next 25;
- Midland Lead has always been competitive, yet fair;
- Midland Lead is getting 'big', but stays approachable;
- And perhaps most importantly, Midland Lead demonstrated the true meaning of Christmas with its notable donation to charity during December 2007.

We hope you will enjoy all your special events and celebrations." **Andrew Bush and Russell Griffiths, Bush and Griffiths Builders Merchants Ltd.**

Site life

At your service!

In the first two issues of 'Site life' we have described the manufacturing and logistical processes of Midland Lead. This time we'd like to introduce to you our sales team - on site and off site.

Since opening in 1983, Midland Lead has sold over 400,000 tonnes of lead sheet. Apart from our competitive prices and quality products, we are convinced our business success is due to the level of personal service we are able to offer our customers - a responsibility of our regional sales managers and sales administration staff.

For the past 25 years our philosophy has been to develop and maintain strong, loyal relationships with customers and to effectively manage these relationships. To do so, Midland Lead employs a representative force of 6 area sales managers, clocking up an estimated 240,000 miles a year crisscrossing the UK. On an average day these area managers will visit up to 70 customers to provide face-to-face service when they require help or advice with any aspect of their selling of lead and to quickly deal with problems if they occur, however small those may be.

In addition to our 'off site' sales force, we have a six-strong sales team 'on site'; almost all contact between Midland Lead and its customer is via these personal routes.



The on-the-road sales team (from left to right): regional sales managers David Byrne, Paul Farmer, David Morgan (Midlands and North Wales), Peter Few (South West and South Wales), Neville Crowther (North East), Derek Young (East Anglia), supported by sales & marketing manager Steve Kitchener and managing director Boudewijn Tuinenburg.

Our sales office staff may take up to 100 orders a day in busy periods either by fax, email or phone. Besides further clarifying these orders and liaising between customers and our production department, our on site sales team deals with delivery and account queries.

Although we pride ourselves on our current customer service, we also know that improving our business performance is a never-ending activity. That's why we are developing a new 'Customer Relationship Management' system, working in tandem with our IT providers Cooper Parry, which will give real-time access to all held information to both the sales office and sales force. But what's more, this innovative system will give our sales team the information needed to take care of our customers and to enhance our relationships for the next 25 years!



Keith Spencer



Sarah Broxholme



Heather Dolman



Emma Morton



David Byrne, regional sales manager South East, joined Midland Lead in 2008

David Byrne:

"Since joining Midland Lead earlier this year, I have been working hard to visit all of my customers and introduce myself. This is obviously very important because a strong theme in what the customers say to me is how much they appreciate Midland Lead's policy of personal, face-to-face service."



Paul Farmer regional sales manager North West, joined Midland Lead in 1989

Paul Farmer:

"Over a period of almost 20 years representing Midland Lead, the comments I have heard most regularly from my customers are an appreciation of regular calling, of advice when requested, and of product knowledge and experience in the market which can sometimes enhance their own sales strategies. My customers are also pleased with the continuity in staff at Midland Lead. They like to deal with the same people."

Health & Safety matters

In today's market, customers are looking for more than just keen pricing from their suppliers. Companies need to demonstrate that they run their business responsibly. That's among the reasons why Midland Lead's key priority is: health & safety. Geoff Waldron, Midland Lead's compliance supervisor, explains about the company's recent implementation of the new British standard for occupational health & safety management systems (BS OHSAS 18001:2007).

"At Midland Lead, we have always been committed to providing a safe and healthy environment for all our employees - and other people visiting our site. Especially since we're operating in a challenging production environment, we feel that it's our duty to minimise risk and prevent injury and incidents" says Geoff.

Taking the existing health and safety procedures and system as a starting point, and comparing those with the specifications in the OHSAS standard, so-called 'gaps' were established. "During this exercise we realised that we needed to focus on our H&S documentation. We already had a very good health and safety system, but we needed to back it up with appropriate documented procedures. We also needed some additional records, so that we could show our auditors that we're complying with our health and safety policy", Geoff continues.

Apart from a documented approach to occupational health and safety, other key areas addressed by BS OHSAS 18001 are: risk assessment and risk control, roles and responsibilities, training, awareness and communication, monitoring of incidents and performance improvements. "At Midland Lead, it really came down to risk assessment. We've assessed the risks at the different production areas: the kettles, cutting lines and yard. From that point onwards, it's been our aim to eliminate or control all risks that have been identified."



Boudewijn Tuinenburg (r), managing director, congratulates two Health & Safety team members - Geoff Waldron (l) and Elaine Clamp, operations manager, on becoming BS OHSAS 18001 certified.

Midland Lead's specific focus on risk control has been a worthwhile exercise. Over the last twelve months the company has no incidents to report. And after two official site visits from the auditors - the British Standard Institute - in May and August this year, Midland Lead has recently been awarded a BS OHSAS 18001 certificate.

Geoff ends: "Early on, we decided not to rush it. Our first priority was to get the right H&S system in place and get all staff on board. Now that's taken care of, we've worked towards the accreditation, and we're very proud to be one of the first companies in the UK to successfully implement a BS OHSAS 18001 compliant system!"

Boudewijn Tuinenburg, managing director: "The health and safety of our employees and other people on site is our number one priority, so I am very pleased with the work of all our staff involved in getting this occupational health & safety management certificate. Moreover, this health and safety system together with our environmental management system (BS EN ISO 14001:2004) demonstrates that Midland Lead can provide a reliable service without excessive downtime caused by work-related accidents or incidents."

In Brief...

Meet us at the Capital Building Show

Midland Lead will be among the exhibitors at this year's Capital Building Show in London, November 6. Come and visit our stand and find out about the latest **one-day show offers** and take the opportunity to see over 60 building products and services displayed. Location: hotel IBIS, Earl's Court. Opening hours: 11am-3pm. For more details or online registration, visit: www.directcontactexhibitions.co.uk.

