

PRESS RELEASE

MIDDLE EAST EXPORT PUSH FROM MIDLAND LEAD



MIDLAND LEAD SUPPLIED OVER 1,800 M² OF LEAD-LINED BOARDS INTO SIDRA MEDICAL AND RESEARCH CENTER, QATAR.

PROVEN PROTECTION FOR RADIATION ROOMS FROM QUALITY UK LEAD MANUFACTURER.

Leading British manufacturer of lead sheet, Midland Lead, is looking to increase its export sales to the Middle East through attendance at one of the biggest events in the healthcare industry, the Arab Health Exhibition in Dubai.

The Middle East represents a great opportunity for UK manufacturers with the current boom in healthcare investment and the recognised benefits of using proven UK-based manufacturers. Midland Lead's healthcare product range is used extensively for radiation protection and includes lead lined boards, lead doors and protective aprons and screens.

Export and business development manager at Midland Lead, Dave Woolley, explains: "There are some real benefits for Middle Eastern countries when trading with the UK. There is the matter of punctuality, which cannot be said for all suppliers. We can deliver to site within one month and that includes shipping time. All our products either meet or exceed regulatory standards and when you combine that with speed of shipment we have a real competitive edge."

Dave continues: "It's a perfect time for Midland Lead to increase its activity in the Middle East. There is strong demand for British lead especially from the large expatriate population working in Middle Eastern healthcare who want to specify British products."

Midland Lead already has a strong brand reputation in the area, and has been operating in the region for 10 years. Previous projects included working closely with specialist medical contractors, Woodman Meditech, to supply lead products used in x-ray, mammography, ultra-sound and critical care facilities at hospitals in Qatar. A further project was with contractor Galfar Engineering and Contracting, supplying lead sheet for radiation wall shielding in Al Khoular Hospital, Oman.

Dave will be attending the Arab Health Exhibition with Midland Lead's sales manager, Kirsty Hartle. They can both be found on the UK Trade and Investment stand (No. Z1D30) and will be on hand to discuss anything from complete end-to-end solutions to simple product orders.

Midland Lead has vast experience of working with hospitals and clinics and takes particular pride in its customer service. Kirsty commented: "Whatever the scale of the requirement, we are looking forward to talking to Middle Eastern customers about their radiation and protection needs. Midland Lead can offer experience, quality and cost-effective solutions."

Visit Midland Lead at Arab Health Exhibition – Dubai, 30 January – 2 February 2017, UK Trade and Investment Stand (No. Z1D30).