



Promoting our lead products

ISSUE 8 : AUTUMN 2010

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Help us make Christmas special once more. Place a bid or donate online!

Following four years of positive customer feedback on our initiative to donate our Christmas budget to the NSPCC, we are very excited to announce this year's NSPCC charity campaign! During the fourth week of November (22 till 26) and the second week of December 2010 (6 till 10) we have again organised an online auction. During these two weeks, Midland Lead will be giving away a tonne of lead per week (to the customer's specification) to the highest bidder. The highest bidder in return has to send us a cheque payable to the NSPCC, and we will despatch the requested material.

In addition to the online auction, we've also set up a special donation page on our website that allows you to donate money to the NSPCC. By donating as little as £4, £5 or £10 you can really make a difference and help the NSPCC in their efforts to protect children at risk of abuse and neglect.

Early January 2011, we will hand over all money received, including the highest bids, to the NSPCC.

For details, contact our sales staff or go online:
www.midlandlead.co.uk/NSPCC

NB: Everyone placing a bid or donating online will receive a specially designed Midland Lead-NSPCC mug!

Midland Lead gives away...

NSPCC charity mugs

Everyone making a contribution to our NSPCC end-of year campaign, will receive a specially designed Midland Lead-NSPCC mug. Go to www.midlandlead.co.uk/NSPCC and make a (small) donation or place a bid during the two online auctions in November (22-26) and December (6-10). Your involvement will be very much appreciated!



win
an
iPad



A fantastic iPad!

With Christmas and New Year around the corner, we at Midland Lead, would like to wish you all a fabulous festive season. And while we're in the spirit of Christmas and giving, we'd like to give away this year's best gadget – an iPad! Imagine being able to page through websites, write emails, flick through photos or watch a few films during the holidays... all on a big, beautiful multi-touch screen, with just the touch of a finger!

All you have to do, to have a chance of winning this fantastic gadget, is to enter the competition on page 4. Fill in our crossword, go to the competition page on our website www.midlandlead.co.uk/competition and enter your details and solution.

** Competition and charity campaign end 24/12/10*

Q&A

Our expert Dave Woolley, business development manager at Midland Lead with over 25 years of experience in the lead business, answers your question about patination oil...



Dave Woolley

Dave: "Although we know it as patination oil, we've had it called 'planetation oil', 'penetration oil', 'passion oil' and 'prevention oil'! Call it what you like, we know what you mean and our advice to you will always be the same: Apply patination oil to the finished lead work without any delay!"

Q: What is patination oil and why should I use it?

A: Patination oil is a liquid specifically developed by the UK lead and building industry to help prevent white streaks and stains appearing on newly-laid lead work or on materials adjacent to it. A single application of patination oil will be all you need to eliminate white stains on our British buildings.

Q: When should I use patination oil?

A: Patination oil should be applied to all lead work as soon after it has been laid as is possible, and certainly no later than by the end of the day in which it has been fitted. It is important to do this as dampness on the sheet surface from rain or dew prior to the application of the oil will stop the effectiveness of the patination oil. It is best to apply the oil with a soft, clean cloth. (Full instructions are printed on the bottle.)

Q: Can I use patination oil to clean stains from lead work?

A: Patination oil will not clean stains or grime from lead work. Lead can be cleaned or restored in various ways. If it is newly-laid and the staining is light (as described above) a solution of lemon and water or vinegar and water applied with a nylon scouring pad may prove effective. Older or more stubborn stains may require the application of specially formulated lead cleaning gels to bring back the pristine appearance of the lead sheet. Having removed the staining from the lead, wash down the lead work with clean water, thoroughly dry and then apply a new coat of patination oil.



patination oil

• TOP TIP: Do not use abrasive cleaners such as lead wool or wire brushes on the lead sheet surface because this will damage the surface and increases the possibility of future staining.

Case study:

Midland Lead's 'Quote Finder' helps builders' merchant increase business opportunities

Company:

One Stop Roofing Supplies Ltd,
Glasgow



Brief description:

Midland Lead's new 'Quote Finder', is one of a range of initiatives designed to help our lead stockists increase their sales. In short, Quote Finder aims to boost stockists' opportunities to quote for lead, lead ancillaries or any other building product they would like to promote. Ultimately, Quote Finder is designed to help stockists increase their sales, orders and open up new accounts within their catchment area.

Case study:

The first step within this Quote Finder exercise was to undertake in-depth localised research to produce a list of potential new customers within One Stop's catchment area. Then, during a two week period, Midland Lead's telemarketing partner made contact with the agreed list of over one hundred building and roofing contractors on behalf of One Stop. During these calls, the telemarketing specialist informed the targeted contractors about One Stop's general roofing products and services, and in particular about the merchants' lead products on offer. As a result of this short telemarketing initiative, One Stop Roofing Supplies Ltd has been given the chance to quote their roofing products to ten new potential customers. And ultimately we are convinced that these quotes will materialise in opening up new accounts and increased sales...

Case study facts & figures:

- **103** builders, building contractors, roofers and installers of conservatories were contacted on behalf of One Stop Roofing Supplies Ltd
- **10** quotes were requested and passed onto One Stop
- **48** contractors said they purchase lead on a regular basis

Willie Brown, director of One Stop Roofing Supplies Ltd:

"I really appreciate the effort Midland Lead has put into this Quote Finder initiative. As a result of this first exercise, I feel our market has opened up and business opportunities have increased. And to be fair, we would probably get even more out of it if another Quote Finder exercise was undertaken..."

Would you like to benefit from Midland Lead's Quote Finder or find out more?

Please contact your regional sales manager or give the office a call: +44 (0)1283 224 555.

top tips... on how to increase your ancillary sales and PROFIT!



For the start of the new school year, many of you will have bought your children new shoes. Almost certainly, the shop assistant will have asked whether you would like some polish to go with the shoes. And we all know why; it's an easy sale and one that most certainly generates extra profit.

At Midland Lead, we are convinced that our lead ancillary products should be sold in exactly the same way. These additional lead related products are easy to sell and can really boost your profit. Here are some suggestions:

NB: If you have ideas or specific requirements about any point-of-sale material that we can help you with, please inform our regional sales managers or contact our office and we'll try and support you in any possible way.

In Brief...

Don't miss out on our email promotions

Did you know that Midland Lead has run a series of monthly email promotions throughout 2010 – ranging from £15 worth of free ancillaries to a 70% discount? If you would like to be included in our future email promotions, just go to our website www.midlandlead.co.uk/promotions, send us your details and sign up.

BBA: "Midland Lead, as committed to quality as ever!"

In October 2010, the BBA undertook a 6-monthly surveillance visit to assess Midland Lead's performance against our agreed quality plan. This plan specifies the criteria which must be met, in order to demonstrate the necessary levels of quality control.

The auditor paid particular attention to product traceability and was able to trace the full history of a number of products ready for despatch at the time. This audit is just one aspect of the assessment work carried out by the BBA to validate our accreditation. Other work includes product testing and customer satisfaction surveys.

Midland Lead invests considerable resources in ensuring product quality. So it was very pleasing to learn that once again, we 'passed with flying colours'.

1

Train your staff to mention and sell ancillaries

Make your staff aware of ancillary products that are worthwhile mentioning to the customer while selling lead. For example:

- Patination oil should be sold with every roll of lead. Point out the benefits of patination oil: it prevents white staining – and thus call-backs on the job – is easy to apply and it will make the lead work look better.
- Midland Lead fixing clips (Hall clips) can be sold together with lead purchases too. These fast and efficient lead fixing clips make a much better product than the traditional wedge. It will save a roofer a lot of time on the job. Also, our experience has shown that once a contractor uses these clips, they become very much a repeat purchase.
- Lead multi-slates are worth trying to sell as an extra product as well. When a roofing or building contractor buys a package of lead multi-slates, he won't need to stock a range of traditional slates. This single slate will fit all sizes.

2

Sign-up for our ancillary email promotions

This year we have introduced a series of email promotions to try and promote our ancillary products. We are convinced these products are worthwhile stocking and selling! So if you would like to benefit from our special ancillary promotions, just go to our website and sign-up. You'll receive a monthly email promotion – ranging from £15 worth of free ancillaries to 70% off ancillaries – that can really increase your ancillary sales and profit.

3

Display your lead ancillaries favourably

If you are selling lead sheet and ancillaries, it's always worthwhile to position these related items in the same area, close by. So that customers buying lead sheet won't need to go to another section to look for patination oil, lead fixing clips or lead multi-slates for example. It's also advisable to use displays and other point-of-sale material to try and get the lead ancillaries noticed.

Regional sales managers who know how to care for our customers!

Towards the end of this year and the early months of 2011 we will be making some changes in our national sales team to further strengthen our team's presence and to ensure we continue to look after our lead stockists. Neville Crowther, our regional sales manager for the North East and Scotland will be retiring in spring 2011, after serving our customers for more than 8 years.

We will be sad to see him leave next year, for he has been a much respected member of our team. Nevertheless, Neville will continue to stay involved with his customers until his colleague, regional sales manager Paul Farmer, has been introduced to them – from which point he will take over. Also, we will be starting a nationwide recruitment campaign, to recruit an additional sales manager for Wales and the South West of the UK. The new team will be committed even more to care for our customers and to provide them with the additional sales & marketing support they deserve.



We wish Neville all the best for the future!



Paul Farmer

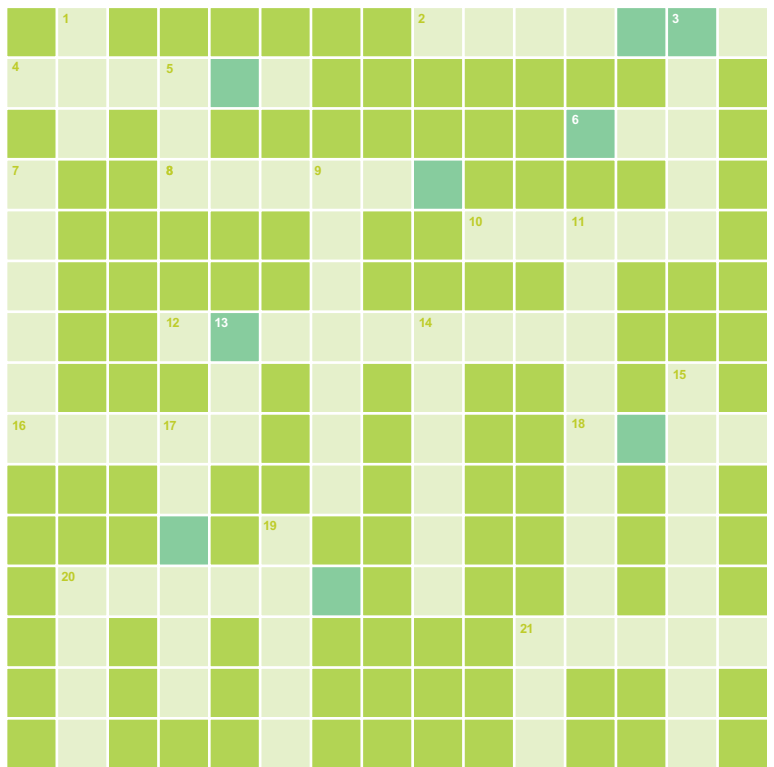
Midland Lead in numbers

- On an 'average' working day at Midland Lead, **100** pallets of lead leave our factory
- Our dispatch record is **178** pallets!
- **99%** of our UK orders are delivered within three days of order
- During September 2010 we had **382** trucks on site - including goods in and goods out

Competition

We are sure you are all looking forward to enjoying the festive season. And what better way is there to relax after all those parties, food and drinks, to chill out and surf the internet, watch a movie or listen to your favourite music on an iPad!

For your chance to win this gadget, fill in the crossword below and enter your answer onto our special competition page on our website www.midlandlead.co.uk.*



Across

2. 1st of January (3/4)
4. Sung at this time of the year
6. Man's best friend
8. On the tree
10. Three kings rode on these
12. The season to be jolly
16. Method of cooking this time of year
18. We manufacture this
20. Measure of heaviness
21. Ringing or drinking?

Down

1. Meeau!
3. Two winged heavenly bodies
5. Use patination... to protect lead
7. Court clown
9. Day of rest, bank...
11. Kissing under this is allowed at Christmas
13. Worn on head
14. Christmas faire
15. Fixing device (4/4)
17. Father Christmas' mode of transport
19. Using grey matter
20. Stinging insect
21. Place to lay your head

Go to our competition webpage on www.midlandlead.co.uk/competition and enter your details and solution! * Competition ends 24/12/10

60 seconds with... Shirley Poxon

In each issue of ML Update we'll introduce you to one member of staff...

- Name:** Shirley Poxon
Age: 54
Born in: Burton upon Trent
Lives with: Myself
Loves: My family, my holidays & Greece
Hates: Rude and ignorant people
Job title: Sales administrator
Since: August '09



Shirley Poxon

What do you like most about your job?

"My job is to advise and explain the benefits of our products to get new customers interested in Midland Lead and to get lapsed customers back on board again. It's quite a challenge to do that over the phone, but I find it really rewarding when I can win people over and they call into the office and ask for me! Especially if some of these customers haven't ordered with us for a long time, it really feels like I am achieving something. Keeping in touch with our customer base, making them aware of our promotions, giving them the best we can offer so we both can benefit, that's what I enjoy."

Where can we find you outside the office?

"I like socialising, being with my family and going for a walk in the countryside. I enjoy keeping fit, but most of all I like going away for weekends or holidays – I just got back from a weekend in Amsterdam and that was good. My favourite place is Greece, the Greek Islands, but unfortunately you can't go there for a weekend. I lived and worked there for about nine years all together. I went for a holiday with my sister but I liked it so much that I went back twice and stayed! I had a job as a nanny, kindergarten nurse and a holiday rep – but that last job was a nightmare. I still keep in touch with most of the people I met there."

Any exciting plans for 2011?

"My sister has recently gone to live in Australia (Sydney), so the challenge is to go and visit her next year... I would like to go to Sydney and Melbourne, to see the highlights such as the Opera House and Nelson Bay. I would also like to see an old friend who lives in Sydney. But it's time and money that I need, so we'll see..."

Product in the spotlights!

Besides manufacturing lead sheet and lead-lined boards, Midland Lead offers an entire range of ancillary products for the building industry. Recently, Midland Lead teamed up with Jimmy Hall, the inventor of the Hall clip, to help promote this excellent lead fixing clip!



Product:

Midland Lead fixing clips, supplied in a box of 500 pieces (10 bags of 50)

Used for:

A fast and efficient way to fix lead sheet into a joint

Advantage:

Midland Lead fixing clips allow you to fix flashings up to 20 times faster than using standard lead wedges

Did you know:

Jimmy Hall is the inventor of the lead fixing clip. He is a self-employed roofer with over 30 years of experience in the building industry and he is the owner of Hall Clip Ltd, a family owned business based in Lancashire. Whilst working on a roofing project, Jimmy came up with the idea of the lead fixing clip – a simple solution to fix flashings up to 20 times faster than using standard lead wedges.

Jimmy: "The idea for the lead fixing clip came out of necessity. Whilst re-slating a terrace roof in Stoke Newington (in 1996), I renewed the lead flashings in the parapet wall. It was a mansard roof (very steep) and therefore more brick joints than usual. After I had finished the job, I realised I had taken a day longer than intended to complete. I blamed the delay on all the traditional lead wedges – making them, putting four or five in and having to return to the first because it had fallen out. With the help of a local manufacturer, and after many different attempts, I developed the lead fixing clip. We have now sold in excess of 10 million clips, and Midland Lead is one of the suppliers of the first hour. I am very happy to work together with the company now and to rebrand my invention as **Midland Lead fixing clips**."

Would you like to try the Midland Lead fixing clips for yourself? Please call our office and we'll send you a free bag of the lead fixing clips.