



Promoting our lead products

ISSUE 5 : SPRING 2009

Welcome again!

Last year we introduced you to our newsletter, ML Update. A newsletter developed to keep you up-to-date on our 25th anniversary events. There were spectacular prizes to be won and lots of other interesting facts to learn about Midland Lead.

This year, ML Update will look slightly different – sorry, we won't be taking you driving a Porsche around Silverstone – but hopefully the content will be as interesting. We'll inform you about our latest sales offers, our sales events diary, we'll discuss relevant lead case studies, give you tips and answer your questions. And we've even managed to squeeze in a competition in each issue. So please, be aware of ML Update in 2009!

Boudewijn Tuinenburg
Managing Director

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Midland Lead credit crunch promotions

At Midland Lead, we recognise that 2009 will be a tough year for most of us in the building industry. So we've decided to do our bit to help and to get our lead products priced as competitive as can be. We'll be promoting our special offers on our website, via this newsletter and at our sales events (see 'What's on'). Let's not forget of course, you can always ask our sales team to give you an update on the latest offers.

**Special
Offers**

Get your free bag of Hall clips

With this issue of ML Update, we're giving away a bag of Hall clips to each customer who's ordering lead sheet*. We'd like you to try and experience for yourself the benefits of using Hall clips.

We're convinced they will save you lots of time, as Hall clips are a fast and efficient way to fix lead sheet into a joint – up to 20 times faster than using a standard lead wedge. And what better way to reduce your costs and save money, than by saving time on the job! So what are you waiting for? Contact our sales team to order your lead sheet and use promotional code **MLUpdate5/1/09** to claim your free bag of Hall clips.

* Offer ends 30/06/09, minimum lead sheet order of 500kg

Q&A

Our expert Dave Woolley, business development manager at Midland Lead with over 25 years of experience in the lead business, answers your questions:

Q: How long will lead last on a roof?

A: It's a well-known fact that lead will last a long time on a roof. Correctly specified and fitted lead will have a life expectancy of at least 60 years. A statement to this effect is included in the latest version of our BBA certificate 86/1764. However, 60 years is a conservative figure and is in sharp contrast to the life expectancy of plastic substitutes. There are many examples throughout the world where lead fitted 200 or even 300 years ago, is still on the roof today!

Q: Why is it so important to lay the correct size of lead?

A: The size and code of lead are the most important factors in determining the life of the product. As a general rule of thumb, the thicker the lead, the larger the piece that can be laid. However, lead expands and contracts with changes in temperature. So too large a piece, an incorrect code or incorrect fittings can all contribute to premature product failure.

Extensive testing has been carried out by the lead sheet industry, which has identified the optimum size of lead for a wide range of roofing and cladding applications. (See our weight chart for details.)

Q: Can I use Code 3 for roofing work?

A: Code 3 is recommended only for use as soakers in very small lengths. For general domestic roofing applications such as wall or chimney flashings Code 4 would be the minimum recommended thickness. For flat roofs, dormer tops and bay canopies Code 4 or Code 5 would be the usual choice.



Have you got a question for our next issue? Email us at update@midlandlead.co.uk

Case study: Refurbishment of Dover Castle for English Heritage



Dover Castle, Kent

Company name:

Maidstone Roofing Services Limited

Company profile:

Maidstone Roofing Services Ltd was founded in 1987 and operates throughout South East England including London, mainly south of the river Thames. Maidstone Roofing currently carries out work directly for local authorities, the NHS, Kent Police, housing associations and the Ministry of Defence, together with commercial and private clients. It also carries out work for building contractors on a sub-contract basis. Slating, tiling and lead work is undertaken together with associated building works. Lead work accounts for about 25 per cent of the company's current turnover.

Lead products used:

Lead sheet of various codes, flexible lead joints, stainless steel strips, lead underlay and wood core rolls.

Project:

Maidstone Roofing recently completed a refurbishment project at Dover Castle in Kent for English Heritage. The project included the re-lining of semi-circular gutters which had been formed in the tops of the stone parapet walls. As no drips were incorporated originally, Code 8 lead was used with flexible lead joints at 2.5 metre centres.

The gutter lining continued to the edge of the parapet wall where, due to the severe coastal exposure, a continuous length of stainless steel strip was used to secure the drip on the lead. Two large areas of flat valley gutter were renewed in Code 6 lead, laid on lead underlay with wood core rolls used to divide the areas into bays. Numerous runs of flashings were renewed at the junctions of stonework abutments and the re-slatted roofs.

John Bailey, director of Maidstone Roofing: "All lead products for this project have been supplied by Midland Lead – and this has been the case for the past ten years. Our supplies are usually ordered and delivered within 72 hours. Should we need to chase up a delivery; a telephone call to Midland Lead's office is all that is needed to ascertain the position. Also, we often order lead cut to specified sizes. This service is provided by the company without additional charges. And, the ability to order all ancillary products from one source is very convenient for us. Moreover, from time to time, we find that pricing large jobs that will not be executed immediately is difficult due to the fluctuating price of lead. We are grateful for Midland Lead Manufacturers' assistance in arranging fixed price supply contracts for these jobs. So, all in all, the service we've received has been excellent and it is our intention to continue the relationship with this lead sheet manufacturer."

Have you got an interesting case study for our next issue? Contact us at update@midlandlead.co.uk.



Stainless Steel Strip

Lead rolls



Meet us at:

- | | |
|--------------------|---|
| 13 May '09 | The NMBS trade exhibition, Telford |
| 9 June '09 | Hargould EcoShowcase – sustainable building product exhibition, Newcastle |
| 8 July '09 | The Unimer Day trade exhibition, Newport, South Wales |
| 15 Sept '09 | Direct Contact Exhibitions Buildingex, Birmingham |

For details and special offers during these events, check out our website: www.midlandlead.co.uk

top tips... on how to get the best lead delivery!



1

Order early

Midland Lead manufactures all lead sheet to order – we don't deliver from stock. Our process, from order, through production to delivery in the UK, takes two to three days. But in busy periods or due to maintenance works, it can take longer. So, the earlier you order, the more likely you are to get your order delivered in time.

2

Use our order template

We regularly come across customers who change or add products to their order, once it's being processed by us. Of course we try to be as flexible as can be, but we'd like you to know that whenever orders are changed during the manufacturing process, it will take longer for the order to be ready for shipment (and it is more likely for mistakes to happen). So, please think carefully about your lead needs before you order. It can also help to use our order form. Go to www.midlandlead.co.uk/downloads and print out the order form.

3

Tell us your special requirements

Whether you're using the order form or calling one of our sales people, please let us have all necessary details so we can organise the best delivery possible. Tell us whether you need a tail-lift on site, the contact details of the person responsible for the site delivery, the delivery times, etcetera.

4

Cater for a speedy turnaround

Once our carrier has arrived at its place of destination to deliver your goods, you must try and help the carrier to offload your goods as efficiently as possible. Make sure there are qualified staff around to sign papers and help the driver to offload the goods and stock them as previously agreed. In this way, the carrier can continue his journey and deliver his next load in time as well.

5

Keep in touch with us

If you have a question about your delivery requirements or you feel you didn't get the delivery you asked for, please don't hesitate to get in touch with us. Call our office on +44 (0)1283 224 555 and explain the situation and we'll try to fix the problem and liaise between you and our carrier.

In Brief...

Avoid carriage charge for Multi roll orders

Multi roll is Midland Lead's own brand of top-quality wood core rolls; an essential ancillary product for roofers when purchasing lead flashings. But due to the length of the Multi rolls (2.4m) and the fact that we have to send them as separate goods, we feel we need to charge our customers a carriage fee of £15.00. However, there are two ways to avoid this charge! One way, is to order the Multi rolls in 1.2m lengths when small quantities (under 20 pieces) are required (so they can be packed onto the pallet with the lead). Another way is to order larger quantities of our wood core rolls at once – over 20 pieces.



Multi roll

NSPCC receives money to train new volunteers

During the end-of-the-year charity campaign 2008, Midland Lead raised £5000 for the NSPCC. Thanks very much to all our customers who purchased lead sealant or patination oil throughout the campaign, and who have thus helped us raise money.

During a visit to the Nottingham ChildLine centre, Midland Lead's staff handed over the cheque to the call centre's senior supervisor, John Gladwell. "We're very happy with the money Midland Lead has donated. It will certainly be put to good use. With this amount we'll be able to train at least three more counsellors for our call centre – and they're very much needed to answer those calls that would otherwise go unheard."



Cheque handover to NSPCC

Midland Lead in numbers

- We processed 13,421 orders in 2008.
- 36,918 miles are covered by our area sales managers in the first quarter of 2009 to meet you
- Midland Lead has 17 different ancillary products on offer
- Over 13,113 people visited our new website during the first four months after the re-launch.

Competition



Over the years, 400,000 tonnes of our lead sheet has been successfully used to weatherproof a variety of buildings, from houses, churches, offices, public buildings through to castles, town halls, cathedrals and museums. Some of that has been specified in the prestigious building pictured here.



Do you know where this is and what the name of the building is? Go to our website www.midlandlead.co.uk, click on Win an iPod and email us your answer using promotional code **MLUpdate5/2/09** *. You could be the winner of one of five Apple iPod Touch players we're giving away.

* Competition ends 30/06/09

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. Some you're more familiar with than others. This time, we'd like to put the spotlight on Hall clips...

Product:

Hall 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:

Hall 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 Hall 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 Hall clip – a simple solution to fix flashings up to 20 times faster than using standard lead wedges.

Jimmy: "The idea for the Hall clip, came from 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 Hall clip. We have now sold in excess of 10 million clips, and Midland Lead is one of the suppliers of the first hour."

Would you like to try Hall clips for yourself? Please quote our promotional code on page 1 when placing your next lead sheet order and we'll be sending you a free bag of Hall clips.

60 seconds with... Heather Dolman

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



Name: Heather Dolman
Age: 46
Born in: Burton-on-Trent, Staffordshire
Lives with: Two daughters, Catherine (17) and Courtney (15)
Loves: Sports
Hates: TV
Job title: Sales office administrator
Since: 2003

What do you like most about your job?

"I love the interaction with the customers. I like to talk to customers, listen to their issues and resolve them as soon as possible. And customers know that I will get my teeth into their query and they'll have an answer promptly."

I like working for Midland Lead because we're a 'small company'. I know we're quite big in the market place, but in the office we're really working as a small team where we all appreciate the work everyone does, and where we all have to link with one another to get the job done."

Where can we find you outside the office?

"I play netball and am a keen football fan. If I can I'll be supporting my club – Derby County. Besides sports, I love to spend my time with my two daughters and enjoy walking my Labrador Toby."

What's your biggest challenge at the moment?

"Looking after my two teenage daughters, aged 15 and 17 – a challenge I thoroughly enjoy though."