



Promoting our lead products

ISSUE 6 : SUMMER 2009

20% off
patination
oil



Midland Lead gives away...

Tins of patination oil

With this issue of ML Update, we're offering 20% off your patination oil order*. If you order a box of 18 x 0.5 litre tins, we're giving away 4 tins for free. If you're looking to buy a box of 10 x 1 litre tins, you'll get 2 free tins. So what are you waiting for? Contact our sales team to make the most of this deal and use promotional code **MLUpdate6/1/09** to get your patination oil for 20% less.

Portable DVD-players

As part of Midland Lead's credit crunch promotions, we are giving away 3 portable DVD-players this summer*. An excellent way of keeping the kids entertained while driving to your holiday destination or keeping yourself occupied while waiting for that delayed flight. Each month you can be the winner of this gadget, if you enter our competition. For details on the DVD-competition, please see page 4.

* Competition and offer end 30/09/09



Inside this issue...

- Case study:** Re-roofing of York's Retreat Hospital2
- Top tips:** How to handle lead safely3
- Competition:** Guess who owns this lead-roofed duck house4

Join 'Get Britain Building' campaign

'Get Britain Building' is campaigning to ensure the UK construction industry survives the current economic downturn. The campaigners, a group of organisations from within the building sector, have set up a lobby to convince the UK government to address the industry's current planning, building and housing problems. According to the campaigners, minimising control, regulation and taxation for all building-related work as much as possible, will enable the building sector to bounce back!

Would you like to help kick-start the UK construction industry or find out more about the 'Get Britain Building' campaign, go to www.getbritainbuilding.org.uk

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

A: Patination oil is a specially formulated single-application liquid, which helps prevent the formation of white oxide stains on freshly-laid lead work.

When new lead work is exposed to the atmosphere it begins to form a soluble white patina. This is a normal reaction to atmospheric conditions and in time – typically 1 to 2 years – the patina diminishes and is replaced with a more stable and insoluble form. During this initial period however, there is the possibility of the patina washing down from the lead, causing unsightly white stains on the slates and tiles below. By applying a single coat of patination oil, this white staining can be prevented. It will also give the lead a pleasing dark grey appearance.

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 nullify the effectiveness of the patination oil. It is best to apply the oil with a soft, clean cloth. (Full instructions are printed on the tin.)

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 of a light nature (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.

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: Re-roofing of York's Retreat Hospital



York's Retreat Hospital

Company name:

Geoff Neal Roofing Limited

Company profile:

As one of the North's leading commercial and domestic roofing contractors, Geoff Neal Roofing Limited has built a strong reputation for quality, service, safety and reliability during its 50-year history. The York-based family firm specialises in historic building renovation and numbers among its customers the National Trust, English Heritage and the Department for Environment, Food and Rural Affairs Agriculture (DEFRA).

Lead products used:

Various sizes of Code 5 lead sheet, expansion joints, copper nails and patination oil.

Project:

Geoff Neal Roofing Ltd recently used Midland Lead's products on a £97,000 project to re-roof York's Retreat Hospital. The re-roofing project formed part of a wider, 52-week programme of works, lead by principal contractor W A Hare & Son Ltd.

The project involved stripping away the hospital's old roof covering, keeping as many sound, original slates as possible, before recovering it using matching slates where necessary to

retain the roof's original appearance. The building's substantial lead gutters, flashings and canopies were all replaced and a flat lead roof was installed around the building's central lantern light.

Thirteen tonnes of code 5 lead, in various widths and lengths, were used to complete the project – all laid in accordance with Lead Sheet Association guidelines.

The Retreat Hospital is a listed building and was occupied during the renovation work, so a key challenge for the company was to keep the interior dry and ensure all internal plasterwork was protected.

Geoff Neal, managing director: "Our success is based on the quality and craftsmanship of our work. So, it's vital that the materials we use are of the highest standard in terms of quality and consistency. We are happy to work with Midland Lead, who has supplied us with lead sheet and ancillary products (patination oil, expansion joints and copper nails) over the past several years."

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



Central Lantern Light



Copper Nails



Meet us at:

8 July '09
15 September '09
28 October '09

The Unimer Day trade exhibition, Newport, South Wales
Direct Contact Exhibitions Buildingex, Birmingham
Direct Contact Exhibitions Buildingex, Glasgow

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

top tips...

on how to handle lead safely



Working with lead sheet - particularly in a builders' yard - does not present a health risk, provided that you stick to some simple precautionary rules:

- 1 Do not attempt to lift a roll of lead by yourself, unless you are completely confident you can handle it. Lead is a heavy metal and care should be taken when lifting. We recommend not lifting above 25 kg.
- 2 Always wear protective clothing, such as work-gloves and safety boots, when handling lead products.
- 3 When sweeping up in a lead storage area, you are advised to wear a protective mask and where possible, spray water onto the dust as you sweep.
- 4 Do not eat, drink or smoke in the immediate working area.
- 5 And last but not least, practise a high standard of personal hygiene: wash your hands thoroughly – even if gloves have been worn – after you have finished working with lead or prior to eating, drinking or smoking.

In addition to the precautionary rules outlined here, more information is available on the Health & Safety pages of our website: www.midlandlead.co.uk.

Midland Lead in numbers

- During our first monthly 'online order promotion', we're giving a 10% price reduction on code 4 lead.
- 186 unique visitors have checked out our online win an iPod competition.
- Over 445 people who visited www.midlandlead.co.uk since its re-launch in November '09, made an enquiry.
- We are giving away 3 portable DVD-players this summer.

In Brief...

New promotional signs available



As part of our efforts to help building merchants sell our lead products, we have designed a new series of display boards. These display boards will promote our lead product range (lead sheet and ancillaries) and will make visitors aware of the availability of Midland Lead products in store. Are you selling our lead sheet or ancillaries and are interested in displaying one of these promotional signs? Please get in touch with your area sales manager or contact the sales office at +44 1283 224 555.

Successful Sustainable Building Show for Midland Lead

Mid June Midland Lead was among the manufacturers showcasing its lead products during the Newcastle Building & Construction Expo 2009. As a manufacturer of lead sheet – with its high-recyclability, durability and energy-efficient manufacturing process – we were quite keen to attend the EcoShowcase and remind visitors again why our products deserve a place in the sustainable building industry. Moreover, we offered visitors at the show a demonstration by an experienced lead worker, Peter Waite, who showed how easily our lead could be worked.

Peter Waite: "This [Midland Lead] lead is the best lead to weld and burn, because it doesn't have an oily coat on it and it isn't affected by dirty lead rollers as can be the case with milled lead. And if you don't believe that, come and see me during a demonstration at one of the building and roofing shows we're attending this year!"

Green, greener, greenest...



Midland Lead is very proud to have received a new BS EN ISO 14001 certificate for its environmental performance. Three years ago, in June '06, we were one of the first lead sheet manufacturers in the UK to receive this 'green certificate', which has recently been reviewed and revalidated by the British Standards Institution (BSI). Not only did the BSI look back at our environmental performance of the last three years, it also assessed whether Midland Lead is becoming even greener and working to continuously improve its environmental behaviour. In April '09 the BSI concluded, we are doing so, and it noted our success in reducing waste and energy usage by changes in working practices and the introduction of a new dressing machine. Our efforts to further improve our environmental management system – e.g. record keeping and database management – haven't gone unnoticed either. All in all, it is very pleasing to know that our green performance has been recognised once again.

Competition



This summer, Midland Lead is giving away 3 portable DVD-players! An excellent way of keeping the kids entertained while driving to your holiday destination or keeping yourself occupied while waiting for that delayed flight. During July, August and September you can be the winner of this gadget, if you enter our competition*:



We were so impressed with the quality of lead work on the roof of the duck house pictured above, we have decided to make it the focus of our summer competition. For your chance to win a portable DVD-player, simply email us the name and constituency of the MP – who is to stand down at the next election – who owns this magnificent piece of lead work! Go to our website www.midlandlead.co.uk, click on win a portable DVD-player and email us your answer using promotional code **MLUpdate6/2/09**. We'll 'name and shame' one winning entrant each month during July, August and September on our website.

* Competition ends 30/09/09

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 our lead sealant (Multi Point)...

Product:

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

Used for:

Making a strong long-lasting watertight joint/seal between the lead and brickwork.

Advantage:

Lead sealant can be applied quicker and easier than mortar and it looks pleasing because the colour of the sealant matches the lead.

Did you know:

One of the most common uses for lead is as a flashing material. Traditionally the flashings were held in place with lead wedges and sealed with mortar. By replacing the mortar joint with a lead sealant joint, the job can be done more efficient.

There are many lead sealants available on the market. However, it is very important to ensure that you use only a high-quality low modulus neutral cure silicone, such as Multi Point. We know through experience that the cheaper, acid-based sealants (these usually feel heavier than the tubes of pure silicone and have a vinegar-smell when opened) have a corrosive effect on the lead sheet. More importantly, these cheap alternatives can cause white stains and even lead to premature product failure.

60 seconds with... Mandy Sullivan



Mandy Sullivan

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

Name: Mandy Sullivan
Age: 36
Born in: Hillingdon, West London
Lives with: My partner Will and 4-year-old daughter Olivia
Loves: Chocolate
Hates: Sitting in traffic
Job title: Sales office administrator
Since: March '09

What do you like most about your job?

"Because I only started this job in March, I like learning the different aspects of the job. I like learning new aspects of the job and then feeling a sense of achievement once I can put into practise what I've learned. What I like about working for Midland Lead is the fact that when you talk to customers, you can do that in a friendly, informal manner, whereas in my former job at a call centre, contact with customers was almost robotic. At Midland Lead, we get the job done by building a relationship with and being friendly to customers."

Where can we find you outside the office?

"When I have time and manage to organise a babysitter, I like going to the cinema; I am looking forward to viewing Angels & Demons soon. I also like to go out for a meal with friends. My favourite food is pasta and curry, so you can find me in the local Italian or Indian. But most of all, I enjoy spending my spare time together with my 4-year-old daughter. Especially now the weather is nice, we like to go out to the park. The other day we went to Chatsworth House, near Chesterfield, and Olivia particularly enjoyed paddling in the cascading fountain with friends."

Any exciting plans for this summer?

"Yes, at the end of August we are going on holiday to Rhodes. Since I only started going on holiday since I was 30 – I was afraid of flying – and I didn't go anywhere last year, I can't wait to go. My first holiday abroad – by plane – was to Rhodes, to the South. This time we'll be spending our holiday in the North."