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## Help us make Christmas special once more

Following three 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 third week of November '09 – from 16 till 20 – we have organised an **online auction** on our website. That week, Midland Lead will be giving away a tonne of lead (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 week-long **online auction** campaign, 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 help protect children at risk of abuse and neglect. Early January 2010, we will hand over all donations, including the highest bid, to the NSPCC. For details, contact our sales staff or go online: [www.midlandlead.co.uk/NSPCC](http://www.midlandlead.co.uk/NSPCC)

## Midland Lead gives away...

### Tins of patination oil

Due to high demand of our previous ML Update patination oil promotion, we've decided to make our offer even more exciting: **50% off any boxed order of patination oil until the end of December\***.

- A box of 18 x 0.5 litre tins
- A box of 4 x 0.5 litre tins
- A box of 10 x 1 litre tins
- A box of 4 x 1 litre tins

So make sure you profit from this popular offer. Place an order online or contact our sales team using promotional code **MLUpdate7/1/09** to get your patination oil for 50% less.

50% off  
patination  
oil



### A refreshing family trip to Center Parcs

With Christmas and New Year around the corner, we at Midland Lead, would like to wish you all a fabulous festive season. To help you get back in shape and feel ready to pick up work afterwards, we are giving away a post-festive family trip to a UK Center Parcs of your choice. We're sure a short family break in either January or February 2010 to Sherwood Forest (Nottinghamshire), Whinell Forest (Cumbria), Elveden Forest (Suffolk) or Longleat Forest (Wiltshire) will leave you and your family feeling revitalised and ready to face the challenges of the year ahead. For details on this Center Parcs competition\*, please see page 4.



\* Competition and offer end 23/12/09

# Case study:

## Roof slating and lead work at Bowood Estate

### Company name:

Sharland Roofing Limited

### Company profile:

Sharland Roofing Ltd is one of the UK's leading roofing specialists. The family-owned company – stretching back three generations – operates primarily in South West England, where lead work is carried out for major developers such as Barratt Homes, David Wilsons and Persimmon Homes. Throughout the area, Sharland Roofing is well-known for their expertise in combining traditional roofing skills with modern products.

Recent commissions include Marriots Walk – a new retail, leisure and residential development in Witney – and the development of Bowood Estate in Chippenham.

### Lead products used:

In excess of 20 tonnes of lead sheet, Codes 3, 4, 5 and 6 have been used to complete Bowood Estate.

### Project:

The Bowood Estate project was a fast-running project, where Sharland successfully completed the roof slating and lead work on the brand-new, luxurious 43 bedroom Bowood Hotel and Spa.

Over 20 tonnes of lead were extensively used to cover the whole range of lead work, from lead rolled hips, box gutters, lead ridges and cappings to lead ornaments and flat roofs. The major challenge Sharland was faced with, were the unique designs for the dormer roofs, box gutters and various other flashings, which their lead operatives had to design and build along the project. In addition, the entire roofing job had to be finished within 4 months – which the company succeeded in. It even managed to complete the project ahead of the deadline. Partly due to negotiation with Midland Lead's sales staff, Sharland also managed to keep the project, in particular the costs of lead, within budget.

Lee Sharland, joint managing director of Sharland Roofing Ltd: **"We are a satisfied customer of Midland Lead Manufacturers for approximately 4 or 5 years now. We find the sales staff very helpful and we have never had any issues. Moreover, the lead products we use from Midland Lead are always supplied to a very high standard and on time – which are both very important factors to us."**

For further details, contact Sharland Roofing via tel: 01793 522516 or go to: [www.sharlandroofing.co.uk](http://www.sharlandroofing.co.uk)

Have you got an interesting case study for our next issue? Please contact us at [update@midlandlead.co.uk](mailto:update@midlandlead.co.uk).

## Meet us at:

**3 November '09:**

Direct Contact Exhibitions Buildingex, London

**10 November '09**

Hargould Eco Showcase – sustainable building product exhibition, Bristol

**25 November '09**

Direct Contact Exhibitions Buildingex, Manchester

For details and special offers during these events, check out our website: [www.midlandlead.co.uk](http://www.midlandlead.co.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:



Machine cast production process

### Q: What is the difference between milled and machine cast lead?

A: Essentially both products are very similar in appearance and do the same job. Both types of lead are made from the same base material (recycled lead) and are produced to the same chemical composition; a minimum of 99.9% lead content.

The principal difference between machine cast lead and milled lead lies in the method of production. Milled lead is produced using a rolling mill, where a solid slab of lead is placed between two heavy rollers and then run through the mill until the desired thickness is achieved. Machine cast lead is manufactured by dipping a water-cooled rotating drum into a bath of molten lead. The speed of the drum and depth of immersion into the bath determine the thickness of the lead sheet.

Midland Lead Manufacturers have produced in excess of 400,000 tonnes of lead sheet via this machine cast process over the past 25 years.

### Q: What is the difference between BS EN (12588) and BBA (86/1764) produced lead?

A: Milled lead is produced according to the BS EN 12588 standard. Midland Lead's cast lead is produced to BBA Certificate no 86/1764. A certificate first granted to our lead in 1983 and renewed at 3 yearly intervals since. This BBA certificate guarantees for example our products and production process have been thoroughly assessed, are consistent in quality and supply. Unlike a BS/EN certificate, which is generic to the production method, an Agrément certificate is specific to a company. The company must ensure all areas of its production process conform to the required standard for the specification to remain valid.

The British Board of Agrément and British Standards Institute are not competing quality assurance systems. They are complimentary – assurance by either should give specifiers confidence in a product's performance. A BBA certificate is only granted if a product contains an innovative element of manufacture or use and has a level of performance at least as good as or better than that specified by the relevant British Standard. And that's the case with Midland Lead's cast lead.

### Q: What are the advantages of using machine cast lead over milled lead?

A: Unlike milled lead, machine cast lead is produced without an oil coating on its surface. So the advantage of machine cast lead is that it will work cleaner and easier – no preparations are necessary before welding.

What's more, due to its production process, machine cast lead has been proven (by a Cambridge University study) to have a better molecular structure than milled lead, resulting in better creep resistance. And last but not least, due to a more efficient production process, machine cast lead can be offered at a better price.

Did you know: Besides a BBA certificate our machine cast lead has recently received the approval of the prestigious Royal Institute of Architects (RIBA). We are now listed in their product selector [www.ribaproductselector.com](http://www.ribaproductselector.com) and related specifying website [www.nbsplus.com](http://www.nbsplus.com).

## top tips... on how to increase your lead sales

For roofing and builders' merchants lead sheet has been a popular product for years. However, recently some have mentioned a drop in lead sales, due to f.e. the rise of (plastic) alternatives and the high (scrap) value of lead. Here are our top tips to increase those sales once again:

1

### Display your lead favourably

For a customer it's not always easy to find the lead sheet or lead products they are looking for. In some builders' merchants lead sheet is displayed in the timber section, in others lead is not displayed at all – for fear of theft. More than often lead products are positioned in an area where customers need to put a lot of effort in to get the desired products to the till and into the van again. Our advice: don't hide your lead, but display it clearly. Use signs and display boards, and position your lead in a customer-friendly way – easy to trace, load and buy.

2

### Promote lead as a sustainable building product

We sometimes hear that lead is perceived as an 'expensive' and 'environmentally-unfriendly' weatherproofing material in comparison to synthetic alternatives, but nothing could be further from the truth.

Lead's durability and its recyclability should be among THE reasons to buy/sell the product.

**Recyclability:** Our lead is made out of 100% recycled lead. Moreover, 95% of lead used in the UK building industry is recycled. Whereas recovery rates of plastics and synthetic weatherproofing alternatives are as low as 10% or even less.

**Durability:** In comparison to plastic and even natural weatherproofing substitutes, lead sheet is one of the most durable building materials – it has a 60

year guarantee and easily lasts over 100 years, while many synthetic alternatives still have to prove their longevity and don't make it longer than 20 years.

3

### Mention additional sales

If you are selling lead sheet, it's always worthwhile to mention the possible purchase of related items such as patination oil, Hall clips or lead sealant. In fact, you should be selling patination oil – to keep the lead sheet from staining and to maintain the pleasing,

new and shiny look of the product – with every roll of lead! In addition, other ancillary products might be worthwhile mentioning to the customer. We know for a fact that once customers use Hall clips, they keep on using them because these clips save a lot of time (and thus money) on the roof. Please contact our sales staff for details and offers on our ancillary range.



In addition to the tips outlined here, we do offer Midland Lead display boards (see picture) to increase your lead sales. Any other request you have, can be discussed with our area managers or sales office.

## In Brief..

### Don't miss out on our online offers

Do you know that Midland Lead now offers you the opportunity to place your lead order online and benefit from special online only offers? During the third week of July, August, September and October, we've been giving a 10% reduction on lead roll specials. So please be aware of what's on offer online and don't forget to check out our website regularly.



### Midland Lead gets RIBA approval

The Royal Institute of British Architects (RIBA) is THE UK body for architecture and the architectural profession. It provides support for its members – over 3,500 in the UK and over 40,000 worldwide – in the form of training, technical services, publications and events. Midland Lead is very proud to have been contacted by the RIBA to get listed in two of their major technical services: [www.ribaproductselector.com](http://www.ribaproductselector.com) and the [www.NBSplus.co.uk](http://www.NBSplus.co.uk).

From November '09 onwards our lead sheet and products will be listed on the RIBA product selector website and CD-rom and the NBS Plus specifying website – which in return will give our customers an added benefit when selling our lead sheet. RIBA architects can now specify Midland Lead products with complete confidence knowing that they will get a quality assured product on their building.

### Make a difference to children & win an iPod Touch

Traditionally the Christmas period is perceived as a happy time of the year, yet the sad fact is that over the holiday period the NSPCC hears from many children in distress. So there's a real need to continue to raise funds throughout the festive season for the children's charity. Would you like to help and make a difference to the NSPCC? Just go to [www.midlandlead.co.uk/NSPCC](http://www.midlandlead.co.uk/NSPCC) and place a bid during our online auction in the 3rd week of November or use our special donation form to give as little as £4, £5 or £10 until the end of this year. What's more, in a special prize draw, we will reward one lucky customer with an iPod Touch!



## Midland Lead in numbers

- Since introducing our online order specials in July this year, **106** customers saved 10% on their lead sheet orders during our monthly online promotions.
- This year we are hoping our end-of-year charity campaign will raise more than **£5,000** for the NSPCC.
- From the start of '09 onwards we have produced **480** lead-lined plywood boards and **1295** lead-lined plasterboards.
- You'll be able to meet Midland Lead and see a lead work demonstration at **three** different events this November. Come and visit us at London, Bristol or Manchester.

# Competition



For your chance to win a superb family break at a Center Parcs of your choice early 2010, fill in our crossword and enter your answer together with promotional code **MLUpdate7/2/09** onto the special competition page on our website [www.midlandlead.co.uk](http://www.midlandlead.co.uk).

## Across

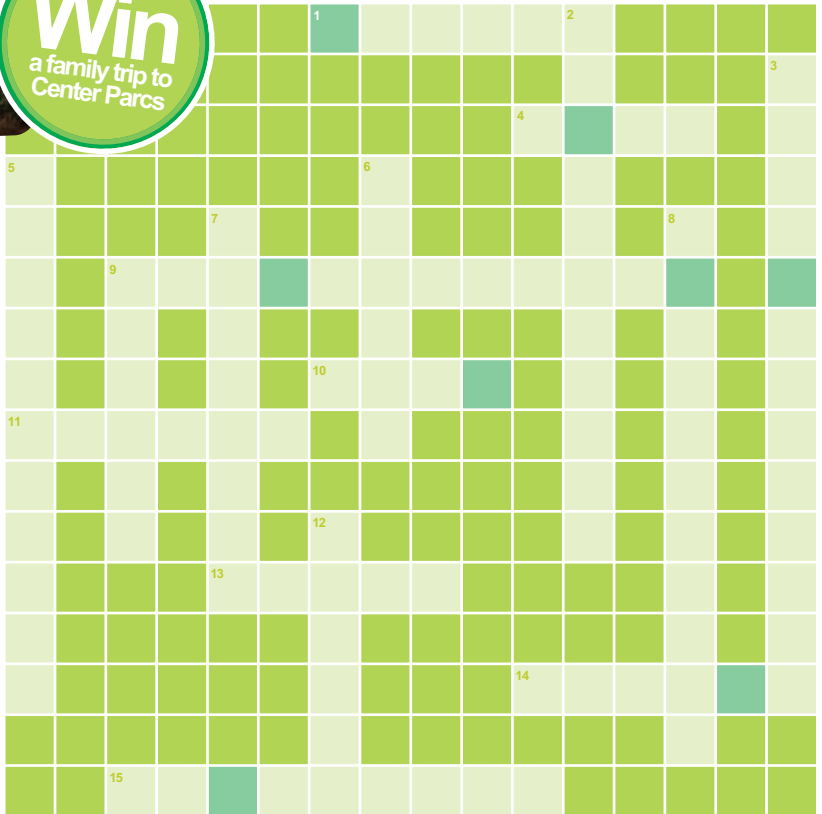
1. Many coloured at this time of year
4. ...the herald angels sing
9. (6,5) used to cut turkey
10. We produce this
11. Traditional faire
13. Could be pitched or flat
14. An outlet for timber or cast iron guttering
15. 25th of December

## Down

2. Our home
3. (10,3) Keeps white stains at bay
5. (6,5) Lead flashing weights are shown here
6. Where Jesus was born
7. Received eagerly on Christmas day
8. Christmas one are hung this time of year
9. Place of worship
12. Sung at Christmas

**Solution:** \_\_\_\_\_ (a well-known fragrant plant)

Go to our competition webpage on [www.midlandlead.co.uk](http://www.midlandlead.co.uk) and enter your details and solution!



## 60 seconds with... Keith Spencer

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

- Name:** Keith Spencer  
**Age:** Confidential  
**Born in:** Brighton (Sussex) but lived in South Africa for 40 years  
**Lives with:** Wife Lihua and children Rachel and David  
**Loves:** Rugby, China and anything sweet  
**Hates:** Waiting and rudeness  
**Job title:** Sales office supervisor  
**Since:** October '05



Keith Spencer

### What do you like most about your job?

"Variety is the spice of life. Working with such a professional team, focussed on customer satisfaction, is indeed invigorating. Every day presents more and more opportunities as customers become more value conscious – they know that there is great value for money at MLM. Our small team works as a well-oiled customer satisfaction machine, innovating where necessary and meeting tight commitments. We all get much satisfaction from this environment."

### Where can we find you outside the office?

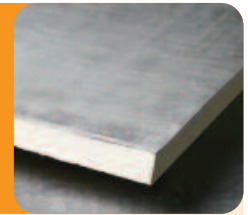
"I'm at the gym 5 days a week (doesn't really look like it, I know) and spend the balance of my time looking after my 13 year old stepson, flying radio controlled helicopters, watching the Springbok rugby team beat most opponents, learning to speak Chinese and learning how to design websites. My wife and I spend some time most weekends walking around the local countryside. Not much time left after all that I'm afraid!"

### Any exciting plans for the future?

"My wife and I have been to both China and South Africa recently. We intend to visit the USA next year or visit China again, where we've purchased a retirement apartment in the southern province of Guangzhou in an area called Cong Hua. The apartment is built on the banks of the Cong Hua River overlooking Cong Hua city. A little too close to Macau for comfort as my better half enjoys the thrill of gambling!"

## Product in the spotlights!

Besides manufacturing lead sheet and ancillary products, Midland Lead specialises in the production of lead-lined boards. This time, we'd like to put the spotlight on them...



### Product:

Lead-lined boards, available in plywood and plasterboard in standard sizes of 2.4m x 600mm – non-standard sizes are available upon request.

### Used for:

Soundproofing and radiation shielding applications.

### Advantage:

As a barrier to radiation, lead is unrivalled and essential in hospitals, dental and veterinary surgeries, laboratories and nuclear installations to protect people working there from harmful X-rays. Lead is also an excellent noise stopper. It is both heavy and soft, which means lead will stop much noise because of its weight and it will dampen the noise due to its soft characteristic. Laminated to plywood or plasterboard, our lead sheet is increasingly used to control noise in the entertainment industry – in hotels, music studios or clubs – and in the marine industry (for example to stop noise from engine rooms).

### Did you know:

Midland Lead manufactures lead-lined boards that consist of thin lead sheet – with a thickness range of 0.44 to 3.55 mm – laminated to plywood or plasterboard.

All boards are purpose-made in our onsite lead board workshop, using the finest workmanship available. Both plasterboard and plywood boards are available in standard sizes of 2.4m x 600mm. Moreover, other than standard sizes are available too. Our experienced workshop staff can produce lead-lined boards to your exact specification.