

Celebrating 25 years in lead sheet

ISSUE 4 : DECEMBER 2008

Thanks to all of you!

Nearly at the end of our silver jubilee year, I would like to thank all of you who've made this year so special for us. Your birthday wishes, enthusiasm to join our 25th anniversary competition and of course your good company during the birthday festivities have been very inspiring.

What's more, we aim to keep investing in the relationships with our customers over the years to come. And we certainly hope you will continue to appreciate our efforts and remain a customer of ours in the future.

Last but not least, on behalf of all of us at Midland Lead, I'd like to thank you for your custom this year and wish you and your loved ones a merry Christmas and a happy 2009!

Boudewijn Tuinenburg
Managing Director

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Help us make Christmas special again

Following two years of positive customer feedback on our initiative to donate money to the NSPCC, we're happy with the provisional results of our 2008 end-of-year charity campaign. Starting on the 15th of September '08 we have been raising money for the children's charity, in support of their efforts to help children at risk of abuse and neglect. For every litre of patination oil or box of sealant we've sold since, we've put aside £1.50 for the NSPCC which we will continue to do until the 15th of December.

We're hoping to hand over a cheque of at least £5,000 to the Nottingham ChildLine call centre later this December. A donation like this will help the local staff to answer over 1666 calls from children in danger or distress that would otherwise go unheard.

Would you like to help us?

Contact our sales staff about the NSPCC campaign, because there's still some time left to do a little good...

"The need to raise funds throughout the festive season is as vital as ever, so we greatly appreciate the support of Midland Lead and its customers."

Jenni Cowlishaw, corporate fundraising manager NSPCC

The winners take it all...

On the 29th of August, David Wilson, publisher of Builders' Merchants News, had the honours to announce the prize winners of our third 25th anniversary event. About a month later, Howard Grant, managing director of Unimer, carried out the final prize draw. All in all, 19 customers have been chosen out of 4566 entries to either join Midland Lead's sales & marketing manager Steve Kitchener for a day of golf at the Belfry, or to team up with Boudewijn Tuinenburg for the best racing day ever at Silverstone.

See page 4 for details!



Howard Grant (l) and Boudewijn Tuinenburg (r) get a taste of what's to come for the winners of the Ultimate Silverstone Challenge!



David Wilson (l) meets Steve Kitchener (r) to announce winners of third prize draw.

Site life

From lead-lined boards to lead ballast

In the first three issues of 'Site life' we've given you a look behind our operations and sales scenes. But there's much more to Midland Lead than producing and selling lead sheet. Due to growing customer demand, we have broadened our lead product range, which now includes lead-lined boards and lead ballast...

As a barrier to radiation, lead is unrivalled and essential in hospitals, dental surgeries, laboratories and nuclear installations to protect people working in those circumstances from harmful X-rays. For radiation shielding applications, both medical and industrial, lead sheet is often laminated to other materials. Midland Lead manufactures lead-lined boards that consist of thin lead sheet - with a thickness range of 0.44 to 3.55mm - 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, if you're looking for other than standard sizes, our experienced workshop staff can produce lead-lined boards to your exact specification.

Besides manufacturing lead sheet and lead-lined boards, Midland Lead is getting increasingly involved in producing lead ballast products. Lead's high density makes it particularly appropriate as ballast for vessels and counterweight in many different applications. Over the years, Midland Lead has supplied its customers with ballast lead for boat keels, piling machinery and heavy-lifting equipment. We have even been involved in producing lead ingots used as ballast by the Special Effects department of Compound Films in the making of the thriller Green Zone, starring Matt Damon!

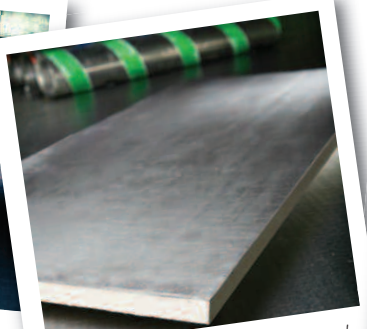
To suit the diverse needs of our customers, Midland Lead supplies lead ballast in a wide variety of shapes and sizes, from standard ingots of 25 and 40kg to bespoke ballast products weighing several tonnes. What's more, our onsite steel fabricator Rod Layland is an expert in creating purpose-build moulds required for your specific lead ballast needs.



All lead-lined boards are purpose-made onsite



Standard ingots of 25 and 40kg



Available in plywood and plasterboard, standard sizes of 2.4m x 600mm



Rod Layland

"I started working as a steel fabricator at Midland Lead in 2005 and although I am not involved in the actual manufacturing of lead sheet, my expertise is much appreciated by the company. So far my jobs here have been very varied: from making safety guards on our stack platform to designing steel moulds for lead ingots. I really like the fact that my work relates to production as well as to the health & safety and environmental side of it."

Rod Layland, steel expert at Midland Lead

Midland Lead's product range:	Application:	Used in:
Lead sheet	Weatherproofing	The building industry, from houses and cathedrals to public buildings and offices
	Soundproofing	Music studios, hotels, large motor vessels
	Radiation shielding	Hospitals, dental surgeries, laboratories, nuclear installations and vessels
Ancillary products	Weatherproofing	The building industry
Lead-lined boards	Soundproofing	Entertainment industry, hotels, music studios
	Radiation shielding	Hospitals, dental surgeries, laboratories, nuclear installations and vessels
Lead ballast	Ballast and/or counterweight	Heavy-lifting machinery, boat keels, construction machinery such as piling equipment, sash windows

Four reasons why lead should top your list

Over the past 25 years, we've noticed that from time to time our lead sheet receives some competition from alternative weatherproofing products. Unfair we feel, especially given the claims the manufacturers of these non-lead flashings make. So, let's set the record straight with four reasons why lead should be top of your list...

1

Lead's value for money

Although lead sheet may appear more expensive than its alternative roofing products, it certainly has the best value for money. Lead sheet has been used in building applications since the Romans and has a proven track record as a very durable weather proofer. Moreover, our lead sheet is BBA approved, has a 60 year guarantee and a life-expectancy of well beyond 100 years. This is in sharp contrast with alternative roofing materials, of which none of us *know* their longevity. For example, one of the manufacturers of non-lead flashing products guarantees its flashings only up to 10 years. So, replacement costs when working with these synthetic or aluminium-based materials need to be considered too.

2

It's a sustainable weather proofer

Besides lead sheet's longevity, its recyclability makes it a very sustainable roofing material. What's more, lead sheet is not only recyclable - as some of the manufacturers of synthetic products claim - lead *is* recycled! Due to lead's scrap value and the fact that it can easily be recovered, more than 95 per cent of UK lead is being recycled. This again, in contrast with many of the non-lead roofing products, which have no re-sale scrap value and their recovery rates are well below 10 per cent. In addition, many of the non-lead flashing manufacturers claim they are committed to sustainability, but studies by independent European research and development institutes show that synthetic materials developed as a potential alternative to lead have a significant impact on global warming during manufacture. And due to their short life-expectancy there is a need for early replacement - again increasing carbon emissions.

3

Lead is fit for purpose

So, lead's value for money, it's sustainable, but most of all it's fit for purpose. Lead is fully malleable, resistant to corrosion and can be used with all common building materials and components. Lead is easy to use and easy to specify, because the lead sheet industry has ensured that both the technical guidance and the skills needed for successful installation are available. And okay, we do admit that lead is heavy, but that's exactly why lead sheet is suitable as a roofing product. Lead is heavy, so it doesn't lift in high winds and unlike its non-lead alternatives there is no need to use additional products to prevent lead flashings from lifting. One of these non-lead flashing products for example, is 80 per cent lighter than lead, but it does run the risk of being lifted in high winds and its manufacturers recommend the use of additional products - again adding to the original costs.

4

It's got the looks

Lead sheet is not only a superb weatherproofing material, it also improves the visual environment and impact of buildings. Lead appeals to builders, developers, homeowners and architects, who use it to make both an aesthetic statement and to make their design watertight. That's obviously why manufacturers of non-lead flashings try and match the look of lead...



In Brief...

Check out our new website

Early November '08, Midland Lead's new website has gone 'live'. On www.midlandlead.co.uk you can find out all about our company, its certifications, manufacturing process, environmental and health & safety issues and lots more. There's also a great download section where you'll find all the lead-related documents you're looking for: from our new lead products order form to our weight chart and the issues of ML update! So log on to www.midlandlead.co.uk and see for yourself.

Happy memories! Continued from page 1...

At Midland Lead, we have thoroughly enjoyed organising and hosting four special events this year to celebrate, together with our customers, our 25th birthday. Although the festivities are over now, happy memories will stay with us...

Belfry's Brabazon course is the best

Our lucky 25th anniversary winners of a round of golf on the famous Brabazon course at the Belfry were disappointed back in September when it was decided to postpone the event due to the terrible weather. A date in October was chosen - the 17th - and all the arrangements were put back, but it was with some concern that we viewed the conditions over the days approaching The Big Day. We need not have worried.

As we gathered the night before for a sumptuous meal in the Belfry's French restaurant, the omens were good and sure enough the next day dawned bright and clear - one of the best days of golf this year!

Silverstone - the ultimate dream of many racing fans

Racing the world's fastest cars on the famous Silverstone Grand Prix circuit has to be the ultimate dream of many racing fans. And Midland Lead made that dream come true for 12 of its customers!

On the 14th of October, around 8.00 o'clock in the morning, the 'Midland Lead Ferrari team' took off driving the greatest cars around Silverstone including a Porsche, Lotus, Ford Fiesta Rally car, 'the real thing' - a Formula Silverstone single-seater - and the Ferrari itself of course. The team was up against some heavy competition from the McLaren and Toyota team, but the skills from our drivers were outperforming all. Especially Joe Modino from MP Moran raced his heart out with his Formula single-seater - putting down the fastest time on record (44.5 seconds) well above the average of 49 seconds. Not to mention Angela Lysiak, who received a trophy for 'the most aggressive driver' on the race track!

A minute for your thoughts...

At the beginning of 2008 we've started with the production of this special anniversary newsletter - ML update. So far, the feedback we've received from you has been positive. That's why we wonder whether we should continue producing ML update next year... To make this decision, based on what our readers have to say, we've made a small online survey to see what you (dis)like about ML update and what you think the future of the newsletter should be like. So, if you have a minute to share your thoughts with us, please go online to www.midlandlead.co.uk/mlupdatesurvey

Got something to say?

Email update@midlandlead.co.uk and we'll make sure you'll be heard.

Last word

During our 25th anniversary competition we've received quite a lot of feedback from our customers. Here are just three quotes from the winners...

"What more could any of us wished for? Good company, fine food, excellent wines, superb accommodation, great weather and tight lines. There was just nothing more that Midland Lead could have done for us."

Steve Larkins, winner of the fly-fishing trip.

"I'd like to express my gratitude for the superb hospitality during the recent Belfry experience. The whole event was excellent from start to finish (except for my golf) and you even managed to organize a glorious day in October (amazing)! Please pass on my thanks to all concerned and I look forward to meeting you again in the future."

A.J. Skelton, winner of the Belfry golf event.

"Thank you for a great day out. I had a super time and enjoyed driving all the supercars and especially the single seat race cars at the end of the day. Thank you! Also, congratulations to your company on reaching twenty five years in business. In today's market that is an achievement. You must be very proud of your company and staff."

Daniel Mullen, winner of the Ultimate Silverstone Challenge.