

# EXPORTER SPOTLIGHT: MIDLAND LEAD

**King's Award winning Midland Lead continues to build its export business through international events and introductions, supported by DBT**

## About the company

Midland Lead is an award winning, sustainable UK manufacturer of recycled lead sheet products. Since its formation in 1983 the company has produced over 600,000 tonnes of lead sheet for weatherproofing and radiation protection installations around the world.

Recent projects include lead shielding at the very impressive View Hospital in Qatar and the new Paediatric And Maternity Hospital in Guyana.

Midland Lead is also a proud recipient of the 2024 King's Award for Sustainable Development.



## Export Success

Attending DBT and UKEF international events have played an important role in helping the company gain access to key project stakeholders abroad and secure major contracts for hospital projects in the Middle East, Far East, Malaysia and Australia. These connections ultimately led to significant growth in export business.

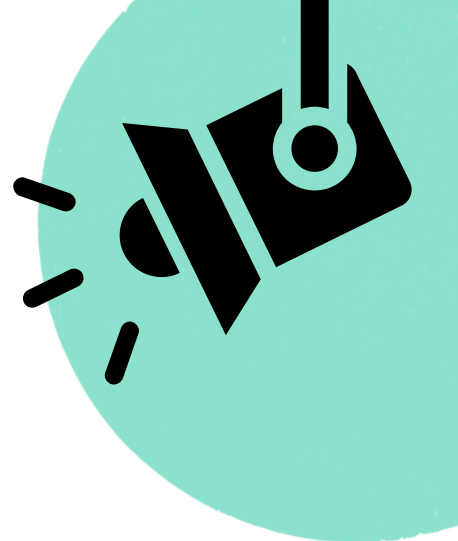
## DBT support

International Trade Adviser Steve Morrison and sector specialist Louise Stock have worked closely with Midland Lead to support the implementation of their export strategy. Business Development Manager Dave Woolley explains,

“Steve and Louise are both very knowledgeable and hugely supportive of our ambition to drive the level of export activity upwards. The introductions they have made have been an excellent source of lead generation and we always welcome their advice and support.

They have an excellent network and are continuously directing me to relevant events or funding opportunities that I wouldn't necessarily have known about.”

When dealing with potential contracts overseas, it was the intervention and support from the DBT teams in market that added influence and credibility to the business.



““Having direct engagement with trade officers from Hong Kong, Singapore, Saudi Arabia and Kuwait, to name a few, allows you to build a good platform of information and networking. The local knowledge and connections combined with the positive association with the UK government absolutely enhances our company profile.”

## Sustainability

In 2024, Midland Lead’s contribution to sustainability was recognised by receiving the highly prestigious King’s Award for Sustainable Development. To achieve this, they demonstrated outstanding sustainable development for more than 2 years and have made sustainability an essential part of their organisation.

## The Future

Midland Lead are planning to take advantage of growing opportunities around the world by attending more DBT trade events and exhibitions. Their Export and Radiation protection team will also be attending Arab Health, Medica and Global Health in 2025 where they will be proud to highlight the King’s Award for Sustainability as part of their strategy.

“We’ve recently added additional resource to our export department to support the growing demand for our product globally,” says Dave. “Our next objective is to get a King’s Award for International Trade.



Department for  
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### Department for Business and Trade

The Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the Industrial Strategy, Make Work Pay, the Trade Strategy and the Plan for Small Business.

### Legal disclaimer

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**“We’ve had some very good leads and business generated directly because of the strong collaboration that we have with DBT.”**

**Dave Woolley**  
**Business Development Manager**  
**Midland Lead**