

PRESS RELEASE

MIDLAND LEAD LAUNCHES NEW CLADDING SOLUTION AT RCI 2016



MIDLAND LEAD, LEADING BRITISH MANUFACTURER OF MACHINE CAST LEAD, IS LAUNCHING A NEW RANGE OF METAL CLADDING SOLUTIONS AT THIS YEAR'S RCI SHOW; THE UK'S ANNUAL ROOFING, CLADDING AND INSULATION EVENT.

Industry professionals visiting Midland Lead's stand will be given the opportunity to see the firm's new customised cladding range for individual facades, available in zinc, copper, aluminium and lead.

With the company's machine cast lead having been successfully used to weatherproof a number of prestigious projects across the UK construction sector over the past 30 years, Managing Director Boudewijn Tuinenburg explains that diversifying into metal cladding was a natural progression for Midland Lead and a response to customer demand.

"Having established our reputation as a manufacturer of high-quality lead sheet, we've built up extensive expertise in the metals arena. Keen to expand our offering, metal cladding was a natural bolt-on to our current product range and a great way to offer our customer base a new range of architectural design solutions."

As well as opening up new possibilities for a building's aesthetics and working to preserve the structure, the new metal cladding solution is an environmentally-friendly, lightweight, weatherproof product that offers a full suite of practical features, including fast installation, low maintenance, large panel size opportunities and pre-fabrication options.

Launched under Midland Lead's Construction arm, the introduction marks part of a longer-term strategy that will see the firm diversify into differing markets and products, alongside its core business of manufacturing and supplying machine cast lead.

"We're looking forward to showcasing our new range of metal cladding solutions at RCI, where it promises to be a big hit with customers."

"The team and I are keen to welcome everyone to the stand, where our specialists in metals for construction will be on hand to discuss specific project requirements and offer advice on all our products."

Boudewijn Tuinenburg,
Managing Director, Midland Lead

**VISIT MIDLAND LEAD AT THE RCI SHOW
2016 ON STAND H7**