



Established 1921

LAWRENCE LONG LIMITED

Brush Material Manufacturers

Newsletter

November 2005

There have been some exciting changes within our company recently !

After more than 84 years of processing brush fibre in the UK, we made the decision to transfer our manufacturing operation to Sri Lanka. We are confident that this move will benefit our customers with continuity of supply and competitive pricing.



Unloading the machines at our factory.



Our new fibre processing department

Why did we choose Sri Lanka?

Our choice of destination made a lot of sense for a number of reasons. Many of the Natural Fibres we use grow in Sri Lanka and in neighbouring countries.

Furthermore, some of our former customers had already relocated there, and we felt that the move would also open up international markets which previously were logistically uneconomic from the UK.

So how will this affect our customers?

For our customers who order dressed fibres and mixtures, we would be happy to hold stock of regular requirements at our Birmingham warehouse for call off as you require them.

For customers who order unprocessed products, stock will continue to be held in our Birmingham warehouse as before.

We will also hold extensive raw material stocks in our Sri Lanka warehouse.

As we have containers leaving Sri Lanka almost every week, we will be able to fulfil all your needs.

What are the benefits to customers of this move?

Simply, it will improve our competitiveness. With an improved Customer Base and increased purchasing power we can look forward to upholding and sustaining a competitive pricing structure.

Your products will continue to be processed on the same machinery using exactly the same methods as in the UK. This will ensure that your products will be of the same high quality that you have always been accustomed to.

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So what happens now?

It's "business as usual!"

We welcome continued support from existing customers and enquiries from new customers!



A section of the raw materials warehouse



Some of our new workforce

Please address all enquiries to:

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Watch out for the launch of our NEW web site very soon!

More news in our next newsletter !



The factory was blessed and officially opened by the local Buddhist Monk.