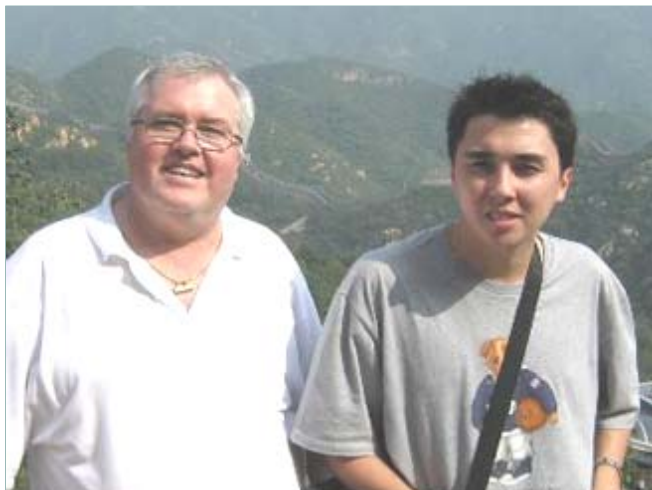


## Lance Brown: a global market view

Lance Brown Import-Export is an international distributor of fibreglass, basalt, carbon, and other composite materials. Due to its extensive network of suppliers, the company can source difficult-to-find and unusual materials as requested by clients. Most goods are sourced from China, Taiwan, USA, and the UK.

**L**ance Brown Import-Export was established in August 1995 as an international distributor of fibreglass materials. The company started by selling fibreglass roving and surplus composite materials sourced from China, Singapore, and elsewhere around the world. Surplus and factory 2<sup>nds</sup> of composite materials are now sold on a regular basis, with frequent internet website updates and email notifications to clients directly. The head office is located in Perth, Australia, with an agency in the United Arab Emirates.



Above: Lance Brown, manager (left) & son Adam Brown, assistant manager (right) at the Great Wall of China during a recent business trip to Beijing

### A global network

Although the business is located in Perth, Australia, more than 90% of sales are outside Australia. Direct marketing via an internet website (established in 1997) has produced export sales to more than 22 countries around the world.

All types of composite materials, including fibreglass roving, mats, carbon, basalt, high silica fabrics, mesh, and FRP gratings, are sold to a growing number of clients – both large and smaller companies – located in Australia, South Africa, the Middle East,

### Focus

#### Seven good reasons

The following manager's memo from Lance Brown Import-Export gives seven good reasons to use their services. The advantages are significant, ranging from price to experience.

1. Lower prices. Often lower than the usual manufacturer-direct price.
2. Time saving. We deal with a number of manufacturers on a daily basis and know their strengths and weaknesses. Our experience can help customers who are looking for a particular item save a lot of time.
3. Looking for unusual products? Any item can be sourced quickly and supplied at the best price/quality mix.
4. Comparisons. Customers who want to compare quality and price with their current supplier just need to provide a sample, or product specifications. We'll find a similar or better-quality product, probably at a lower price.
5. Export experience. Deliveries can be arranged to any major sea port or airport in the world. Free advice is offered on basic importing procedures, customs clearance, and banking/payment terms.
6. Quality control. Samples are sent before the purchase, usually free of charge. Independent inspection can also be arranged prior to the shipment of goods.
7. Wide range. We offer a broad range of goods made by a number of different manufacturers from around the world.

the US, India, China, and elsewhere. The company's market is in the Middle East, the US, South Africa, India, Australia, Europe, and elsewhere.

Contact: [mail@LBIE.com](mailto:mail@LBIE.com)

More information: [www.LBIE.com](http://www.LBIE.com)



AN INTERVIEW WITH  
LANCE BROWN,  
MANAGER,  
LANCE BROWN IMPORT-EXPORT

*JEC Composites Magazine: What is the role of a distribution company? What do you contribute compared to a producer?*

LANCE BROWN: As a distributor, our rule is to provide prompt and reliable service, competitive prices, attention to details in shipping orders, and total honesty. Producers are not able to offer the choice of materials that we do. We can offer clients some different alternatives in materials selection which might be based on quality and price.

*JCM: Do you prioritize specific sectors or company sizes?*

L. B.: We have no preference for specific sectors although our best-selling material is fiberglass roving. The size of our clients ranges from large to small companies.

*JCM: What are the differences between working abroad or in Australia?*

L. B.: We have little exposure to the Australian market, as most of our business is export sales. Most of our experience is with clients abroad, but we find Australian clients are maybe less demanding than overseas clients. If we can succeed with clients overseas, then success with Australian clients seems easier.

*JCM: What kind of relationship do you have with your customers?*

L. B.: We have a very good relationship with our clients and we enjoy over 90% repeat business. We try hard to give prompt service and pay close attention to details. And we keep in regular contact with clients, believing it is a lot easier to do repeat business with existing clients than to find new ones.

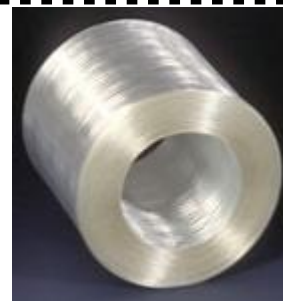
*JCM: Do you ever get involved in specific projects that require your skills?*

L. B.: I am sometimes asked to examine technical drawings for the installation of FRP gratings (one of my skills developed from a previous occupation in the engineering field) to access the type of grating needed, and the quantity.

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- If you need any kind of glass fiber, carbon , basalt, or other composite materials, we would be glad to receive your inquiry.
- You can expect competitive prices, good quality materials, and prompt service.
- Check our web site for what is available at [www.LBIE.com/pro.htm](http://www.LBIE.com/pro.htm)
- New FRP Gratings web site is at [www.LBIE.com/FRP/index.html](http://www.LBIE.com/FRP/index.html)
- You can get our Fiberglass Materials & FRP gratings catalog on CD-ROM – **FREE of charge** – sent to your address.
- Get on our e-mailing list for news about surplus bargains and updates on composite materials.



*Above – Fiberglass Roving and many other types of composite materials available at a competitive price from Lance Brown Import-Export – [www.LBIE.com](http://www.LBIE.com)*

**Client comment:**

**"I am impressed! You work fast." --  
Waterson's Tools, Machinery & Supplies, USA**

**LBIE Lance Brown Import-Export**  
51A Harrison Street • Balcatta 6021  
AUSTRALIA

Tel +614 1893 4827 • Fax +618 9349 9255

mail@LBIE.com • [www.LBIE.com](http://www.LBIE.com)

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