



DONGHUA

# CHAINtorque

Donghua Limited: Product Partner Newsletter

## FEATURES THIS ISSUE>>

- **Latest Wave of Partners**  
Ocean Engineering Solutions come on board
- **Product Partner Focus**  
Spotlight on - Chain + Conveyor
- **News & Events**  
FTMTA Show is a great success
- **What's on the Web**  
Latest online information
- **Chainteaser**  
Coffee Break - Quick Quiz Winner Announcement
- **PITCH IN**  
The fight goes on at Arrow Engineering Components Ltd



Tel: 01254 664551 Email: oceanengsolutions@live.co.uk

Mark Lilliston &  
Duncan McLennan, sales  
director at  
Ocean Engineering  
Solutions, seal the deal.



Half of the business is dedicated to the distribution of chains specialising in the OEM market and food industry, and the other half contracts engineering labour and fabrication services across all sectors.

The company works across the UK, but has also undertaken out-sourced projects in Saudi Arabia, Spain and France.

## ON THE CREST OF A WAVE WITH OCEAN

**Ocean Engineering Solutions in Blackburn is the latest company to join Donghua's growing network of Approved Product Partners.**

This is an inspiring union because Ocean Engineering don't just distribute chains; they also provide an on-site chain fitting service.

Talking about the new signing Bob Wellsbury, Managing Director of Donghua Limited said: "Ocean Engineering Solutions will become a Northwest distributor of Roller Chain. In addition their engineers, who provide on-site chain fitting and servicing, will provide Donghua and our Product Partners and customers with access to a

*national network of service engineers - which I believe is a great added value benefit and a unique offering."*

Duncan McLennan, Sales Director of Ocean Engineering, said: "Donghua chain is the only viable alternative to other major brands. The price is right and the quality is high and this is what we will be promoting." He added: "Through Ocean Engineering, Donghua now have the facilities to install and fit chain. It's a great opportunity for everyone."

Ocean Engineering Solutions was established in 2009 but the team have worked in the bearings and transmission sector for many years.

Daniel O'Malley, Technical Director of Ocean Engineering, explained: "Many businesses don't have the levels of fitters and engineers in-house that they used to, so they out-source this requirement. It's become a cost-effective solution for businesses."

Due to their technical knowledge, experience and high levels of customer service, the company has grown rapidly and has recently moved to new premises. The new facility boasts 400 m<sup>2</sup> of space, half of which is for storage and distribution of chains whilst the other half contains machinery and fabrication equipment.

*In addition to Donghua, Ocean Engineering is also a distributor for KTR couplings.*



WELCOME

Bob Wellsbury  
Managing Director, Donghua Limited

**It's been a very busy start to 2011 so far!**

We've continued to seek new Product Partners in key sectors, welcome to Ocean Engineering Solutions, and we're busy planning and delivering campaigns to key markets which will not only benefit Donghua but our network of Product Partners too.

We received very positive feedback from both Product Partners and customers following our decision to freeze prices in 2011 and we'll honour this for as long as we can. The UK's economy places pressure on customer's to seek affordable, durable and long lasting chain which places Donghua in a very strong position.

**Read on to find out more...**



Bob

To find out more  
about the chain fitting  
services Ocean provide  
contact:  
**Duncan McLennan**  
01254 664551

We only have one standard. The Best.

## SPOTLIGHT ON : Chain + Conveyor



PRODUCT PARTNER FOCUS

Recent developments in Chain + Conveyor's marketing strategy mean exciting new plans are afoot for their new subsidiary 'Conveyor Chain Direct' (featured in Issue: 1) in the meantime Chain + Conveyor will become Donghua's Approved Product Partner for conveyor chain. We caught up with Neil Stott, managing director of Chain + Conveyor, to find out what drives the UK's largest stockist of conveyor chain and what else is new in Knutsford.



Neil formed the company with daughter Helen in 1991 having previously been the founder of Andell Chains in Rochdale - he celebrates 50 years

### Q Chain + Conveyor have a unique history in this sector - how did the story begin?

**A** I founded Andell Chains initially, a chain manufacturing business based in Rochdale. After the business was bought out in the late eighties, I went on to form Chain + Conveyor with my daughter, Helen, in 1992. That only seems like yesterday - I can't believe I've been in the business 50 years this year!

### What is the driving force behind the company?

Everything we do is completely customer driven. As a long-standing family business we have learnt that customers demand more than box shifting! Our technical experience, whether that be in specification, installation or after sales, has been acquired over many, many years and that gives our business a unique position in the industry.

### What sectors do you specialise in?

Our customers range from multi-nationals and OEM's through to small and medium sized enterprises and we service a wide range of sectors including: quarrying, asphalt & cement, waste & recycling, water treatment, vegetable & food processing, bulk handling, machine tooling and automotive. We believe businesses choose Chain + Conveyor for our unparalleled technical expertise & comprehensive stock levels.

### What has been your approach to business partners?

We have always known that our manufacturing partnerships need to be of the highest standard - across both product and service. We recognise that maintaining those standards over long

periods can be difficult, with suppliers under varying pressures from the global marketplace. However, we have a primary duty to our customers to maintain or surpass standards we have already set and, to this end, we radically reviewed & enhanced our supplier portfolio in 2010, to ensure that we have 'best in class' suppliers across our broad and expanding range.

Our relationship with Donghua evolved directly from customer demand and my own findings, following several visits to their headquarters in China to review their production techniques and facilities. I instantly recognised their capability & commitment to product quality and was delighted to find their team's positive attitude matched our own. Further demonstration of their commitment to us and our customers soon followed - they have really helped improve our UK stocking levels on key product lines and continue to be active partners as we expand our business into other sectors.

### What are your plans for 2011?

There are several key areas in which we expect to see growth for the business over the coming year, one such area is quarrying. Donghua are assisting greatly with our drive into this sector, their API accreditation provides customers with the assurance they need for critical applications. Not only are they making product available to our specifications, but they are significantly enhancing our stock levels in this area ensuring our customers have the speed of service they need.

### Together we make a formidable team!

### What recent investment has Chain + Conveyor made in the business?

Not only have we doubled the value of our



stock holding, we have expanded both our sales office and key account teams this year, with the business head-count now up to twelve staff.

We are delighted that senior account manager Bryan Perkins has rejoined the business after a six year break. Bryan has an enviable 20 year CV in the chain sector, being a previous employee of both Renolds and Chain + Conveyor, he embodies the commitment and our core values of technical expertise and customer service.

The busy sales office is being supported by the introduction of a new CRM and stocking system, which will enable the business to more accurately track demand, product and pricing; raising the quality of our customer service levels.

The increasingly competitive nature of the business has also made demands on our marketing and communications approach. We are busy redesigning our website as part of a comprehensive marketing programme that will allow existing and future Chain + Conveyor customers to access the business more easily.

### So, to summarise, why should businesses looking to source conveyor chain look to Chain + Conveyor?

Everyone at Chain + Conveyor knows that speed and consistency of service and the reliability of products is the true mark of good value. Along with the largest stock in the UK & our business partnerships, our strength will always be in listening to our customers - this in turn allows us to utilise our genuine experience to specify and source the right technical solution across every application. It is this approach that we believe will see Chain + Conveyor continue to lead the UK conveyor chain market for many years to come.

For more information visit: [www.chainandconveyor.com](http://www.chainandconveyor.com)



**GOOD LUCK...**  
When it comes to fundraising Lesley Abbey - Sales Office Manager at Donghua Limited is putting her best foot forward and racing for life in the Dudley 5k on: **10th July 2011**  
We wish Lesley all the very best & look forward to letting you know how she gets on next issue. If you'd like to sponsor Lesley or simply post a note to wish her well, visit: [www.raceforlifesporsorme.org/lesleyabbey1302](http://www.raceforlifesporsorme.org/lesleyabbey1302)

## news & events

### DONGHUA CHAIN LAUNCHED AT IRELAND'S BIGGEST INDOOR FARMING EVENT...

**Donghua recently supported its Irish Product Partner, Reliance Bearing & Gear Co Ltd, at Ireland's biggest indoor farming event.**

The Farm Tractor & Machinery Trade Association's (FTMTA) bi-annual Farm Machinery Show was held at the PuncHESTOWN Agricultural Event Centre in Co. Kildare between 10-12 February. The show is aimed at both farmers and contractors and boasted over 110 exhibitors who showcased their latest innovations and products in 10,000 m<sup>2</sup> of floor space.

Reliance selected such a prestigious show to announce their relationship with Donghua and to promote their exclusive rights to distribute an innovative PTO safety guard for tractor shafts.



George & Pat from Reliance Bearings at the FTMTA Show.

Peter Creighton, managing director, explained: "The show was a great success for Reliance. Our main objective was to showcase two new products and, because we knew that launching the Bare-co PTO Safety Cover at the exhibition would garner great interest within the sector, we used this as an opportunity to expose the Donghua brand to both our dealers and end-users."

The agriculture market is a key focus for Donghua's UK marketing strategy during 2011 so Donghua was keen to support their Product Partner. Reliance has a very large distribution network throughout Ireland and many visitors attended the stand. This enabled Donghua to talk directly with them about the company's extensive agricultural product range; showing samples of Baler chains, Combine chains and Special Attachment chains.

17,500 visitors attended the show and there was particular interest in the quality of Donghua chain. The team explained that the Donghua product range has American Petroleum Institute (API) approval and, whilst this is not directly relevant to the agricultural market, it demonstrates the exceptional high quality of Donghua chain as only a few chain manufacturers in the world have this approval. Many people didn't realise that Donghua has been manufacturing chain for leading OEM manufacturers such as John Deere and Case New Holland.

Mark Lilliston, Donghua's northern sales manager, who was present for all three days said: "The show worked really well. It gave the Donghua brand excellent exposure to the end user market (farmers and maintenance contractors). We also received some enquiries from original equipment manufacturers (OEMs) who had stands at the show." Mark added: "I had to work on a Saturday - but it was well worth it. I even saw Louis Walsh at Dublin Airport on my way home!"

The event generated good leads for the distribution and repair market and also some small/medium OEM business which will be followed up by Reliance Bearings.

**Any Product Partner who is exhibiting at events should speak to Bob Wellsbury about possible support on: 01902 866200**

## what's on the web

Donghua is pleased to announce the launch of its new online **Secure Zone** aimed at Product Partners. This new area on the website is password protected so only approved users can gain access. It provides the facility for users to download documents such as logos, point of sale, product images, promotional materials and pricing information.

To access the Secure Zone simply complete the online registration form at: [www.donghua.co.uk/register](http://www.donghua.co.uk/register)

**Product Partner Login**

Email:

Password:

[Register](#) | [Forgotten Password](#)

**APPLY TO REGISTER ONLINE**

**DID YOU KNOW THAT 'LOCATE A PRODUCT PARTNER' IS THE 2ND MOST VISITED PAGE ON OUR WEBSITE? TO ADD YOUR LOGO CONTACT: SALES@DONGHUA.CO.UK**

**We only have one standard. The Best.**

Fancy **£50** of gift vouchers?

Then have a go at our CHAINteaser Quick Quiz...

How well do you know us? Answer the questions below to see for yourself - if you're stuck, grab a coffee and log on you'll find all the answers on our website at: [www.donghua.co.uk](http://www.donghua.co.uk)  
And there's even more reasons to have a go this time - all entries win a consolation prize!

1. The Donghua chain group is one of the world's largest chain manufacturers, in excess of how many tons of chain is produced each year?  
**A. 50K    B. 40K    C. 45K    D. 65K**
2. Donghua Chain has been supplied to the European Market under more popular western brand names for how many years?  
**A. 15    B. 5    C. 25    D. 20**
3. Where is Donghua Limited based in the UK?  
**A. The North West    B. The Midlands    C. South East    D. Ireland**
4. Donghua Limited has a huge local stock holding, how many square feet of warehousing does it have at its Bentley Bridge Office?  
**A. 7,000    B. 3,000    C. 8,000    D. 5,000**
5. Which International Trade Show is Donghua exhibiting at in April '11?  
**A. Hannover Fair    B. PPMA    C. IMHX    D. 4th IMTOS**
6. Donghua supplies Roller Chain to API approved standards, to which industry does this accreditation apply?  
**A. Packaging    B. Petroleum    C. Production    D. Processing**

Choose one answer for each question from the options above and circle it clearly, then fax your completed entry to: **01902 722814** - don't forget to add your name and contact details. If you'd prefer you can scan your completed entry and email : [chaintorque@donghua.co.uk](mailto:chaintorque@donghua.co.uk)  
...**GOOD LUCK!**

Name..... Company..... Email/Tel.....

**The first correct entry drawn on May 19th\* will receive a Gift Voucher worth £50.00 - all other entries will receive a consolation prize.** \*Please Note: Entries received after the draw date will be void. No correspondence will be entered into and Bob's decision is final. Winners will be notified by close of business May 20th 2011 & details printed next issue. Donghua Limited accept no responsibility for entries sent but not received, proof of issue is not evidence of receipt. Your email address will be added to our database so we may, from time to time, keep you informed about Donghua and our products. Your details will NOT be passed on to any third parties.  I do not wish to receive company/marketing related emails.

## COMPETITION WINNER

### CONGRATULATIONS

**Stephen Taylor - Bearings, Belts & Sprockets Ltd, Hereford** winner of our Chainteaser Wordsearch in Issue: 2, who enjoyed **FREE** carriage on all orders placed in March.

Bearings, Belts & Sprockets (Hereford) Ltd. has been established in the UK since 1989.

Based at the Cattle Market, Hereford they provide services to Industry, Agriculture, Fabricators, OEMs, Local Authorities and the general public.

Offering a vast range of products from single ball bearings to giant slewing rings their products can be found on Eurostar and the Cummins Engine Plant.

To find out more about BBS call: **01432 357318** or email: [bbshereford@btinternet.com](mailto:bbshereford@btinternet.com)

## 2011 MARKETING FOCUS

Our marketing this year is focused across four key areas:

### Agriculture

We see significant opportunities in this sector and are working hard to secure a Product Partner in this sector. In addition, we have booked a series of leaflet inserts in Farmers Guide aimed at key geographic areas and will be attending key events.

### General Trade

During 2010 we worked hard to successfully establish ourselves in this sector and this year will continue to raise our profile even further. We have booked a series of adverts and inserts in PTR magazine and are creating some POS trade counter posters to be distributed to all dealers which will be mirrored in flash animated adverts on our website.

We reserve the right to amend, remove or refuse any copy & the Editor's decision is final. All articles for inclusion should be submitted via email with 'PITCH IN' as the subject. Photos required in: CMYK JPEG or TIFF format. Resolution: 300dpi.

### Packaging

Making use of our PPMA membership, we will be undertaking email campaigns to members and attending relevant PPMA events during the year. We'll also keep our eye on key publications in this sector.

### Corporate

Working with and supporting our Product Partners is key for us and we are planning seasonal promotions, sponsorship and Product Partner events.

## PITCH IN >>>

If you'd like to have a say or simply want to let others know what you are up to, mail us at: [chaintorque@donghua.co.uk](mailto:chaintorque@donghua.co.uk)



## THE FIGHT GOES ON...

When Russ Arrowsmith's (Arrow Engineering Components Ltd) White Collar Boxing Charity Event at The Willows, Salford had to be cancelled back in February, Russ wasted no time in rearranging the show for April 8th.

Expected to raise over 20k for the Salford Foundation Trust, which generates funds to help talented but deprived kids in the city realise their potential in sports and the arts, the show is the latest in a long line of fund raising events hosted by Russ and his team. Read all about the evening in the next issue.

If you're hosting your own charity event or have news you'd like to share, drop us a line here at **PITCH IN**.

