



DONGHUA

CHAINtorque

Donghua Limited : Corporate Newsletter

ISO 9001

BUREAU VERITAS
Certification

THUMBS UP FOR DONGHUA CHAIN

Donghua Limited was awarded ISO 9001 certification in 2010 and in May this year we were audited by Bureau Veritas, independent assessors of ISO quality standards, easily passing the rigorous scrutiny.

Managing Director, Bob Wellsbury, said: "I'm really pleased that we passed our first annual audit. The whole team has worked hard to ensure that we meet ISO 9001 quality standards, undertaking regular reviews of our work practices and procedures during the last 12 months."

The company's headquarters in China, which manufactures in excess of 40,000 tonnes of chain per year, has achieved a number of internationally-recognised quality standards including:

ISO 9001, ISO 9002, ISO 14001, ISO 10012 and API certification.

They operate stringent production and assembly procedures to ensure top class products that are hard to beat and they expect all their subsidiaries

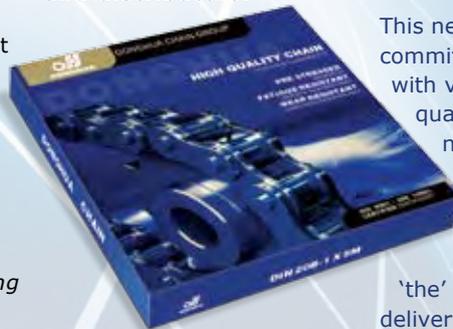
to have this same commitment to exceptional quality standards.

Bob added: "This nationally recognised quality standard supports our mission to deliver the highest quality chains to our customers. Passing the audit is the icing on the cake for what has been a tremendous first two years of trading. We've doubled our turnover year-on-year and we are continuing to invest in the UK market, taking on more staff and increasing our network of distributors."

IN THE KNOW...

What many people don't realise is that Donghua chain has been sold in the UK for over 20 years under brand names that they know and have used. However, during the last two years we have established a strong

foothold in the UK market, selling own-brand chain to original equipment manufacturers (OEMs) and distributors.



WE WON'T SELL TO YOUR CUSTOMERS...

Bob concludes: "We have developed a strong network of Approved Product Partners - highly experienced and strategically located distributors across the UK. However, this doesn't prevent any distributor buying chains from Donghua, and unlike other chain manufacturers, we guarantee that we will NOT sell to your customers."

FEATURES THIS ISSUE>>

- **Thumbs Up...**
Donghua Limited passes annual ISO audit with flying colours
- **Spotlight On...**
Donghua International BV, Alkmaar
- **Group News**
China turns up the heat with its latest technological acquisition
- **What's on the Web**
Find out what's new for you online
- **Chainteaser Competition**
Spot-the-Difference & win FREE carriage throughout October
- **PITCH IN**
Arrow Engineering - a tough nut to crack...



Bob Wellsbury
Managing Director, Donghua Limited

Donghua is now on hand 24/7 with the introduction of our new chain ordering hotline.

This new service demonstrates our commitment to providing our customers with value added service and high quality chain products when they need them - **even if it's in the middle of the night!**

We're quickly becoming recognised in the UK as

'the' supply chain partner; delivering our customers - **the best service with the best quality products and always with the best possible price and delivery.**

Read on to find out more...



Bob

If you're interested in selling Donghua chain contact:

Bob Wellsbury : 01902 866200

b.wellsbury@donghua.co.uk

We only have one standard. The Best.

SPOTLIGHT ON : Donghua International BV

Erik Diepenhorst, sales director at our sister company Donghua International BV, Alkmaar, Netherlands tells us about their technical facilities and how they work with Donghua in the UK.

Q When was Donghua International BV set up?

The company was set up 2.5 years ago in Alkmaar in The Netherlands with a small warehouse facility of 1000m², but within two months we needed more space. We rented the building next door which provided us with 2000m², but after 6 months this too was full! We eventually took on four facilities within the same street, but we recognised that this was not logistically practical and in July moved into one large building that has a capacity for 7,600 euro-pallets and the option to extend to another 7,600 euro-pallets. That's a lot of chain!

How many staff do you employ?

We started with four staff and now employ 17 staff including engineers, product specialists and industry experts. We're very proud of what we've established in such a short time.

Why did you set up the company?

We've been working in this field for 25 years. The production facility in China is 11,000 kilometres away and we wanted to improve delivery times and make special chains for our customers. It made sense to have our own stock of chain to serve the European market.

Has the recession affected you?

We set up in middle of the financial crisis, but this was actually an advantage for us because companies were looking for new suppliers.

Tell us about your laboratory...

60-70% of our customers have used Donghua chain without knowing it as it was sold under a different brand name, but some people have concerns about the quality of our chain. We have therefore invested 500,000 euros in

our own highly sophisticated laboratory which contains material analysis equipment which enables us to prove the specifications of materials to customers.

We can analyse every part of a roller chain, see what alloy was used for specific parts and provide alloy certificates. We can measure hardness with our sophisticated testing equipment and grinders and we use a 3D optical measuring microscope (usually found in medical environments) to prove the measuring of single parts.

Tell us about your engineering department...

Our engineering department is led by Ing. Mark van der Lippe with support from colleagues in China. Production drawings are checked by us and on average we develop 2-3 new roller chains specifically for customers per day. New chain designs are an important part of our activity. We deliver on spec within 8-10 weeks by air freight compared to our competitors who average 12-16 weeks. Special chain is a huge market for us and accounts for 50 per cent of our business.

Tell us about your workshop...

Our workshop includes an innovative CNC cutting machine which we designed. It is unique (patent pending) and has specially designed cassette tooling for fast turn-around and set up times. The machine enables us to cut large quantities of cut to length chains with virtually no manpower. It's fully automatic: chain is loaded on reels, the machine counts the pitches to the correct length, cuts the chain and counts the number of chains it has cut. When it's cut the correct amount it stops. If it runs out of chain, it will stop automatically.

The CNC cutting machine is also used when cutting chain to assemble attachment chains. It will cut chains from 1/4" to 2" British and American standards. It is quick, accurate and



New Offices
OPENED
JULY 2011

economical. We also have a computer controlled length measuring bench which can calibrate and match chain lengths up to 5 metres to 1/3rd of DIN standard from 3/8" to 2" British and American standard chain.

Who are your key markets?

We have three key markets:

1. Agricultural OEMs and after-market
2. Industrial roller chains
3. Leaf chains for hoisting equipment ie FLT

What are your plans for the next 12 months?

We want to work on brand awareness; our first focus is the OEMs and partners.

How do you work with Donghua in the UK?

We have daily contact with our sister companies and we are able to access each other systems which provides a back up for our colleagues. Our sister companies benefit from the large stocks of chain that we carry in Europe. The co-operation that we have with the UK is really unique. We've known each other for many years and we know each others strengths and weaknesses and support each other every day. Internal inter-company co-operation throughout Donghua is good and few companies possess this.

For more information visit: www.donghua.eu

news & events

New Team Member: If you've been in touch with the office recently you may have heard a new voice. Shaun Hartill has joined the team in Wolverhampton providing additional support in the sales and administration office; say 'Hello' next time you call.



Race for Life: In our last issue we announced that Lesley Abbey was in training for 'Race for Life'. Competing on 10th July she successfully completed the Dudley 5K raising over £500!

Lesley is a survivor of cancer but has sadly lost a number of family and friends to this devastating disease including: her dad, nan, granddad, aunt and her best friend. Lesley and her daughter, Lizzie, decided to raise money in the hope that one day there will be a cure for cancer.



Lesley & Lizzie
'Tickled Pink' at finishing!

Lesley said:

"The atmosphere at the event was electric; everyone was having a good time. It was chaos and all you could see was a sea of pink: pink wigs, pink feather boas, pink tutus etc. Lizzie and I felt proud that we were able to raise money to help such a good cause." She added: "Crossing the finish line was a real buzz - everyone was cheering everyone on. It was great!"

Group News: Turning up the heat

We understand there are only two isothermal heat treatment furnaces in the world used in chain manufacturing. Donghua owns one, having recently bought a state-of-the-art furnace at a cost of €1.5m, and the other is over 10 years old.

PRODUCT PARTNER FOCUS



New chain designs are an important part of Donghua International's activity.

what's on the web

Recently we've designed a series of rotating adverts on the home page which contain key brand messages and support our General Trade Campaign - check them out at: www.donghua.co.uk

We've also built a new Accreditations page which explains all our quality accreditations; and registered users of the Product Partner Zone now receive an alert when we've added new documents to the area. Be amongst the first to get your hands on the latest product information & marketing materials apply to register today at: www.donghua.co.uk/product-partners-log-in



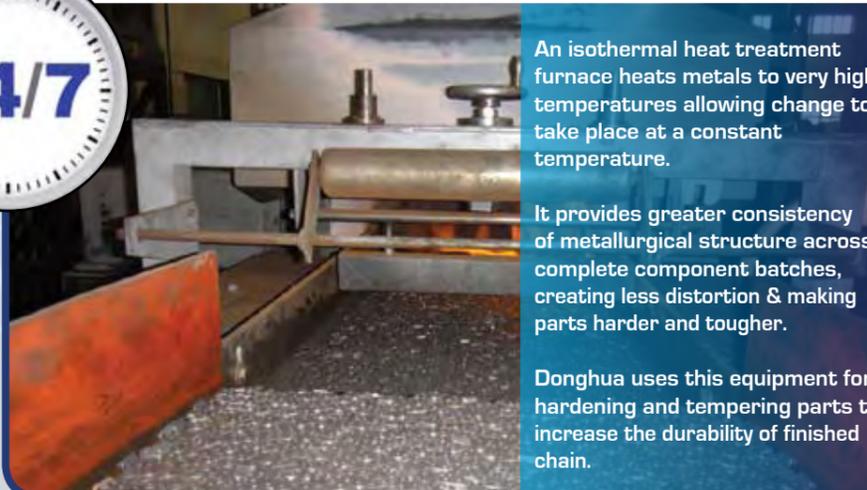
URGENT CHAIN REQUIREMENT? We've got it covered.

24/7

After hours or over the weekend - if that all important order comes through simply give us a call. As long as the chain you need is in stock, we can arrange to cut and courier to any UK Mainland destination* any time of day or night.

For more details of our 24hr chain supply service call: Dan Wellsbury - 01902 866200

*Subject to express courier charges & conditions.



An isothermal heat treatment furnace heats metals to very high temperatures allowing change to take place at a constant temperature.

It provides greater consistency of metallurgical structure across complete component batches, creating less distortion & making parts harder and tougher.

Donghua uses this equipment for hardening and tempering parts to increase the durability of finished chain.

For further details of Donghua's high quality chain manufacturing processes call Bob Wellsbury on: 01902 866200

DID YOU KNOW THAT VISITORS TO THE DONGHUA WEBSITE CONTINUE TO INCREASE? TO GET YOUR DETAILS ONLINE CONTACT : SALES@DONGHUA.CO.UK

We only have one standard. The Best.

CHAINteaser



DONGHUA

Fancy **FREE** carriage for a month?

Then have a go at our Spot-the-Difference Competition.



Check-out the two pictures opposite, featuring a standard application for our High Performance Baler Chain, we've made changes to the pictures - can you spot them?

Find and circle all six differences clearly on picture Two and, 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 ...**GOOD LUCK!**

Name.....

Company.....

Email/Tel.....



The first correct entry drawn on Friday September 16th* will receive FREE Carriage on all orders placed during October 2011.

*Please Note: Competition is open to all readers - Donghua Limited reserve the right to disregard unsuitable entrants. 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 Monday 19th September 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.

Please tick if you do not wish to receive company/marketing related emails.

DIARY DATES

SEPTEMBER 2011

RWM Exhibition - Recycling & Waste Management

NEC, BIRMINGHAM 13-15 SEPT

Chain+Conveyor - Donghua's Premier Product Partner for Conveyor Chain are exhibiting.

Visit C+C on stand no: 1850

ARROW ENGINEERING

A Tough Nut to Crack...

We caught up with Russ Arrowsmith, managing director at Arrow Engineering, after his charity boxing event in April to find out whether or not it had been a hit.

Russ told us, "*Despite several injuries on the night the evening was a great success and we raised 20k for The Salford Foundation Trust*".

Russ gives 'hands-on' a whole new meaning when it comes to arranging boxing events, he not only organises the evenings but takes part in the bouts - finishing off his recent opponent, Steve 'Sparky' Cummings, after just one round when he retired after breaking three knuckles on Russ's head!

Arrow Engineering, based in Salford, were amongst the first distributors to join the Donghua Product Partner network in the UK. Appointed because of their location and connections with the food, paper and aggregates industries throughout Greater Manchester and Cumbria.

In the short time Arrow have been trading with Donghua they have won contracts amounting to over 250K.

Russ explains, "*Donghua chain complements our range of off-the-shelf sprockets and non-standard special, made to order sprockets enabling Arrow to offer a complete power transmission service.*"

MARKETING FOCUS 2011

The marketing team has been busy producing new promotional materials including a series of Trade Counter Posters. If you would like copies please call: 01902 866200

As members of the PPMA we are taking advantage of their Email Marketing Services by sending a promotional email to all PPMA members specifically highlighting the benefits of our self-lube roller chain - due September.

Continuing with our focus on the Agricultural sector, we have created promotional Agri-Packs which include the agricultural chain leaflet, posters and sample pages from our agricultural chain database (a unique list of all cross-referenced agricultural part numbers, prices and the relevant Donghua chain). To order your packs email sales@donghua.co.uk

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

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.



For more details visit: www.arrowengineering.com or www.fish4parts.co.uk

Arrow are competing in an 'It's A Knockout Competition' at the Willows (Salford R.L.F.C) on Sunday September 18th in aid of The Salfordian Trust. Call: 0161 - 737 6969 for details.

We only have one standard. The Best.

Donghua Limited : Unit 1, Sidings Close off Wednesfield Way,
Wolverhampton, West Midlands WV11 3DR
Tel: +44 (0)1902 866200 Fax: +44 (0)1902 722814
sales@donghua.co.uk www.donghua.co.uk