

CHAINTORQUE

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Mages Group is a Product Partner for Donghua Chain

Mages Group, based in Cheddar, Somerset, has become an Approved Product Partner. The company has over 60 years' experience in electrical and mechanical engineering. With roots in the agricultural and quarrying sectors, they are now one of the south west's leading electromechanical engineering companies.

Soli Kingsbury, Internal Operations & Quality Manager at Mages Group, said: "We're delighted to be partnering with Donghua to supply their range of high performance chain, expanding our power transmission product range."

He added: "We offer a range of mechanical services including breakdowns, conveyor servicing and shutdown support. Our trained team of engineers can assist with the removal, installation and upgrade of critical plant and offer a 24/7 service."

Brett Southall, sales director at Donghua Limited, said: "We're thrilled to be supplying Mages Group and look forward to working

with them. An Approved Product Partner promotes Donghua as the first line chain brand and in return we offer advantageous pricing and priority attention for cut and special build chains in our UK workshop."

For more information about Mages Group visit:

<https://www.mages-group.com>



Welcome

Just as we overcome one global incident and are learning to 'live with COVID', we find we are facing another in the form of the Russian invasion of Ukraine. Our thoughts are with all the people affected and we hope it is short lived.

At the start of the year we launched our new Premium Roller Chain – X³ – which is already proving popular with our customers. You can read more about it inside.

Our technical workshop continues to be busy as more customers request bespoke chain and Universal Attachment Chain from us. There's a reminder of the facilities available inside, and if you would like to visit us to see the workshop, please contact us.

I'm also delighted to announce the promotion of Claire Nuttall to Sales Office Manager from 1 April. Claire will be familiar to many of you as she supports our customers.

Read on to find out more.

Best wishes,
Bob Wellsbury

Roller Chain Solutions Just Got Better

We have introduced three Drive Chain ranges: Standard, Solution and Premium. Our extensive Roller Chain products have been categorised into these new ranges to help customers identify the right chain solution quickly and easily.



The **Standard Range** features a variety of chain manufactured with precision to suit simple drives with large diameter sprockets or complex drives with multiple sprockets and high load bearings.

The **Solution Range** offers customers a genuine solution to problems with chain wear, chain fatigue, high speed, lubrication, chain length accuracy and chain strength offering optimum performance in extreme conditions. Our new EXL Chain with its Easy Break Technology, sits within the Premium range together with our Chromized Pin (CP) Chain, Heavy Duty Chain and Self-Lubricated Chain.

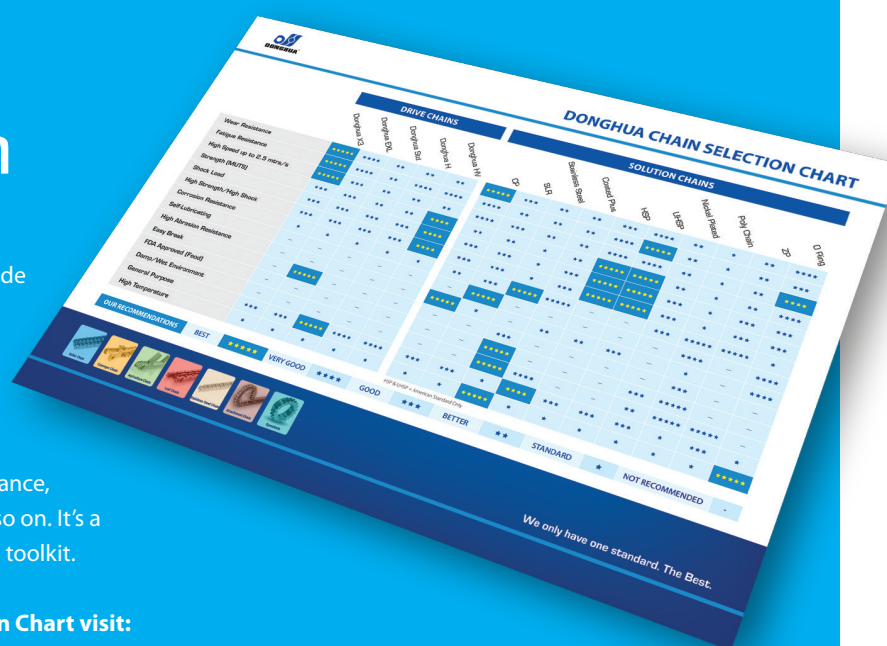
The **Premium Range** offers our customers a deluxe solution to problems with chain wear, chain fatigue, corrosion, high speed, lubrication, chain length accuracy and chain strength with specific build features designed to enhance durability and withstand a range of arduous environments. Our new X³ Chain sits within the Premium range.

Help selecting the right chain

To help our customers select the correct chain solution, we have created a handy reference guide – the Donghua Chain Selection Chart.

The chart provides a visual 1 - 5 star rating highlighting our recommendations for each chain product for wear resistance, fatigue resistance, strength, shock load, corrosion resistance, self-lubrication, easy break, FDA approved and so on. It's a must-have reference document in an engineer's toolkit.

To download your copy of the Chain Selection Chart visit: <https://www.donghua.co.uk/roller-chain> or you can request a laminated hard copy by calling 01902 866200.



EXL Chain

Our EXL Chain offers significant benefits over standard Roller Chain. It utilises different materials, material treatments and layer technologies, to offer the best possible quality/price ratio for all applications.

Aimed specifically for the after-market, EXL Chain is designed, manufactured and tested for unbeatable accuracy and performance in arduous conditions, offering enhanced wear and fatigue resistance and greater precision.

The chain is designed with a new hardened, shot-peened wide-waist

plate for increased fatigue strength and a seamless cold forged solid bush and roller to give full contact between the pin, bushing and roller for higher durability.

The EXL Chain has optimised cylindrical parts which improve sliding contacts to help increase service life. It also incorporates Donghua's unique 'Easy Break Technology' which enables the EXL Chain to be cut in the field using our Plate Extractor tools.

www.youtube.com/watch?v=UD6rtBEJrkM



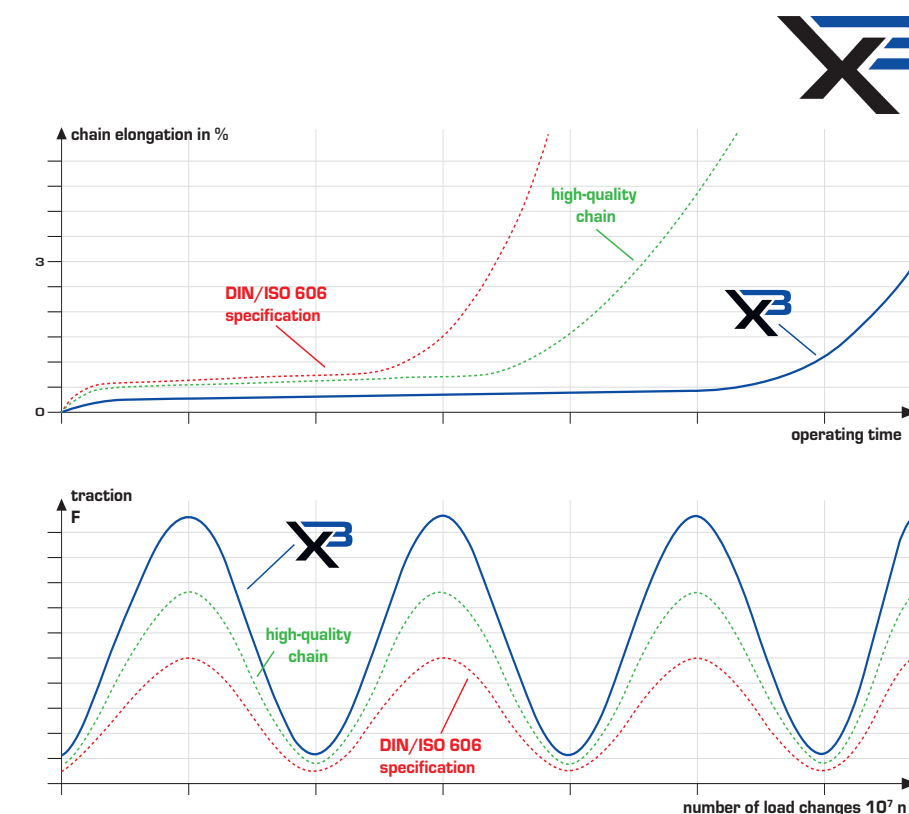
Watch our video showing how to cut the EXL Chain using our Plate Extractor tools.

X³ Chain

Our new X³ Roller Chain is making waves in the UK after we launched our new Premium Chain earlier this year.

The Chain is manufactured on its own purpose-built production line which encompasses new production techniques and new surface treatments. Designed with a unique pin coating, optimised plate geometry and high precision stamping, X³ offers a new deluxe chain solution and is designed for sectors that use high demand drives such as Timber, Waste & Recycling and Mining & Quarrying.

The new X³ Chain is exceptional and delivers three times the performance for wear resistance, fatigue resistance and high speed performance for comparable Roller Chain. Its superior quality, durability and outstanding wear and fatigue resistance are realised by the new hardened, shot-blasted plate shape, calibrated pin and bushing holes, special heat-treated and surface coated pins, seamless rollers and bushings and high performance pre-lubrication.



Our new X³ Chain is supplied pre-loaded and pre-lubricated as standard and is available in British Standard 06B to 24B in simplex and duplex, ex-stock from our 25,000 sq ft warehouse in the West Midlands.

To download our X³ catalogue visit: <https://www.donghua.co.uk/X3-chain>

Our Popular Chain Workshop

Our on-site chain workshop continues to prove popular with our customers and our team of engineers have never been busier producing bespoke chain and Universal Attachment Chain. Our workshop facilities include:

Chain Length Measuring Machine

We are one of only a few manufacturers to have Chain Length Measuring equipment in the UK. Designed and built by Donghua, the machine is exceptionally accurate measuring to within 10 microns per metre (a human hair is 80-100 microns) and is capable of measuring up to five metres of chain.

Pre-loading of Chain

We pre-load (pre-stretch) chain to eliminate the initial elongation often found in built 'in-house' Attachment Chain. Our Attachment Chain is ready and easy to fit from the box.



Matching of Chain

When chains need to be matched to within a close tolerance of each other, our sophisticated measuring equipment can match chains from 3/8" to 2" pitch. By using our matching machine, our consistent and close tolerances can be further improved and chains supplied matched in sets of $\pm 0.5\text{mm}$ per 5 metres.

Hot Dip Lubrication Bath

We are the only chain manufacturer in the UK to have our own hot dip lubrication



bath. Our attachment chain is dipped in a metal vat containing hot lubrication which penetrates into the bearing areas that standard lube spraying would not reach. As the chain cools, the surplus lube drains away leaving an oil deposit inside the chain providing ultimate lubrication properties – this initial lubrication is the most important a chain receives and helps significantly extend wear-life. The chain is then pre-loaded, measured and matched.

Congratulations Claire!



We're delighted to announce that Claire Nuttall has been promoted to Sales Office Manager from 1 April 2022.

Claire has been promoted twice since she originally joined the company in 2013 as a sales office administrator.

She is responsible for managing the office-based sales support team which includes a team of four, ensuring the smooth day-to-day running of the office and managing customer enquiries from our growing UK-wide network of Approved Product Partners, Stockists and Distributors.

The sales office plays a vital role in supporting our sales managers and providing technical support to customers. Claire continually demonstrates excellent customer service and has developed an extensive product knowledge enabling her to support our customers.

Keep in Touch!

Call: **01902 866200**

Visit: **donghua.co.uk**

Join our Mailing List:
donghua.co.uk/join-our-mailing-list

