

CHAINTORQUE

ISSUE 22 - SUMMER 2023

Evoke Supplies is latest Product Partner for Donghua Chain

Evoke Supplies is one of the UK's leading privately owned distributors of high quality, competitively priced engineering solutions including bearings, sealing solutions, motors and gearboxes, couplings, tools, adhesives, and chain.

With branches in Amptill, Bristol, Coalville, Shepton Mallet, Hemel Hempstead, Letchworth, Norwich, Sittingbourne and Wallingford, Evoke offers a 24/7 call out service, same day shipping and provide their customers with instant access to parts via their web portal.

Christian O'Connor, Head of Operations at Evoke Supplies, said: "We're delighted to be partnering with Donghua and stocking their range of high performance chain which will be of interest to our maintenance markets and resellers."

Brett Southall, Sales Director at Donghua Limited, said: "We're thrilled to have Evoke Supplies on board and look forward to working with their team, providing manufacturer support for any technical chain queries. As an Approved Product Partner, Evoke Supplies will receive advantageous pricing, technical product support and priority attention for cut and special build chains in our UK workshop."

For more information about Evoke Supplies visit:
<https://www.evokesupplies.co.uk>

evoke
supplies



Welcome

I hope you managed to find some sunny weather and blue skies in amongst the rain clouds this summer! As we near the end of the season and enter autumn, we thought we'd share some of our latest news with you.

Things never stand still in our technical workshop and warehouse. We've installed a new automatic chain cutting machine – the only one of its kind in the UK – enabling us to turnaround cut-to-length chain quicker. We've also installed a new shrink wrap machine for chain orders which helps to keep the oil around the chain contained and customers are loving the new packaging!

In this issue we also share a reminder about some of the tools available on our website which are designed to help you.

Read on to find out more.

Best wishes,
Bob Wellsbury



New Chain Cutting Service is popular with customers

Our new automatic chain cutting machine which automates the chain cutting process, helps us to supply our network of distributors with cut-to-length Leaf Chain and Roller Chain.

Designed for speed and accuracy, the new machine cuts chain very quickly providing customers with a cost-effective solution for cut-to-length chains.

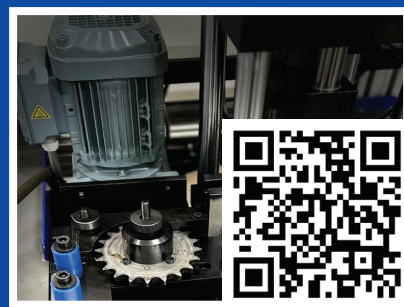
The machine cuts Leaf Chains from 1/2" pitch to 1 1/4" pitch in AL, BL, LL, FLC series and cuts Roller Chain from 1/4" pitch to 1 1/4" pitch in simplex, duplex and triplex in both British and American standards.

Designed by the team at Donghua, it's the most recent addition to our comprehensive workshop which includes a range of machines that measure the length of chain, pre-load chain, match chain, cut large pitch and

special attachment chain, as well as our popular hot dip chain lubrication facilities.

Distributors who would like to use the chain cutting service can receive FREE carriage (UK mainland only) on all orders of cut-to-length chain.

To book your chain cutting requirements, email: sales@donghua.co.uk or call 01902 866200.



Watch the Donghua Automated Chain Cutting Machine Video



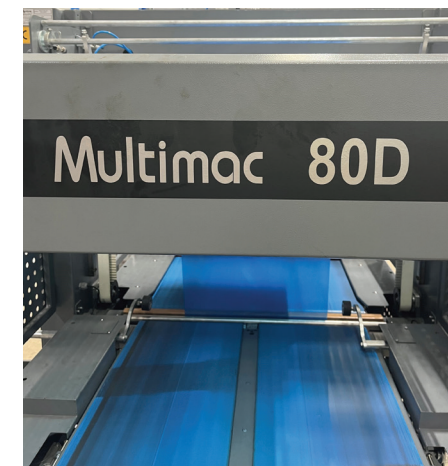
New Shrink Wrap Packaging

We have added a new shrink wrap machine to our workshop.

Ease of use and efficiency were important features when choosing the machine. The Multimac D Inline Series machine automatically vacuum packs film using recirculating heat housed within a tunnel. As the product is conveyed through the tunnel, it is covered with lose fitting film. Once

exposed to the heating elements, the film shrinks closely around the loose chain. This helps to keep the oil around the chain contained during storage and transport.

Customers are loving the new look packaging!

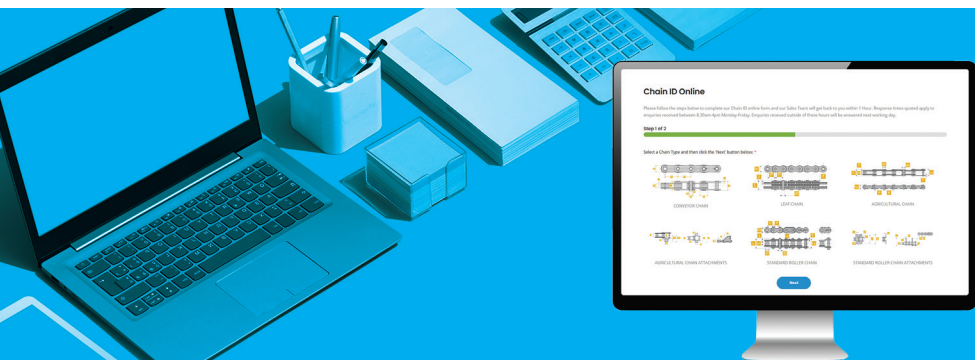


Promotion for Chelsea



Congratulations to Chelsea Butler on her promotion earlier this year to Sales Office Supervisor.

Chelsea joined us in September 2021 as a sales administrator and has become a real asset to the team. Our in-house sales office continues to grow and is busier than ever supporting our network of Approved Product Partners, Stockists and Distributors.



Online Tools

Have you seen the latest information and tools available on our website?

Chain ID Online

The website version of our Chain ID App is available online. With the same forms you'll see on the App for Conveyor Chain, Leaf Chain, Agricultural Chain, Standard Roller Chain, and Attachments, the website version is ideal for office based staff (or those who need to view larger screens!).

Try the Chain ID forms online at <https://donghua.co.uk/chain-id-online>

Chain Selection Chart

You can download our handy Chain Selection Chart from our website. The chart lists key features such as wear resistance, fatigue resistance, shock load, corrosion resistance and more and we provide our recommendations from Best, Very Good, Good, Better, Standard and Not Recommended for chain within our Drive and Solution range with star ratings.

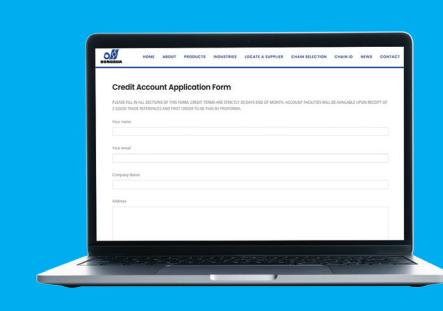
Download it at <https://donghua.co.uk/chain-selection>

Pitch Conversion Tool

Our online Pitch Conversion Tool helps customers identify a range of information just by selecting the chain pitch.

Simply select the chain pitch and the corresponding results will display showing the chain sizes and pitches in feet and metres, as well as the number of plates in 25 feet, 5 metre and 10 feet boxes.

Try it today at <https://donghua.co.uk/pitch-conversion-tool>



Credit Account

To help make opening a credit account with Donghua even easier, we've added an online application form to our website.

Simply complete the fields and submit the form and we'll follow up trade references.

Apply today at <https://donghua.co.uk/credit-account-application-form>



Returns Form

It doesn't happen very often, but sometimes you need to return Chain to us. When this occurs, you can now complete the online Returns Form with your contact details, customer order number, date of return, description of goods and select a return reason code from the drop down list.

Complete online at <https://donghua.co.uk/returns-form>

Visit to China



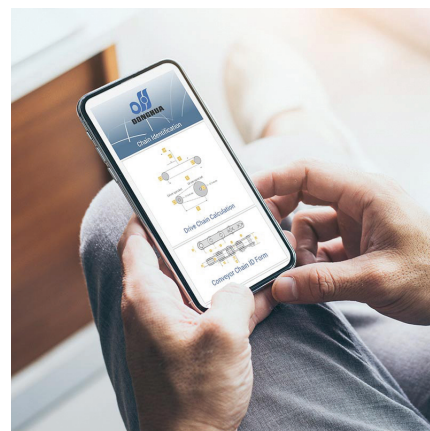
In October, some of the UK team will be travelling to China to meet up with colleagues across the Hangzhou Donghua Chain Group. It will be the first time we will have had the opportunity to see people face-to-face since Covid; and we're delighted to be able to see and hear about the latest company developments during the sales conference.

New Phone System



We're introducing a new telephone system across our UK site which will enable us to record telephone calls with customers to help with quality control and staff training.

Chain ID App Upgrade



Watch this space! We're upgrading our Chain ID App and adding some new features. It will be added to Apple and Android stores in the coming weeks and anyone who already has it downloaded, will be prompted to update it when they open the App.



Need Urgent Help and Support?

We offer an out-of-hours service.
Simply call or message 07769 145402

Keep in Touch!

Call: 01902 866200

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donghua.co.uk/join-our-mailing-list



