

A day in the life of...

Claire Nuttall

Claire joined Donghua in 2013 as a sales office administrator and is now Sales Supervisor responsible for the day to day running of our UK sales office. Here, Claire tells us what a typical day at Donghua is like.

My day starts at 8.30am checking through enquiries received the previous evening or from first thing and deciding whether I need to support the team in responding to any enquiries.

At 9am we have a sales meeting to plan for the day/week which is followed by a meeting with Brett Southall, our Sales Director, to discuss a mailshot. This could be to promote a service we offer or highlight one of our chain products. Recently we've been promoting our new EXL chain range which has a number of benefits over standard Roller Chain. We want to ensure our after-market customers are aware of the different materials, material treatments and

layer technologies the chain has been designed with which gives it unbeatable accuracy and performance.

The rest of the morning is typically spent responding to sales calls, generating quotes, assisting the sales office team with technical queries we have received from customers and previewing orders and quotes from the morning.

After lunch, I check the Chain ID App database reviewing incoming enquiries and their quotations, work on finalising quotes and ensure that all pallet orders are being despatched as expected.

Mid-afternoon I typically check the order book to ensure all factory orders are scheduled in. As we're nearing despatch deadlines, by 3.30pm I check with our technical workshop that all smaller parcels (up to 30kg) are being



despatched as expected and that there are no issues that need resolving.

The last tasks of the day are to ensure I've logged all the daily figures and report these to Bob Wellsbury, our Managing Director, and complete the end of day routine.

No two days are exactly the same, but there are some key tasks that need to be completed every day. I love working at Donghua and have enjoyed learning more about our product range and liaising with all our customers.

Dan Wellsbury

Dan has been part of the Donghua Limited management team since it was established in 2009. He is our Warehouse Manager and is responsible for managing our 25,000 sq ft warehouse, chain assembly workshop and technical laboratory.

My day typically starts with a warehouse team meeting to set targets and plan for the day. I prioritise the workshop orders that need to be completed that day, ensure the forklift trucks have their check list inspections and that the pre-load and measuring machines are recalibrated to maintain and ensure their accuracy. I also do a sample stock check and stock location utilising our bar code system.

Mid-morning I review chain attachment builds to ensure they have been correctly built to their

drawings and sign off the work.

Late morning I check goods received on the CMM machine against the correct drawings and sign off. I also check any orders are ready for packaging and despatch that day.

After lunch I can often be creating 3D Solidworks models and drawings from customer samples.

Mid-afternoon I check further orders are ready for packaging and despatch that day and respond to any emails from suppliers. I also ensure that all orders are on target for the end of the working day.

4.30pm is a key deadline for ensuring that our nationwide couriers have been on-site and that



there are no issues with order despatch, liaising with the sales office if required.

At 5pm I liaise with the team to ensure all packaging supplies are well-stocked and scheduled orders are ready for the next day. By 5.30pm all the day's tasks are complete and I can lock up for the night.

Competition

Win a Festive Hamper for Christmas

For a chance to win a festive filled hamper in time for Christmas, find all the words in our Word Search, then scan and email your entry, along with your name and contact details to: sales@donghua.co.uk

All correct entries will be put into a prize draw to win the Festive Hamper. Competition closes at midnight on **Friday 17 December 2021**; entries received after that time will not be included. The winner will be drawn on **Monday 20 December 2021** and announced on our website and social media.

We will endeavour to deliver the hamper before Christmas.
For Donghua competition rules please visit: www.donghua.co.uk/promotion-terms

N	J	M	A	N	J	Q	M	C	M	S	Q	B	G	C
I	I	E	C	V	I	U	U	V	I	U	Y	M	X	S
M	K	A	C	E	U	A	H	A	M	R	G	U	T	F
P	M	S	U	P	C	I	H	F	L	U	U	I	M	N
R	Y	Y	R	U	R	N	F	C	E	I	F	Z	G	O
Y	T	B	A	R	N	V	A	X	R	E	T	C	A	I
D	I	R	C	T	B	I	Z	M	N	E	G	Y	X	S
P	L	E	Y	F	X	I	N	E	R	D	L	X	A	I
N	I	A	H	C	M	X	B	Z	H	O	B	L	E	C
B	B	K	E	L	U	Z	Z	I	O	N	F	X	O	E
M	A	T	E	R	I	A	L	S	J	G	L	R	Q	R
K	R	H	J	I	M	Z	T	A	O	H	V	I	E	P
U	U	A	S	C	E	Z	L	T	W	U	V	Z	P	P
O	D	A	K	L	R	O	P	C	N	A	Y	X	Z	T
L	U	G	E	A	P	S	O	L	I	D	B	U	S	H

Find the following words and phrases:

ACCURACY, BENEFITS, CHAIN, DONGHUA, DURABILITY, EASY BREAK, EXL, MATERIALS, PERFORMANCE, PRECISION, PREMIUM, QUALITY, ROLLER CHAIN, SOLID BUSH

Words are formed in straight lines only but may read backwards, forwards, vertically, horizontally and diagonally.

Christmas Opening Dates

Plan for the festivities by noting down our Christmas opening dates and last order dates for delivery pre-Christmas.

Wed 22 Dec Last order for delivery pre-Christmas

24 Dec (Noon) CLOSED

25 Dec to 3 Jan CLOSED

Tue 4 Jan 2022 (8.30am) OPEN

Out-of-hours service is available throughout: **call 07769 145402**

We would like to wish all our colleagues and customers a very Merry Christmas and a Happy New Year!



Keep in Touch!

Call: **01902 866200**

Visit: donghua.co.uk

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



On-Site Chain Manufacturing Busier Than Ever

Shipments to our UK headquarters have continued unhindered during the year which means our 25,000 sq ft warehouse in the West Midlands is packed full with standard Chain and accessories in a wide variety of sizes enabling us to continue to supply our Approved Product Partners, Stockists and Distributors located across the UK and Eire.

Our workshop, which includes a chain length measuring machine, pre-loading machine and hot dip lubrication facilities, has also been busy this year delivering in-house built Universal Attachment Chain for bespoke orders. As many companies struggled to secure imports and manage stock supplies due to Brexit, our Universal Attachment Chain saw a surge in interest as it can replace 99 per cent of other manufacturer's chain.

We're one of only a few chain manufacturers to have such technical facilities right here in the UK and you're more than welcome to tour our facilities. Call the team on 01902 866200 to book a visit!

Since 2009 we have offered a wide range of Chain products direct to the UK market, however, during 2022 we're looking forward to bringing our X3 Roller Chain to the UK – a deluxe solution from our new Premium Roller Chain range.



COMING SOON



Welcome

Who would have thought we'd be facing another Christmas with coronavirus? 2021 has been a year of continuing measures to protect ourselves from the virus and many UK business have faced additional challenges arising from Brexit.

I'm delighted that many of our staff have been able to blend their working week with some time spent in our UK head office in Wolverhampton and that we've been able to visit customers face to face again (we were thankful for our electric vehicles during the media-fuelled fuel shortage).

During the year, we've launched a new chain product, developed new tools to support our Product Partners and Stockists, expanded our sales office team, and built a new website.

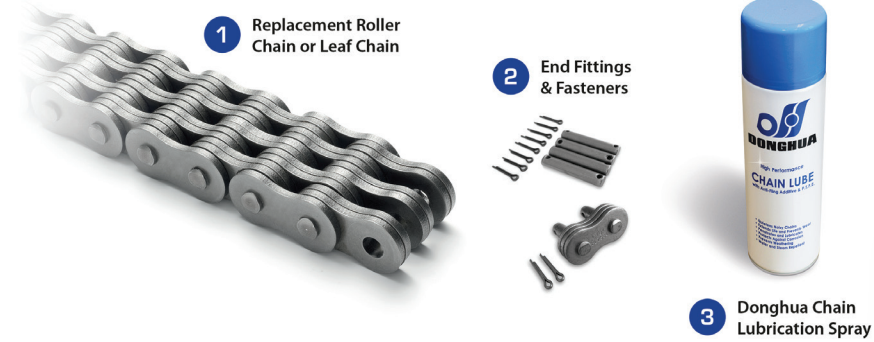
Looking ahead to 2022 we're excited to be introducing a new deluxe chain product to the UK, attending more trade shows and continuing to grow our UK network of Product Partners and Stockists.

Best Wishes & Stay Safe,
Bob Wellsbury



Chain Kits

Everything you need in one box!



Tail Lift Chain Kit

A complete chain kit containing replacement Leaf Chain or Roller Chain, end fittings, fasteners and lubrication supplied ready-to-fit in a box.

Our Tail Lift Chain is designed to OEM specification and fits all major tail-lift truck brands including DEL Equipment, Dhollandia, Ratcliffe Palfinger and Ross & Bonnyman. Customers only need to supply the tail lift manufacturer and lifting capacity to enable us to identify the

correct replacement Tail Lift Chain Kit required.

The Chain is coated, where required, to give enhanced corrosion protection, has a high fatigue life, can withstand harsh conditions and meets or exceeds industry standards in respect of tensile loading.

Fork Lift Truck Chain Kit

A ready-to-fit chain kit containing replacement Leaf Chain with end fittings and fasteners available in a single box.

Donghua carries the most comprehensive Leaf Chain range of any chain manufacturer.

Tried and tested with all leading forklift truck brands used in the UK and developed with material handling equipment manufacturers, our Leaf Chain is the ideal solution where quality is key and safety is paramount. Optimised plate



profiles ensure high ultimate tensile strengths exceed DIN standards and a high pin surface hardness delivers high wear life.

Available with plastic guides, end pins, connecting links and pear shaped ends for special applications.

Stockist Focus

Recent new stockists to join the Donghua family include:



Norfolk based **Bearingboys** was established in 2006 and have become a leading online bearing shop, selling thousands of bearings and power transmission components alongside everyday engineering essentials.

The core team at Bearingboys has over 70 years' experience in the industry. The company offers an array of products from bearings, power transmissions to adhesives, grease, oils, lubricants, castors, tools, electric motors, gearboxes, fixings and fastenings. Visit their website at: www.bearingboys.co.uk

Gateshead Bearings Group who are located in Tyne & Wear and includes Northumbrian Bearings and Transmissions in Northumberland. Gateshead Bearings is a supplier of professional grade bearings and related products with over 30 years' experience. They stock a wide range of belts, castors, chains and transmission products.

Donghua is supplying Gateshead Bearings with a wide range of our standard chains as well as agricultural chain, timber chain, leaf chain and coated chain. Visit their website at: www.gatesheadbearings.com



Reliance move to new premises

Reliance, one of Donghua's original Approved Product Partners, is moving to new premises at Ballymount Industrial Estate in Dublin. The move will enable the company to offer a wider range of quality products with the same quick delivery and service customers are used to. There will also be a new automation hub where customers can test drive the top technological innovations!

Keep up to date with details about the move at: <https://reliance.ie>

Join our Network

Since 2009 we have developed a strong network of Approved Product Partners, Stockists and Distributors across the UK and Eire.

Product Partners

Product Partners agree to promote Donghua chain as the first line chain brand. In return, our Product Partners receive advantageous credit and pricing arrangements and priority attention in our Workshop for cut and special build chains.



Established by either geographic region or chain type, all after-market and end-user enquiries are directed to our Product Partners in the first instance, backed by our technical support in terms of CAD drawings, Certificates of Conformity, drive calculations, site surveys etc.

Stockists

Stockists agree to carry an agreed minimum amount of Donghua stock. If not fulfilled by a Product Partner, after-market

and end-user enquiries are directed to our Stockists, backed by our technical support.

Distributors

These outlets do not carry stock of Donghua chain as standard, but are recognised within our supplier network and are able to source our products for end-users.

Want to know more?

Call us on 01902 866 200



Try our popular Chain ID App

The UK's first App dedicated to the identification of chain continues to be a popular tool for engineers, five years after it was first launched!

In 2016, we developed the mobile App to help engineers identify replacement chain when out on-site. It captures key information from which we can easily and quickly identify chain.

Simply download the free App by searching the App Store or Google Play for 'Donghua Chain ID'.

Watch our new short animation which shows just how easy it is to use our free Chain ID App.

www.youtube.com/watch?v=sNgulaQzsUc



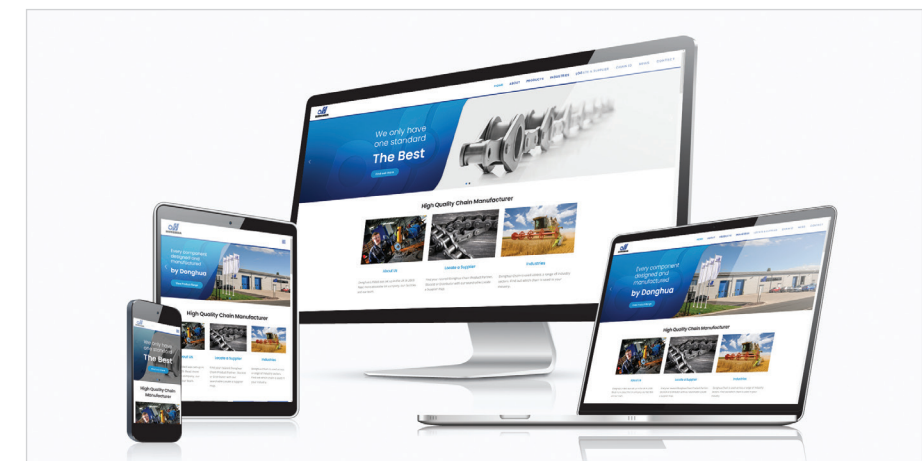
Our new website has a fresh, clean look making it more user-friendly than ever to browse our wide range of high performance Chain.

All your favourite content is still there including our searchable Locate a Supplier map which is one of most popular pages. We've also added new information about the different chain we supply industry sectors so you can see at a glance which chain we supply to your industry.

Visit the site today at:

www.donghua.co.uk

Check out our new website



Donghua Group 30th Anniversary



In 2021, the Donghua Chain Group celebrated 30 years of manufacturing high performance Chain. The company is now one of the biggest chain manufacturers in the world producing more than 30,000 varieties of chain with more than 100,000 specifications. The Group has five major manufacturing bases, six wholly-owned domestic subsidiaries and eight overseas subsidiaries.

The Donghua Chain Group held a ceremony to commemorate their 30th anniversary on 18 November in Hangzhou. Whilst we were unable to attend due to current travelling restrictions, we celebrated internally and toasted our colleagues.