

CHAINtorque

Donghua Limited: Product Partner Newsletter

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CONVEYOR CHAIN DIRECT & DONGHUA JOIN FORCES:

Helen Stott - Sales Director, Conveyor Chain Direct
Neil Stott - Managing Director, Chain+Conveyor
Bob Wellsbury - Managing Director, Donghua Limited



CONVEYOR CHAIN DIRECT Donghua's newest Family Member

Conveyor Chain Direct, the new subsidiary of Chain+Conveyor, the largest stockist of conveyor chains & sprockets in the UK, has become the latest UK Product Partner for Donghua.

Chain + Conveyor, a family run business established in 1991, is recognised as the UK's leading specialists in conveyor chains. Located in Knutsford, Cheshire, the company boasts an impressive stock-holding capability for BS Imperial & metric conveyor chain.

Clients include major players in the UK automotive industry, together with leading companies in the grain & milling, water treatment, food processing, packaging, recycling, machine tooling, and ceramics sectors.

Conveyor Chain Direct was born out of the need to supply high quality products services to the Imperial Pitch standard conveyor chain market.

Neil Stott, managing director of Chain + Conveyor, said: "I am delighted that together with Donghua Limited we have succeeded in developing a strong business solution for this sector."

Helen Stott, sales director of Conveyor Chain Direct continues, "We've been keen to build our relationship with Donghua for some time having visited their impressive production facilities in China. We're very pleased to be stocking their chain and will be focussing on Donghua's popular commodity conveyor chain products."

Bob Wellsbury said: "We're delighted that Conveyor Chain Direct are to be a Product Partner. Chain+Conveyor have an enviable reputation for customer service, their technical expertise in conveyor chains is second to none and we know the new company will reflect this."

He added "We have already taken delivery of sixteen container loads of conveyor chain which equates to some 135,000 feet of chain, which will be split between the Conveyor Chain Direct warehouse & our own. This vast stockholding will enable us to drastically reduce delivery times & offer immediate dispatch!"



Bob Wellsbury, managing director of Donghua Limited, reflects on the first year of trading and the year ahead.

We recently celebrated our first birthday as Donghua Limited - a big thank you to all those who have supported us to date. It's been quite a year: establishing our distribution centre, achieving ISO 9001, designing a new UK website, exhibiting at TPP, and developing a network of quality Product Partners.

The coming year sees some exciting developments which we'll be sharing with you through CHAINtorque. Product Partners are also welcome to share news and developments through the PitchIn feature - see our

back cover for details.



Bob

STOP PRESS>>STOP PRESS>>STOP PRESS

Donghua Limited wish Neil Stott, Chain+Conveyor, all the very best as he celebrates 50 Years in the chain industry. **Congratulations, Neil!**

50th Anniversary

We only have one standard. The Best.

MEET THE TEAM :)



DONGHUA : IN BRIEF



1991
Hangzhou Donghua Chain Group Co. Ltd was set up and is now one of the largest chain manufacturers in the world. It is located in an industrial town some 300 kilometres from Shanghai and has a workforce of 3000 staff producing more than 40,000 tons of finished chain per year.

1993
The Hangzhou Donghua Electromechanical Equipments company was founded.

1994
The company merged with Xiaoshan Cold-Rolling Factory and founded the Donghua labour union.

1995
The Donghua Special Chain factory started production.

1997
The Automobile Chain Drive Research Station was founded with Jilin Industry College.

1999
The Hangzhou Ziqiang Chain Drive Co Ltd was founded.

2000
Donghua gained ISO14001 Environment Management Certificate and following inspection of its clean production and recycling, was awarded the title of "Zhejiang Green Enterprise".

2001
The Test Center of National Chain Drive Standardisation Technical Committee was opened at Donghua; and the Hangzhou Donghua Driving Parts Import and Export Co Ltd was founded.

2002
The Zhejiang Chain Drive Products Quality Test Center was founded.

2003
The Group acquired Hangzhou Dun Brand Chain Drive Co Ltd, and purchased a whole-capital holding in Jiangsu Changzhou Tractor Plant.

2004
Donghua hosted the 16th ISO/TC100 International annual meeting and has been involved in making and revising the ISO/TC100 international chain standard for several years.

2006
The Economic and Trade Commission of Zhejiang Province declared the Donghua Technical Center a 'provincial level technical center'.

2007
The Group purchased the Jiangsu Xinghua Gear Plant.

2008
The Group was awarded the "National Export Commodity Inspection-free Enterprise".

2009
Two European logistics centres were established in January 2009: Alkmaar in the northern province of the Netherlands and Leverkusen (between Cologne and Dusseldorf) in Germany.

Donghua Limited, the UK distribution arm for the Group boasting 7,000 sq ft of warehousing, was established.

2010
The Group acquired major shares in Kobo Group of Companies in Germany and Enuma Chain Manufacturing Co. in Japan.

For further information visit:

www.dhchain.com/en/honor.asp
www.dhchain.com/en/course
www.dhchain.com/en/about.asp

what's on the web

The new UK focussed website includes a map of the UK where visitors can locate their nearest Product Partner. By clicking on the map, details about the relevant Product Partner are displayed. Check your details now, you can enhance your entry by providing us with your logo (gif or jpeg) and a paragraph of promotional information.

Contact: sales@donghua.co.uk

Donghua prides itself on employing staff with extensive experience and knowledge of the chain industry.

Bob Wellsbury : Managing Director
35+ years in the chain sector with specialist knowledge in CAD design, agricultural chains, leaf chains and special chains. Bob heads up the new UK operation.



Lesley Abbey : Sales Office Manager

10+ years in the chain sector following 10 years in the transportation industry. Responsible for the day to day running of the distribution centre, ensuring smooth sales process and after-sales support.



Mark Lilliston : Northern Area Sales Manager

25+ years in the bearing and power transmission sector including 12 years in the chain sector. Mark has a particularly strong product knowledge of roller chain.



Brett Southall : Southern Area Sales Manager

6+ years in the chain industry following an engineering background. He heads up client relations and sales management for the south of England.



Daniel Wellsbury : Warehouse Manager

Responsible for the 7,000 square foot warehouse facilities and distribution logistics.



news & events

Donghua & Enuma: Moving Chain Design Up a Gear



The Group recently acquired a major share of Japan's Enuma Chain Manufacturing Co Ltd, who manufacture high quality, precision chain under the brand name EK Chain.

Enuma has been manufacturing chain since 1941 and, in 1974 they introduced the world's first O-ring chain - a design that dramatically extended chain life by inhibiting lubricant loss.

Donghua is working closely with Enuma to understand the technology behind manufacturing such specialist chain.

Pictured: Mr Ryukichi Sato, Enuma Chain Manufacturing & Mr Xuan Bi Hua, Donghua sealing the deal.



Summer 2010

API : High Quality as Standard

Did you know that Donghua has achieved API SPECQI 2003?

API is one of the leading organisations in the development of petroleum and petrochemical equipment and operating standards. The standard promotes the use of proven, sound engineering practices.



For more information visit: www.api.org

PPMA:

Donghua Limited recently became a member of the PPMA (Processing & Packaging Machinery Association) which represents over 350 processing and machinery suppliers.



Processing & Packaging Machinery Association

For details see: www.ppma.co.uk

We only have one standard. The Best.

5 FASCINATING FACTS

things you may not know about us?

1. Donghua produce 40,000 tons of chain per annum, that's around 1.6 million metres of chain - laid end to end that would reach from the UK to China and back again!

2. Part of the Donghua group of companies is a tractor factory, employing more than 3,000 people - all of the gears used in production are made in our Sprockets Factory.

3. Donghua Limited have approx. 1,000 wooden cases of chains in stock, over 30 container loads, at any one time - with a combined weight of 600 tons plus that's equivalent to four jumbo jets...which is very apt as they're flying off the shelves!

4. Donghua Chain has been marketed in Europe under more popular brand names for over 20 years, and since its launch in January 2009 'Donghua' branded chain now accounts for 30% of our annual production.

5. Hangzhou Donghua have taken delivery of the latest chain heat treatment plant, an investment of more than €1.5m, there are only two of this kind in the world.



DONGHUA
APPROVED
PRODUCT PARTNER

STOP PRESS>>>STOP PRESS>>>STOP

NOW AVAILABLE
'APPROVED PRODUCT PARTNER' LOGO
FOR USE ON ALL PROMOTIONAL MATERIALS
Full Details will be sent via email to all Product Partners.

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

Chaintecdirect
chain supply made easy

Due to customer demand to cut delivery time and engineers' downtime, travelling to and from Trade Counters, Chaintec - Donghua's UK Product Partner for Leaf Chain - have taken the bold decision to take their products, including the full range of Donghua Leaf Chains, direct to the customer and cut out the Trade Counter altogether.

This new streamlined approach revolutionises the way chain is supplied, reducing over-heads and turnaround times and increasing productivity. Engineers can now concentrate on the job in hand, leaving Chaintec not only to deliver the chain direct to them but also assist with identification whilst onsite - reinforcing Chaintec's 'the right chain, first time' philosophy.

Dave Hassan, Managing Director at Chaintec says,

"We are always looking at ways of making our services more efficient for our customers. We had identified a need amongst Forklift Sales, Service & Hire Companies for a direct service that offered chain identification right through to chain supply on-site, same day and so Chaintec Direct was born."

Chaintec plans to develop the new direct service, initially being piloted in the West Midlands, into a national network of mobile engineers.

All Chaintec engineers are fully qualified and work to current health and safety directives, including working at height, for complete peace of mind.

For more information contact Clinton Howard on:

01902 307777

www.chaintec.co.uk

ARROW BOXING TOURNAMENT - Right on target when it comes to raising money.

Russ Arrowsmith of Arrow Engineering Components Ltd, Donghua's Product Partner in the North West, retired from boxing in 1983 but continues to organise White Collar Boxing Events and has a tournament scheduled on:

25th February 2011 at The Willows in Salford.

Over the last four years Russ has organised and featured in four boxing tournaments and has raised over £80,000 for local charities. Russ hopes this next tournament will raise at least £20,000 for the Salford Foundation Trust.

Russ explained: "The 'White Collar' event is for un-boxed local businessmen who are keen to experience the

DIARY DATES>>

NOVEMBER 2010

● **16-19 November**
Chaintec will be exhibiting at IMHX at the NEC in Birmingham. Visit them at **Stand No 20G20.**

● **26 November**
The PPMA President's Lunch at the House of Commons, the topic will be Exports & The Chinese Market. The event is free to members and includes a tour of the House visiting the inner sanctums and, if not in session, the two main chambers.

PPMA are also running end-user seminars on Health & Safety and the New Machinery Directive.

DECEMBER 2010

● **22 December**
Orders should be placed by 2.00pm on Wednesday 22nd December to guarantee delivery before Christmas.

Donghua Limited's Offices will be closed for the Festive Period from **5.00pm Christmas Eve until 8.30am Monday 3rd January.**



spotlight and the adrenalin-rush you get in the boxing ring. Such events can also inspire 'old-timers' to come out of retirement to put on a show."

Tickets are £50 each* and available from Russ on: **07789 111087**

*Over 18s Only.

www.arrowengineering.com

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 to be supplied in: CMYK JPEG or TIFF format Resolution: 300dpi.

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