



DONGHUA

CHAINtorque

Donghua Limited: Product Partner Newsletter

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THE BIG FREEZE

Donghua holds current pricing into 2011

The whole of the chain industry has been affected by recent increases in material costs.

This has resulted in chain manufacturers considering an increase in the price of their chains and, in fact, some have already made that decision. Donghua Limited's parent company and manufacturing arm, Hangzhou Donghua Chain Group, has also been affected by material increases.

At the core of the Donghua brand is the selection of exceptional quality materials for every part of the chain. This has been one of the key factors that has enabled Donghua to be a major player

in Europe for over 20 years under popular western brand names. More recently, Donghua has become a leading supplier in the UK market under its own brand name.

Talking about Donghua's reaction to the material increases, Bob Wellsbury, managing director of Donghua Limited, said: "All directors of the Donghua Group's European subsidiaries, including myself for the UK, agree wholeheartedly with the decision not to erode in any way our reputation for high quality chain products. We will therefore continue to select high quality raw materials in the manufacture of

all of our chains. Our customers can remain assured that our chains will continue to perform over and above product guarantees and require less maintenance during their life, thereby providing an affordable, long term solution."

He concluded: "However, that said, Donghua also recognises the need to support our customers during these difficult economic times and we are therefore very pleased to announce that we will endeavour to hold pricing at its current rate* for as long as is practically possible, continuing to offer great value as well as great quality!"



Bob Wellsbury
Managing Director, Donghua Limited

This issue of CHAINtorque is full of new developments and great opportunities - a positive way to start the New Year!

We've been busy putting plans in place which include: a new focus on marketing activities in the agricultural sector, further enhancements to the website, identification of more Product Partners, developing ideas for promotions & events and pursuing significant sales opportunities.

And despite increases throughout the chain industry, I'm also delighted that we're holding our current prices as we enter the New Year. Read the full story opposite.

Here's to a prosperous New Year for us all!



Bob.

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Donghua has been made aware that competitors are claiming to be selling Donghua chain at low prices. Donghua wish to make it clear that only they and their approved dealers are authorised to sell Donghua chain.

If you have been approached by anyone other than authorised dealers selling Donghua chain, please get in touch: 01902 866200

IF IT DOESN'T SAY DONGHUA ON THE BOX. IT'S NOT DONGHUA IN THE BOX.

We only have one standard. The Best.

*Prices are held at Donghua's discretion & are subject to status and existing business arrangements.

In this issue we talk to:
Peter Creighton,
managing director
of Reliance Bearing
& Gear Co Ltd,
Donghua's Product
Partner in Ireland.

PRODUCT PARTNER FOCUS

SPOTLIGHT ON : Reliance Bearing & Gear Co. Ltd.

Q You're the grandson of Horace Rhodes-Kenworthy, who founded the company. How does it feel to be part of a dynasty?

A That's a really interesting question! My cousin, Mark Kenworthy is the Technical Director and many of the staff at Reliance have worked here for over 20 years. It's like an extended family - the Reliance family - and this rubs off with the loyalty that exists with our customers which goes beyond the typical 'buy and sell' relationship.

How many staff do you employ?

We employ 40 staff across our three sites in Cork, Dublin and Limerick including seven full time sales staff.

Which market sectors do you supply?

Reliance has a fairly even split between three sectors:
Industrial (ie pharmaceutical, food etc)
Agricultural (ie master distributors and resellers who service local areas)
OEM (ie manufacturers of equipment for export)

How do you help manufacturing companies reduce their costs and make energy saving decisions?

This is how we try to differentiate ourselves in the market. Our aim is to assist our customers reduce cost further through the various technologies we represent. Any company can sell a product off the shelf. We believe that to be a true partner for the future, we need to be able to bring real benefit to our customers.

We undertake on-site surveys and report on what energy a customer is currently using on specific applications.

In the same report we offer suggested costs savings and show the pay back period if they are adopted. Being affiliated with the SEI and Green Business.ie which are both government funded agencies tasked to help manufacturing in Ireland to be more energy conscious gives kudos to our efforts.

To give an example, we recently suggested a customer make improvements to a fan application. The results were staggering whereby the customer gained a €16,000 euro saving per annum just from one application alone. Needless to say we were asked to evaluate all other suitable applications on site and, by the time we were finished, we had a very loyal and happy customer.

Can you explain your Single Source Supply concept?

We supply a very wide range of products which enables our customers to buy from one supplier thereby reducing time and paperwork. We also offer cost savings under contract agreements whereby our pricing is guaranteed for a fixed period.

What are the key criteria you look for in partners?

We must service the market to the best of our ability, so we look for three key criteria in a product or service:

1. Good fit for our existing market
2. High quality
3. Value for money

Donghua matched these three criteria offering a vast range of chains that are competitively priced and good quality.



Reliance exclusively represents many of the world's leading manufacturers.

And strives to identify new product lines to bring to the marketplace.

Have you been affected by Ireland's financial crisis?

Ireland is going through the worst period in its corporate history. The economic crisis is certainly affecting businesses in every sector. Reliance however is well insulated to deal with any crisis and, in fact, view this period as an opportunity. Our focus is on growing the business. The export market remains strong, indigenous businesses are stable and the agriculture sector looking solid for 2011.

What are your latest developments?

We've invested heavily in the business for 2010 and 2011. We're introducing a new IT system that will assist with stock control, logistics and customer relations. It will also be the backbone for a future e-commerce platform.

We are also up-skilling on technical products suitable for the high value manufacturing sector. Electric actuators replacing pneumatics are going to be the next big thing and we are going to be at the fore.

What are your plans for 2011?

We will continue to work hard to grow sales with our customer-base. We will continue to look at investing in new products and up-skill to continue to bring real benefits to our customer base.

We would like to strengthen links even further with Donghua, particularly in the agriculture sector in Ireland. We have recently acquired exclusive rights to distribute a new world patented PTO guard for the agri market which we will be launching, along with Donghua chain, at the Irish farm machinery show in February.

To find out more visit: www.reliancebearing.ie

group news

ALKMAAR IS AT THE CUTTING EDGE OF TECHNOLOGY



Alkmaar in the Netherlands is well known for its traditional cheese market, but it's also home to Donghua International BV. The company employs top engineers, product specialists and industry experts in the OEM and replacement markets.

The workshop in Alkmaar can deliver:

- Engineering capability (production drawings, 3D CAD and construction)
- Transmission drive calculations (bearing area, fatigue, breaking load and life time calculations)
- Assembly and pre-assembly
- Mounting of attachments, extended pins, paddles, slats and customer specific components
- Fit to shaft bores for sprockets according to customer specifications
- Special lubricants or re-lubrication according to customer specifications
- Kits for n-Ban planning and production
- Production of Official Certificates and technical reports including matched length measurements and tolerances.

Donghua International BV is offering Donghua's UK-based OEMs and Product Partners specialist support services in areas such as engineering and construction, assembly of special chains, cutting, refining of intermediary products, supply chain systems, warehousing and logistics and technical support.

CNC Cutting Machine

The Alkmaar facility also includes an innovative CNC cutting machine designed and developed by Donghua International. It is unique, with a patent pending, and has specially-designed cassette tooling for fast turn-around and set up times.

Bob Wellsbury explained: "The CNC cutting machine enables us to cut large quantities of cut to length chains with virtually no manpower involved. It's fully automatic: chain is loaded on reels, the machine then counts the pitches to the correct length, cuts the chain and counts how many chains it has cut. When it's cut the correct amount it stops. If it runs out of chain, it will automatically stop. It's very impressive!"

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 economical.

In addition, the Alkmaar site has 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.

For more information about the technical capabilities at Alkmaar, contact Bob Wellsbury on: 01902 866200.



what's on the web

Donghua Limited is continuing to develop its UK website at: www.donghua.co.uk with the creation of a **Product Partner Secure Zone**.

This new area will be password protected so only registered users can gain access. It will provide the facility for Donghua to upload documents such as company logos, point of sale materials, product photographs, promotional materials and artwork etc for registered users to download.

We'll be issuing details via email soon so keep an eye on your Inbox for registration details.

Donghua Limited is also developing technical specs & promotional leaflets for each product, working their way through the complete range, and we'll be uploading downloadable PDF's to the website.

Check out the Products Section to see what's available - we'll be updating the site regularly so keep logging on.



Fancy **FREE** carriage for a month?

Then have a go at our CHAINteaser Word Search.

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

There are **12** chain related words hidden in our grid, for a chance to win just find all the words, mark them clearly on the grid and fax a copy of the completed puzzle to: **01902 722814** - don't forget to add your name and contact details and remember words may read in all directions and back-to-front...**GOOD LUCK!**

DONGHUA • CHAIN • NICKEL PLATED • LUBRICATION • CONVEYOR • ROLLER PARTNERS • LEAF • QUALITY • PITCH • STAINLESS • STEEL

Name..... Company.....Email.....

The first correct entry drawn on February 17th* will receive free carriage for all orders placed during March 2011.

*Please Note: Entries received after the draw date will be void. No correspondence will be entered into and Bob's decision is final. The winner will be notified by close of business February 18th 2011 & details printed next issue.

DIARY
DATES>>

FEBRUARY 2011

• **3-17 February**

Chinese New Year - 2011 is the Year of the Rabbit

• **10-12 February**

FTMTA Exhibition, Ireland. Reliance are exhibiting - visit them on stand no. 216

APRIL 2011

• **4-8 April**

Hannover Messe, Germany. The Hangzhou Donghua Chain Group are exhibiting, EPTDA also hold their conference during the exhibition

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DONGHUA : GROWING BUSINESS IN 2011

Donghua Limited recognise the significant opportunities with the UK's Agriculture sector and have committed to growing its agricultural business in 2011.



Donghua boasts a number of agricultural chains including: Baler chain, Walking

Tractor Chains, Combine Chains, Harvester Chains and Roller Chains.

To check out the full range visit: www.donghua.co.uk/agriculture-chains

Marketing plans are being finalised but will include negotiations with potential Product Partners within this sector, online & offline advertising, direct mail, promotional materials, exhibition support and public relations.

If you would like to be involved in marketing proactively to this sector contact Bob Wellsbury on: 01902 866200

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If you'd like to have a say or simply want to let others know what you are up to, mail us at:

chainorque@donghua.co.uk

NEW GEARBOX CENTRE FOR SCOTS...

Developments at Scots Bearings provide an even better service for their customers!

A new gearbox refurbishment centre in Glasgow has been developed by Scots Bearings Limited, Scotland's largest independent bearings distributor.

The centre will refurbish any industrial gearbox and provide replacement gearboxes built to order using the DB Radicon Swift products. In addition the facility will house a large stock of motors up to 200kW and inverters up to 15kW available off-the-shelf.



The new centre will service the company's branches in Aberdeen, Dundee and Inverness.

And there's more...Scots Bearings has recently invested in key personnel enabling them to provide a full solution from sprocket to control panel and everything in between!

Richard Hackwood recently joined the team as Group Technical Sales Manager. He has 20 years

experience in the automation industry and will focus on providing customers with support to help them achieve

a cost effective and efficient drive system.



For more details visit: www.scots-bearings.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.