

CHAINtorque

Donghua Limited : Corporate Newsletter



A NEW SUPER POWER

In November, Donghua announced the introduction of a new product – a heavy duty, specialist chain called Heavy Super Power (HSP) chain. This new chain is typically used in agriculture, but is ideal for any harsh and aggressive applications such as mining & quarrying and construction.

Bob Wellsbury, managing director of Donghua in the UK said: "It's an incredibly tough chain that has ultimate tensile strength up to 50 per cent higher than DIN standard chains. Few manufacturers produce this type of chain, and we undertook aggressive technical product tests before releasing the chain to the market."

He added: "I think people will be pleasantly surprised at how well our HSP Chain compares, especially when it costs 30 per cent less than comparable chains!"

The HSP Chain has improved roller crush strength and is produced using state of the art iso-thermal heat treatments to give consistency; has wide-wasted design plates to give extreme fatigue life; and has high interference fit between the pins and the plates. A technical information sheet can be downloaded from the website at: www.donghua.co.uk/hspchain

To support the introduction of this new chain, an advertising campaign is being launched specifically

at the agricultural and mining & quarrying sectors



during the first half of 2012. Promotional packs for dealers will also be available.

To order your free pack simply email: sales@donghua.co.uk

<WAREHOUSE EXPANDS>

Storage capacity at Donghua's 7,000 sq ft UK distribution centre near Wolverhampton, West Midlands has been extended and can now house 750 pallets of chain. But Dan Wellsbury, Warehouse Manager, says: "That's still not enough to meet the growing demand for Donghua chain in the UK, so we've taken on additional off-site storage of 100 pallets at a nearby location".

He continued: "It's important to the team to meet customer demands, so we've extended the warehouse facilities enabling us to stock six months supply of chain at any one time."



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Despite the UK's economic situation, Donghua Limited has managed to double sales for a second year!

So we'd like to say a **BIG** thank you to all our customers for their continued support.

In this issue of our newsletter you'll see that things never stand still at Donghua. We've launched a new chain in the UK, we've extended our Midlands warehouse capacity and, during our recent visit to China, it was announced that we are building another two factories. This will enable us to improve the delivery of our chain and help firmly establish Donghua as the leading chain distributor in the UK.

Read on to find out more...



Bob

We only have one standard. The Best.

SPOTLIGHT ON : Sales & Marketing Conference - China

Bob Wellsbury and Brett Southall visit China to attend Donghua's annual Sales & Marketing Conference at Headquarters in Hangzhou...read on to find out about their trip.

In October, Donghua's parent company organised a Group Sales & Marketing conference at their head offices in Hangzhou, China.

Every Donghua subsidiary across the world attended and the UK was represented by Bob Wellsbury, managing director, and Brett Southall, southern area sales manager.

The company's headquarters is in Hangzhou, the largest city in the Zhejiang Province in Eastern China (some 110 miles south-west of Shanghai and at the southern end of the Grand Canal of China). It is one of the most beautiful cities in China with tourism a key part of its economy. However, Hangzhou is also an industrial city with an important manufacturing and logistics base and is therefore an ideal location for Donghua's manufacturing facilities.

The head office organised a jam-packed itinerary for the week which included:

- A tour of existing manufacturing facilities which was of particular interest to Chain + Conveyor, one of Donghua Limited's approved product partners, who had been invited to visit Hangzhou to view the high quality production capabilities.

- A tour of the new 2.5 million sq ft production area including an announcement that Donghua is to build another two factories.

Bob was particularly pleased to learn of this development as it will mean they can improve further still the delivery of Donghua chain to the UK which will benefit customers.

- A presentation from the head office management followed by detailed Sales & Marketing presentations from each subsidiary of Donghua and discussions.

It was agreed to create a Sales & Marketing committee which will lead developments and co-ordination of marketing activities across the group.

Bob is a member of this committee.

A tour of the existing manufacturing facilities was of particular interest to Chain+Conveyor and illustrated Donghua's continuous investment in the latest CNC Equipment.

- Attendance at PTC 2011 Asia, the World's No. 2 and Asia's No. 1 Power Transmission & Control Exhibition, held at the Shanghai New International Expo Centre. The exhibition celebrated its 20th year this year with record numbers of visitors from over 60 countries.

- As part of the trip, delegates visited key tourist sites in the city, and on one of the evenings watched an amazing visual show on the city's infamous West Lake, which earlier in the day had been home to numerous boat rides. The shows include songs, dance, acrobatics and stunts with amazing visual effects.



Showroom at Donghua's Hangzhou Headquarters



what's on the web

YOU CAN REACH US ROUND THE CLOCK OVER CHRISTMAS ON:
01902 866200

24/7

To view our full gallery of pics log on to the Product Partner zone at:
donghua.co.uk/product-partners-log-in

news & events

HEREFORD DEALER BACKS DONGHUA...

One of the first dealers to sell Donghua chain in the UK was Bearings, Belts & Sprockets in Hereford. Managing Director Carleton Davies, who set up the business in 1989, told us how impressed he was with Donghua Limited's professional approach.

Many years ago, Carleton worked as a parts manager for a Ford tractor franchise and saw the opportunity to supply parts and in particular bearings, chains, drive belts and sprockets. Originally situated in Hereford's historic old cattle market, the shop is now a stone's throw from Bulmer's Cider plant (so that's why Brett Southall likes to visit Carleton!).

Herefordshire is one of the most rural and sparsely populated counties in England; hence farming is its major industry. Some 85 per cent of

Bearings, Belt's & Sprockets' trade comes from agricultural customers, but they also supply small machinery shops, fabricators and sell to the general public.



Carleton told us why his customers like Donghua chain:
"It's professionally packaged, a quality product and competitively priced." He added: "We're pleased with the service we receive, but especially the specialist chain that Donghua will manufacture to order. We had a client who needed bespoke hop chain, Donghua produced it for us, and the customer was delighted with the speedy turnaround and build quality. Not many firms offer this service."



For more information contact:
Bearings, Belts & Sprockets (Hfd) Ltd.
Unit 5, Harrow Road, Plough Lane, Hereford HR4 0EH
Tel: 01432 357318

A day out of the conference room takes Bob & Brett to a local theme park celebrating China's ancient history.

We're adding new information to our website all the time so make sure you log on regularly to access the latest product details & order **FREE** promotional materials. HSP has been added to the range recently, check-out: donghua.co.uk/superpower for details & downloadable PDFs.

Donghua's UK website has been live since May 2010 and we have had over 20,000 page views. One of our most popular pages is 'Locate a Product Partner' - <http://www.donghua.co.uk/locate-a-product-partner> - so Product Partners should make sure their entry is up to date! To update your entry contact: sales@donghua.co.uk

WE'RE WORKING ON EXPANDING OUR LOCATION MAP IN THE NEW YEAR TO INCLUDE DEALERS NATIONWIDE GET ONBOARD TODAY : SALES@DONGHUA.CO.UK

We only have one standard. The Best.

CHAINteaser

Fancy **FREE** carriage for a month?

Then have a go at our 'Use Ya Head' - Caption Competition.

DONGHUA



Use Ya Head Caption - in no more than 20 words:

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*Please Note: Competition is open to all readers - Donghua Limited reserve the right to disregard unsuitable entrants.

Entries received after the draw date will be void. No correspondence will be entered into and Bob's decision is final. Winners will be notified by close of business Tuesday 17th January 2012 and details printed next issue & published on the website. Donghua Limited accept no responsibility for entries sent but not received, proof of issue is not necessarily evidence of receipt.

Your email address will be added to our database so we may, from time to time, keep you informed about Donghua and our products. Your details will NOT be passed on to any third parties.

☐ Please tick if you do not wish to receive company/marketing related emails.

Check-out the picture opposite showing Brett Southall, southern area sales manager, losing his head at a local theme park whilst in China - then use yours to think of an appropriate caption, in no more than 20 words, to accompany the pic.

The cleverest captions or the ones that make our judges LOL with gusto will be popped into a hat and a winning entry drawn.

Fax your caption suggestions to: **01902 722814** - don't forget to add your name and contact details.

If you'd prefer you can scan your completed entry and email: chaintorque@donghua.co.uk **...GOOD LUCK!**

Name.....

Company.....

Email/Tel.....

The first entry drawn on Monday January 16th* will receive FREE Carriage on all orders placed during February 2012.

DIARY DATES

DECEMBER 2011

• 21 December

Orders should be placed by 2.00pm on Wednesday 21st to guarantee delivery before Christmas.

Donghua Limited's Offices will be closed for the Festive Period from **5.00pm Friday 23rd December until 8.30am Tuesday 3rd January.**

JANUARY 2012

• 23 January

Chinese New Year - Year of the Dragon

• January - May 2012

HSP Chain Campaign targeting Agriculture and Quarrying & Mining Sectors - order your Dealer Pack Today!

JUNE 2012

• 19-21 June

Donghua has booked a joint stand with Product Partner, Chain & Conveyor, at Hillhead 2012. The biennial show, aimed at the quarrying, recycling and heavy construction industries, will be held at Tarmac's Hillhead Quarry in Buxton. Over 90% of the planned 400 exhibitors have already booked and some 15,000 visitors are expected to attend the event.

Any Product Partner planning to attend exhibitions who would like to discuss support from Donghua contact Bob Wellsbury: **b.wellsbury@donghua.co.uk**

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

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.

BECOME A SUPERPOWER IN 2012

The marketing team has been busy producing new promotional materials to support the launch of our HSP Chain.

January 2012 heralds the launch of our online advertising initiative supported by targetted e-shots to Agriculture and Quarrying & Mining Sectors.

DON'T MISS OUT

Make sure you are equipped to handle all enquiries; book appointments with your Area Sales Manager & order your FREE Dealer Promotional Pack including:

- Point of Sale
- Window Vynils
- Literature

Promote your business as a supplier of High Quality Donghua Chain and reap the benefits in 2012 - for more details contact: sales@donghua.co.uk

COMPETITION WINNER

CONGRATULATIONS

Dave of Fosse Bearings Ltd., Leicester, winner of our Chainteaser Spot-the-Difference Competition in Issue: 4, who enjoyed **FREE** carriage on all orders placed in October.

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DOWN TIME - PAYS UP!

When Dave entered the competition in September he did so during a quiet five minutes at the office but was rumbled by his manager - he sent off his entry anyway and good job too... his five minutes 'downtime' won the company a whole month's worth of free carriage!

Which just goes to show that a few minutes creative thinking can be as rewarding as a hard day's labour.

If you've a funny story to share about doing business drop us a line at: chaintorque@donghua.co.uk

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