

CHAINtorque

Donghua Limited : Corporate Newsletter

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**"No other
manufacturer
has its own
sprocket factory..."**

DONGHUA EXPANDS SPROCKET DIVISION

A lesser known fact about Donghua is that they own their own sprocket factory boasting an £25m capacity; the good news for customers is that the factory is expanding to cope with the increase in orders!

Located north of Shanghai near the Yellow China Sea, the Donghua subsidiary, Xinghua Donghua Gear Co Ltd, manufactures a range of high quality, competitively priced sprockets and gears including standard sprockets, spline sprockets and large pitch conveyor sprockets, offering customers the complete drive system.

The factory owns the most advanced NC machine tool & tooth form and tooth direction tester in China. With production that adheres to ISO9001 and ISO14001, the products conform to various international standards. Significant quantities of sprockets are used in the agriculture sector and by the majority of major and smaller OEMs.

Bob Wellsbury, managing director of Donghua in the UK, explains: "No other chain manufacturer has its own sprocket factory,

making Donghua unique in the market. Because our chain and sprockets are produced together, we know they go together which can't be said for all makes."

He added: "The factory's specialism is its **'made-to-drawing sprockets'** with special form sprocket stocks held in the UK. Our made-to-drawing sprockets is something we're keen to promote in the UK."

**If you're interested
in Donghua's
made-to-drawing
sprockets contact
Bob Wellsbury on:**

01902 866200

or email sales@donghua.co.uk

WELCOME
Bob Wellsbury
Managing Director, Donghua Limited

We've had another fantastic year and we'd like to say a huge thank you to all our customers for continuing to support Donghua.

We have a lot of exciting developments planned for next year; we look forward to sharing these with you during the coming months!

And we're not the only ones with glad tidings this festive season, Product Partners Scots Bearings, are showcasing their brand new warehouse facilities in December & Chaintec celebrate a move to larger premises in the new year.

So raise your glasses one & all...here's to a prosperous 2013.

Read on to find out more...



Bob

'Merry Christmas & A Prosperous New Year!'
from All the Donghua Team



We only have one standard. The Best.

Scots Bearings are one of Donghua's original Approved Product Partners - David Jackson, Managing Director at Scots, and Donghua's Mark Lilliston, Northern Area Sales Manager, seal the deal.



Scots Bearings' new warehouse provides an additional 11,000 sq feet of storage space - bringing its total to a massive 17,000 sq feet in Glasgow; with other outlets in Aberdeen, Dundee, Inverness & Irvine.

SPOTLIGHT ON : Scots Bearings - Scotland Covered

Scots Bearings is Scotland's largest independent bearing and power transmission distributors and, over the last 26 years, they have forged strong relationships with OEMs and end-users. With five outlets across Scotland, Scots has recently announced a huge expansion of its Glasgow operation.

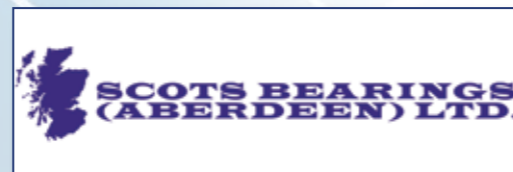
The company already has three units in Glasgow providing 6,000 square feet of space, but its new warehouse comes with an additional 11,000 square feet giving Scots a total of 17,000 square feet on this site.

David Jackson, managing director at Scots Bearings, explained: "The company has

He added: "We will be holding an 'open-house' during December, inviting our customers and suppliers to come and view our new facilities in Glasgow. We've also produced a new brochure which is now available and are developing a new company website which will include online ordering facilities."

Scots other outlets are in Aberdeen, Dundee, Inverness and Irvine. They offer same day delivery and operate an after hours service which is available 24 hours 365 days a year.

They are the main distributors for a number of leading bearing and power transmission manufacturers and suppliers, and are one of the original Approved Product Partners for Donghua, selling the whole suite of Donghua's chain product range.



To find out more about Scots Bearings, visit: www.scots-bearings.co.uk

benefited from a gradual expansion over recent years, however, our motored gearbox division has experienced particular growth. One unit in Glasgow has been transformed into new office accommodation for 20 staff, one unit now houses our stock of bearings, and the gear box repair centre has been expanded across three units."

NEW
PRODUCT

CHAIN CUTTING KIT

Ever struggled to break chain?
Then this 'Breaking News' from Donghua will be right up your street.



The NEW Donghua Chain Cutting Kit has been designed specifically to make the breaking of parallel pin chain quick & easy and is destined to become a workshop essential.



Made from heat treated & hardened high content carbon steel, for durability & long-life, the Cutting Block is designed to break chain from 8mm through to 1½" pitch & comes complete with four punches in assorted sizes.

To see just how easy it is to use the NEW Donghua Chain Cutting Kit click on the YouTube link on the Donghua website: www.donghua.co.uk & check out our demo video.

For full pricing details & to order call:

01902 866200
or email: sales@donghua.co.uk



2012 overview

As this is the final issue of CHAINtorque for 2012, it's an opportune moment to ask Bob Wellsbury to reflect on the successes to date and his plans for 2013...

You set up the UK arm of Donghua in 2009. How's it gone?

The last three years have been a lot of hard work, but great fun! We've made serious inroads into the UK chain market and have gone from no presence to being a serious contender as the market leader.

To turn that around in three years is quite a feat!

What has been your biggest challenge?

Convincing customers that they have been using Donghua chain without realising it!

For years, the Hangzhou Donghua chain group has been manufacturing chain for other leading UK based chain suppliers but under their own brand names. A few years ago Donghua decided to sell their own Donghua branded chain direct to the European and UK markets.

What has been your biggest success?

On the flip-side of the biggest challenge is our biggest success.

Those customers who have tried Donghua chain have been pleasantly surprised by the quality and competitive price of our chain. The number of well-known, blue-chip companies buying Donghua chain through our dealer network continues to grow.

What key successes have you had in 2012?

There are so many...

- Adding to our Workshop facilities through attachment chain production and purchase of two chain presses;
- Extending the warehouse capacity;
- Improving delivery timescales from China as a result of two new factories;
- Introducing POS materials to support our Dealers;
- Attendance at major exhibitions supporting our Product Partners including Hillhead and Drives & Controls;
- Employing additional sales support staff and warehouse staff;
- Growing accounts by 50%; and...
- **Doubling our turnover for a third year running!**

What are your plans for 2013?

I can't share them all as some are confidential or in early phases of development, however, I can tell you our plans include:

- Further support to our Approved Product Partners & Dealers;
- Promotion of Donghua's made-to-drawing sprockets (see headline story);
- Further significant enhancements to our Workshop;
- Development of a new customer feedback tool;
- Further enhancements to the website;
- Attendance at key exhibitions (see back page)

...and I'll be participating in the Round Ireland Boat Race over 10 days in July!

WE'LL BE REPORTING ON BOB'S BOAT RACE PROGRESS IN FUTURE ISSUES...

LOCATE A DONGHUA DEALER...

A NEW Dealer Map that integrates with Google Maps has recently been added to the Donghua UK website.

Since launching in 2009 Donghua has developed a strong network of Product Partners and Dealers across the UK and the new map enables customers to easily locate their nearest stockist.

Simply insert your postcode to identify your nearest Donghua stockist within a 5, 10, 25, 50 or 100 mile radius. The map displays the search results using location pins coloured **RED** for **APPROVED PRODUCT PARTNERS** and **BLUE** for **DEALERS** and clicking on the resulting location pin displays the Dealer's details.

To view the new Locate a Dealer map visit: www.donghua.co.uk/locate-a-dealer

If you are interested in stocking Donghua chain contact Brett Southall on: **01902 866200**

STOCK DONGHUA CHAIN? MAKE SURE YOU'RE ON THE MAP, CONTACT: SALES@DONGHUA.CO.UK AND UPDATE YOUR DETAILS TODAY

what's on the web



We only have one standard. The Best.

