







# CHAINTOPQUE

Donghua Limited : Corporate Newsletter L

# 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

## FEATURES THIS ISSUE>>

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- **Spotlight On...** Scots Bearings new warehousing, Glasgow
- 2012 Overview
  All we've done & what's to come
- What's on the Web 'Locate a Dealer' -NEW Google integrated map
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  Catch-up on the latest
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- **Diary Dates**Christmas opening times & hi-lites for 2013

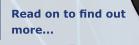


We've had another fantastic year and we'd like to say a huge thank you to all our customers for continuing to support Donghua.

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.







Scots Bearings are one of Donghua's original

Approved Product Partners

Managing Director at

Scots, and Donghua's

Area Sales Manager,

seal the deal.

Mark Lilliston, Northern

- David Jackson,

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

















## 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 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

benefited from a gradual expansion over

recent years, however, our motored

growth. One unit in Glasgow has been

of bearings, and the gear box repair centre

has been expanded across three units."



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

# **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 detail & to order call: 01902 866200

or email: sales@donghua.co.uk

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Documents In .

Locate a Dealer

what's on the web

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### 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

We only have one standard. The Best.

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BITA

# 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, bluechip companies buying Donghua chain through our dealer network continues to

#### 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..











# DONGHUA

#### Ringing the Changes...

Due to company developments, Donghua is introducing staff changes with effect from 1st January 2013, starting with:

news & events

Brett Southall: has been promoted to Sales Director and will now be responsible for client relations and sales management across the whole UK. Working closely with Mark Lilliston (northern area sales manager), Brett will continue to be instrumental in developing Donghua's foot-hold in the UK market.



#### **DIARY DATES**

#### **DECEMBER 2012**

#### • 24 December

The office will close at lunchtime on Mon 24 December, reopening Weds 2nd January. Out-of-Hours Services available throughout, call: 01902 866200 for details

#### **JANUARY 2013**

#### • 29 - 31 January

Bob Wellsbury & Frans Morskate, managing director at Donghua International, will be attending the AG CONNECT Expo & Summit in Kansas, USA. The show previews new developments in agriculture & is the number one B2B agricultural event.

#### **MARCH 2013**

#### • 19 - 22 March

Product Partner, Chaintec, are attending IMHX 2013 at the NEC, Birmingham. See them on stand: 20F85

#### **APRIL 2013**

#### • 16 - 18 April

Product Partner, Chain+Conveyor, has booked a stand at IWEX, the International Water & Effluent Treatment Exhibition, at the NEC, Birmingham.

Any Product Partner planning to attend exhibitions who would like to discuss support from Donghua contact Bob Wellsbury:

b.wellbury@donghua.co.uk

In addition, Bob has confirmed his commitment to the Apprenticeship scheme and will continue to employ two apprentices at Wolverhampton.

Donghua joins BITA (British Industrial Truck Association) the UK's leading trade association for forklift truck manufacturers and suppliers.

Donghua manufactures heavy duty leaf chain which is specifically designed for lifting applications including: forklift trucks, loading platforms & counterweight systems.



BITA plays a key role in the industry helping set & maintain the highest technical standards whilst working to improve FLT operational safety - www.bita.org.uk

#### COUNTDOWN TO CHRISTMAS...

Always interested in quirky marketing, Bob has introduced a little light-hearted Christmas fun this year with Donghua's new Advent Calendar. The advent calendars will be delivered to Donghua's top 250 customers. The calendar mimics the company's blue box product packaging and contains fair-trade milk chocolates.



### CHAINTEC: NEW TRADE COUNTER OPEN FOR BUSINESS



Chaintec's new Midlands trade counter has officially opened and customers are already benefiting from a fast friendly service, highly competitive prices, massive local stocks & chain cutting while-u-wait.

#### Not visited yet? Why not pop in today

trade counter customers receive special offers, a FREE gift plus the chance to enter a monthly prize draw!

For more details visit: www.chaintec.co.uk or call: 01902 307777

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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: 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.



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