



DONGHUA

CHAINtorque

Donghua Limited : Corporate Newsletter



MAKING A BEELINE FOR DONGHUA

Donghua is very pleased to welcome a new member to our Approved Product Partner network - Beeline Engineering Products based in Milton Keynes.

Beeline Engineering is the UK's leading independent supplier of high quality industrial belt drives and transmission products offering an unparalleled selection from stock.

Brett Southall, Donghua's Sales Director, said: *"We're delighted to have a high quality company like Beeline on board. They have joined our growing Approved Product Partner network and will be selling Donghua chain to their customers across the south of England. We look forward to working closely with them to develop a mutually beneficial relationship."*

Beeline has over 25 years expertise in the following industries:
Automotive manufacturing - agriculture; Chemical; Construction, Aggregates, Brick & Tile; Food & Beverage; Glass & Metal Production; Petroleum & Pharmaceutical; Publishing, Print, Paper & Packaging; Renewable Energy & Recycling; Transport and Utilities.

They also have an engineering facility which enables them to modify or manufacture components to bespoke customer specifications.

If you would like to find out more about Donghua's Approved Product Partner network across the UK



or would like to discuss how to become a Dealer, contact Brett Southall on:

01902 866200

BEELINE ENGINEERING PRODUCTS

For more information about Beeline Engineering visit:

www.industrialbeltdrives.com,

email sales@beeline.co.uk or call **01908 222999**

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WELCOME

Bob Wellsbury
Managing Director, Donghua Limited

We've had a busy start to the year having added machinery to our workshop & attended a number of key industry exhibitions in the UK and abroad.

Plus we continue to work hard to grow our Product Partner & Dealer network to ensure our range of high quality, affordable chain is widely available across the UK.

Behind the scenes we are working on a number of key developments that will be announced later in the year.

So keep visiting our website to find out the latest company news at:
www.donghua.co.uk

Read on to find out more...



Bob

To find your nearest dealer visit: www.donghua.co.uk/locate-a-dealer

We only have one standard. The Best.

SPOTLIGHT ON : IMHX 2013

Donghua's
Managing Director,
Bob Wellsbury, is joined on
stand by Mark Lilliston,
North Area Sales Manager.



In March Donghua attended the logistics industry's flagship event – International Materials Handling Exhibition (IMHX) at the NEC, Birmingham.

IMHX is the chief exhibition for Chaintec, Donghua's Approved Product Partner for leaf chain. Chaintec had booked their biggest stand ever to showcase their range of chain and to demonstrate two new products which will hit the market in the summer.

Donghua attended the four day event to support Chaintec and to increase brand awareness of Donghua chain in this key market sector. The show included over 400 exhibitors and saw a record attendance of high quality visitors.

Donghua sponsored the Sprocket of Fortune game which attracted a substantial number of delegates onto the Chaintec stand. Delegates who spun the wheel could win a free prize every time including Donghua branded air fresheners and water bottles and Chaintec branded stress vans, plus the chance to win an iPad Mini at the end of the show. The winner of the star prize was Pauline McNeil of AA Forklifts in Liverpool.

A number of Donghua staff attended the exhibition to help resource the stand and to meet exhibitors and key contacts who were attending the event.

Bob Wellsbury said: "There was quite a buzz around the show - it's probably the busiest indoor show we've ever done." He added: "Every day was busy and there were queues to play the Sprocket of Fortune game. We had 1000 of each of the prizes and ran out of most prizes by the end of the week!"

Donghua experienced a lot of interest in their leaf chain and the show provided an ideal opportunity to speak to a number of OEMs and make appointments to visit key contacts post-show.

Whilst at IMHX, Donghua ordered two new fork lift trucks for their Wolverhampton warehouse & distribution centre from Linde who were also exhibiting. The new high mast, narrow aisle trucks come with a 1.5 tonne capacity.

To see the Sprocket of Fortune in action check-out: DonghuaUK on YouTube



IMHX 2013 -
Donghua supported Chaintec
on Stand 20F85 at the NEC, Birmingham

NEW FACE

Alex Parker :
is the latest
apprentice to join the
Wolverhampton head-
quarters of Donghua.
She will be working in
the sales office
providing much needed
admin support to the
sales team.



news & events

MAX³

DYNAMIC • PERFORMANCE • PRECISION

NEW CHAIN IS UNVEILED

A new premium chain was launched by Donghua International at Hannover Messe, Germany.



The show, which ran from 8-12 April, included 11 international trade shows and is the world's leading industrial technology showcase.

Bob Wellsbury, who attended the show on behalf of Donghua Limited, said: "Hannover Messe is an ideal platform for launching new products as the multi-show format enables you to reach a wide range of visitors from different sectors."

He added: "In 2012, Donghua developed more than 660 new products. There are now more than 8,000 products, 20,000 chain specifications and some 57 patents which supports why Donghua is one of the leading chain manufacturers in the world."

The new MAX3 high performance chain has been developed for a wide variety of applications where the highest demands on the chain are required such as FLT's, escalators, hay bale presses and packaging machines.

Key product characteristics include:

DYNAMIC: ability to withstand highest dynamic loads
high-quality materials
special heat treatment
calibrated link drill holes
extra press fit

PERFORMANCE: outstanding low-wear performance
chain links alloyed steels and hardened in use
additional treatment of the pin surfaces
special greasing to optimise behaviour on start-up

PRECISION: ultra-high parallel running precision
length tolerances reduced during manufacturing
chain pairs can be finely adjusted according to customer specification



TO FIND OUT MORE ABOUT MAX3 VISIT: www.donghua.co.uk

NEW

DONGHUA



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ACCURATE MEASURING OF CHAIN

We've added a new chain length measuring machine to our UK distribution centre's workshop, making Donghua one of only a few chain manufacturers to have this equipment in the UK.

Designed and built by Donghua, the machine is exceptionally accurate measuring to within 10 microns per metre (a human hair is 80-100 microns width) and is capable of measuring up to five metres of chain. The equipment can also pre-load (pre-stretch) chain, eliminating the initial elongation often found in built 'in-house' attachment chain. This means Donghua's attachment chain is ready and easy to fit from the box and with the best possible service life.

Where precise positioning of more than two chains used in parallel is required, the chains need to be matched within a close tolerance of each other. With Donghua's new sophisticated measuring equipment (accurate to 10 microns per metre), we can match chains from 3/8" to 2" pitch in both British and American standards up to a length of five metres. For longer lengths the chains can be supplied matched and tagged in a way that they can be fitted in sequence to maintain the high length accuracy along the entire required length.

A number of industries such as indexing, printing, food production, assembly lines and packaging machines demand an accurate length tolerance in roller chains, particularly in chains with attachments, and require higher accuracy than standard DIN tolerance chains.

All matched chain can be accompanied by certificates of authenticity on request.

For more information visit Our Workshop page at www.donghua.co.uk/workshop or check out the video on <http://www.donghua.co.uk/corporate-video>

MAKING A SPLASH AT IWEX 2013

Donghua Product Partner, Chain+Conveyor, attended IWEX Water Live - the International Water & Effluent Treatment Exhibition - the leading exhibition for the water industry at the NEC in Birmingham, 16-18 April 2013.



Chain+Conveyor is the UK's largest stockist of replacement water treatment chain and sprockets and this was the third time they had attended the show. Damian Swindells, general manager at Chain+Conveyor, said:

"A surprising amount of conveyor chain is used within the wastewater treatment sector and, over the last 20 years, we've supplied a diverse range of chains and sprockets to all the major players in the waste water industry."

Chain+Conveyor's extensive range of high quality, reliable chain and sprockets are proven in the harsh environments seen in the wastewater sector, and their stainless steel and zinc plated chains are specifically designed for aggressive applications. Donghua's 200mm crank link screening chain is used in the filtration process in the waste water sector.

For more information visit: www.chainandconveyor.com

DIARY DATES

JUNE 2013

• 4-6 June

Freemantle will be attending the Total Processing & Packaging exhibition at the NEC.

For more information visit: www.totalexhibition.com

SEPTEMBER 2013

• 3-6 September

Donghua will be attending Offshore Europe 2013 - the Oil & Gas Conference & Exhibition - with Approved Product Partner, Scots Bearings. The event is held at the Aberdeen Conference & Exhibition Centre.

For more information visit: www.offshore-europe.co.uk

• 10-12 September

Donghua will be supporting Chain+Conveyor at RWM 2013, the Recycling & Waste Management show at the NEC.

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.

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