



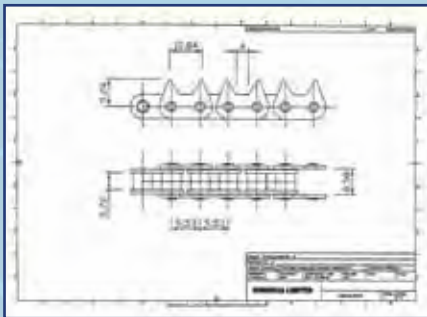
DONGHUA

CHAINtorque

Donghua Limited : Corporate Newsletter

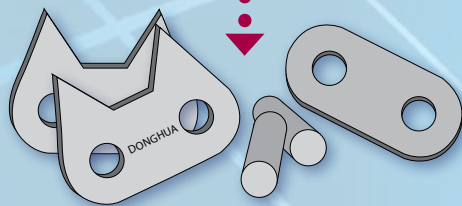
BESPOKE ATTACHMENTS

from design to delivery in under 3 weeks ••••▶

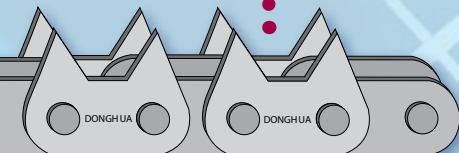


CAD drawing generated to fulfil bespoke request

WHEREVER YOU
ARE IN THE UK
IF YOU NEED CHAIN
WE CAN DELIVER



All component parts manufactured by Donghua

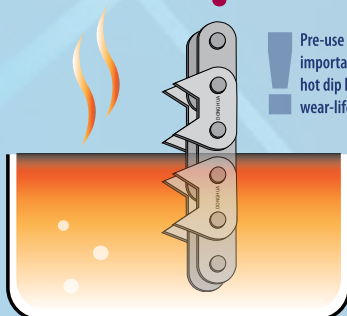


Chain assembled in our UK Workshop

Chain quality checked, packed & despatched

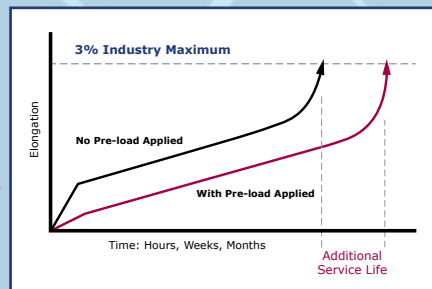


Chain can be measured to within 10 microns up to 5m



Pre-use lubrication is the most important lubrication stage for chain - hot dip lubrication significantly extends wear-life compared to cold methods

'Hot Dip Lubrication' undertaken on-site



All Attachment chain pre-loaded as standard

FEATURES THIS ISSUE>>

- **Design to Delivery**
Attachment Chain in less than three weeks - we show you how
- **Spotlight On...**
UK Workshop Expansion - Donghua Limited unveil the latest additions & developments
- **News & Events**
New faces, new opportunities & new products on the horizon
- **What's on the Web**
Chain ID Forms
- **Diary Dates**
Up & coming events...



WELCOME

Bob Wellsbury
Managing Director, Donghua Limited

We are pleased to announce that, world wide, the Donghua Group continues to grow from strength to strength. Here in the UK, we have extended our reach in the chain market and are now recognised as one of the UK's leading suppliers.

As we commence our fifth year in the UK, we have a number of expansion plans which include extending our product range and introducing new products which we'll share with you as we launch them during the year.

During 2013 we invested heavily in the expansion of our UK workshop & customers can now benefit from the technical facilities we have in place.

The Team at Donghua wish you a happy and prosperous New Year.

Read on to find out more...



Bob

SEE INSIDE: for full details of Donghua's extensive UK production facilities

We only have one standard. The Best.

SPOTLIGHT ON : UK WORKSHOP EXPANSION

Donghua Limited | West Midlands

Donghua Limited
Tooling up for Success
in 2014



We have been busy developing our workshop facilities at our Midlands distribution centre and UK headquarters in order to specifically deliver bespoke in-house built attachment chain for customers. This investment means Donghua is now one of only a few chain manufacturers to boast such technical capabilities directly in the UK and senior managers from Donghua in China visited us before Christmas to view the workshop.

Our facilities include:

ACCURATE MEASURING OF CHAIN

Designed and built by Donghua, the chain length measuring machine is exceptionally accurate measuring to within 10 microns per metre (a human hair is 80-100 microns) and is capable of measuring up to five metres of chain.

PRE-LOADING OF CHAIN

Donghua 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.

MATCHING OF CHAIN

In industries 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 measuring equipment, 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 so that they can be fitted in sequence to

maintain a high degree of accuracy along the entire length.

Donghua chain is produced to very narrow tolerances and chain from the same production batches are, on average, within 1/3rd DIN standards. Using our length measuring machine, Donghua's consistent and close production tolerances can be even further improved and chains supplied matched in sets of within +0.5mm (5 metres). All matched chain is accompanied by certificates of authenticity on request.

CUTTING LARGE PITCH CHAINS

Donghua owns two 100 tonne presses which are used to cut large pitch chains and rotary chains enabling us to fulfil growing customer demand for chain in specific cut lengths. One press is used to cut special length roller chain and the other is used to cut special length leaf chain.

PNEUMATIC PRESS RIVETER

Used for riveting attachment or bespoke chains to the desired configuration. Maintaining uniform and consistent assembly and riveting results; helping to increase the fatigue life of the chain.

HYDRAULIC CUTTING PRESSES

Our two 17 tonne hydraulic presses are used to cut to order bespoke special attachment chain in British and American standards.

HOT DIP LUBRICATION SYSTEM

Donghua is proud to be the only chain manufacturer in the UK to have its own hot dip lubrication bath. Once produced, the attachment chain is dipped in a metal vat containing hot lubrication which penetrates into the bearing areas that standard lube spraying would not reach. As the chain cools the surplus lube drains away leaving an oil deposit inside the chain; providing ultimate lubrication properties - this initial pre-use lubrication is the most important a chain receives and helps significantly extend wear-life. The chain is then pre-loaded, measured and matched as necessary.

NEW TRUCKS

Two new counterbalance fork lift trucks have arrived for use in the extended warehouse and workshop.



STORAGE & RETRIEVAL SYSTEMS

Two state-of-the-art vertical Kardex storage shuttle units have been installed. The shuttle units, which are over six metres high, provide a unique storage and retrieval system for small chain parts used within in-house chain assembly. The units contain multiple horizontal shelves that are retrieved when the operator selects components to fulfil a customer order.

FOR MORE INFORMATION ON OUR WORKSHOP FACILITIES CONTACT:
Bob Wellsbury - 01902 866200

Finding ways to improve productivity is key in the workshop and warehouse. Our new shuttle storage systems are a great example of technology helping us to work smarter...

Dan Wellsbury -
Warehouse Manager



Best Possible Service Life



ALL DONGHUA ATTACHMENT CHAIN IS PRE-LOADED AS STANDARD

Accurate to within 10 microns



Check out our latest Demo Videos on YouTube at: [DonghuaUK](https://www.youtube.com/DonghuaUK)



what's on the web

ONLINE CHAIN IDENTITY - A HIT WITH DEALERS

Donghua's online Chain ID Tool, which enables customers to identify replacement chain, is easy to use and more importantly - saves time & money!

Customers simply log onto the website, fill out the Chain ID Form with key data such as: Application, Chain Information (ID markings, pitch & diameter) and Chain Length. The data is then automatically sent to Donghua's sales team who review their extensive database and confirm the correct chain for the application. The Tool was developed in response to the chain identification problems faced by Dealers and OEMs when supplied with only limited or conflicting chain data and has proved a huge hit.

TRY DONGHUA'S CHAIN ID TOOL FOR YOURSELF AT: www.donghua.co.uk/chain-id



We only have one standard. The Best.

SWITCHING THE FOCUS

DONGHUA

news & events

GEAR BOX DISTRIBUTOR REQUIRED

Donghua is looking for a UK based company interested in becoming the 'UK Sole Distributor' for Donghua branded gear boxes following expansion of their hi-tech gear box factory, based in China.

This state-of-the-art facility produces high quality, environmentally friendly gear boxes and debuting these products in the UK presents excellent sales opportunities within the OEM Market. Donghua is the first manufacturer to offer market leading products in both the chain and gear box industries and are continually investing in complementary product development.

Anyone interested should contact Bob Wellsbury on: b.wellsbury@donghua.co.uk/01902 866200 or visit Donghua at the Drives & Controls show.

NEW RECRUIT FOR CHAINTEC

Chaintec, Donghua's UK Approved Product Partner for Leaf Chain, has announced James Green has joined the team in Manchester as Regional Sales Engineer. James has experience in the sector having worked for a fork lift retailer in Yorkshire and will be focussing his efforts on the development of existing and prospective customer relations in the coming months.

For all your leaf chain requirements in 2014 contact James at Chaintec on: 0161 877 7373 or 07789 868933

NEW LOOK FOR WEBSITE

Donghua Limited's website has been treated to a new look this new year - www.donghua.co.uk - we've more developments planned in the coming months, including enhanced technical product information, so keep checking back.



Want to Keep in Touch?
Follow us on Twitter @DonghuaUK

NEW FACE

Claire Nuttall:
joins Donghua as
an Apprentice.

Based in the sales office Claire is providing much needed administrative support to all of the sales team.

Outside of work, Claire enjoys music, concerts and films with friends - she also plays a mean game of pool!



Old Favourites & Fresh Ideas...

A larger stand at Drives & Controls this year means that there'll be even more space to display Donghua's ever growing range of special attachment chains.

See some of the latest examples on stand at the show.



In addition, a new approach to selling UK chain products will be announced at the show, allowing Donghua distributors even greater flexibility & up-selling opportunities.

To find out more visit us at Drives & Controls 2014 :

Stand-EP70
EPTDA Pavilion



DONGHUA

DIARY DATES

APRIL 2014

• 8-10 April

See Donghua at the Drives & Controls Show at the NEC, Birmingham - Stand EP70 in the EPTDA Pavillion in Hall 3

For more information visit:
www.drives-expo.com

JUNE 2014

• 24-26 June

Donghua will be supporting Chain+Conveyor at Hillhead 2014
For more information visit:
www.hillhead.com

SEPTEMBER 2014

• 16-18 September

Donghua will be supporting Chain+Conveyor at RWM 2014, the Recycling & Waste Management show at the NEC

For more information visit:
www.rwmexhibition.com

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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