



DONGHUA

# CHAINtorque

Donghua Limited : Corporate Newsletter



## ~~NEW OLD~~ CHAIN LENGTHS Now Available.



**FREE CONNECTING LINKS  
WITH ALL CHAIN LENGTHS:**

- 10FT x 1 Conn Link
- 5M x 1 Conn Link
- 25FT x 3 Conn Links

REQUEST YOUR  
PITCH CONVERSION  
CHART CALL:  
**01902 866200**



**At the Drives & Controls Show in April, Donghua launched the return of 10ft and 25ft lengths of Roller Chain in the UK. Donghua is the first manufacturer in the country to offer a wider choice of chain lengths for distributors.**

Bob Wellsbury, managing director of Donghua Limited, explains: "10ft and 25ft used to be the standard lengths sold, but in the 1980s these sizes became a thing of the past because European manufacturers only sold chain in 5 metre boxes. The long and short of it is, we

want to give Distributors more choice and have decided to sell popular sizes of our Roller chain in 10ft and 25ft lengths."

The new lengths will help reduce scrap as distributors won't have to cut chain length to order for customers. The new lengths of Roller chain

are available from 3/8" to 1" in Simplex, Duplex and Heavy Duty.

For more information about Donghua's new chain lengths or to request your copy of Donghua's Pitch Conversion Chart, call: **01902 866 200** or email [sales@donghua.co.uk](mailto:sales@donghua.co.uk)



25ft (7.62m)



16.4ft (5m)



10ft (3.04m)

**SEE BACK COVER: For Full Details of the Drives & Controls Show...**

### FEATURES THIS ISSUE>>

- **New Chain Lengths**  
Popular sizes of Roller Chain now available in imperial lengths
- **Spotlight On...**  
Approved Product Partner, Chain+Conveyor, and Hillhead
- **News & Events**  
Drives & Controls show review with details of our Star Prize winner
- **What's on the Web**  
Putting you on the map with our Locate a Dealer online tool
- **Diary Dates**  
Up & coming events...

**WELCOME**  
Bob Wellsbury  
Managing Director, Donghua Limited

**It's been a busy start to the year with attendance at a number of key exhibitions in the UK and overseas.**

Leads from Drives & Controls Show at the NEC in May were extremely positive and we are now preparing for a number of key UK trade shows during the summer; supporting our Approved Product Partner network.

It's not only our calendar of events that's packed full this year but also our product development schedule.

The Technical Team at Donghua are putting the final touches to some exciting new chain products which are aimed at the UK's agricultural market.

They will be available to order late summer. Watch this space!

**Read on to find out more...**



Bob

**We only have one standard. The Best.**

# DONGHUA

## SPOTLIGHT ON : CHAIN+CONVEYOR

- it's all in the name.

### HILLHEAD2014

Chain+Conveyor join the Big Names in Quarrying & Mining at Hillhead 2014



Their conveyor chain products include off-the-shelf standards to bespoke engineered solutions specifically designed to customer requirements. Damian Swindells, general manager, said:

"Hillhead is the perfect vehicle to launch our expanded range of machine-cut, flame hardened split conveyor chain sprockets which reduce downtime for maintenance teams which we believe will be of particular interest to visitors at the show. Our stand will also include a working model of a bucket elevator to demonstrate the various material handling concepts."

Visitors can play Chain+Conveyor's 'Sprocket of Fortune' game which was a huge hit in 2012. Sponsored by Donghua, players can win a prize with every spin plus enter the prize draw to win the 'Star Prize' drawn at the end of the show.



Chain+Conveyor is the UK Approved Product Partner for Conveyor Chain & Sprockets for Donghua, who will be attending Hillhead to support them. Bob Wellsbury, Donghua Limited's managing director said, "We are always looking for ways to support our Product Partners and Hillhead provides the ideal opportunity. We had great feedback from the show in 2012 and are looking forward to helping Chain+Conveyor enjoy a successful show in 2014!"

For more information visit:  
[www.chainandconveyor.com](http://www.chainandconveyor.com)

Follow Chain+Conveyor on Twitter  
@Chain\_Conveyor



## what's on the web

### ARE YOU ON THE MAP?

We are developing a strong network of Product Partners & Dealers across the UK and we are making sure customers can find Donghua Chain Stockists quickly & easily with our online 'Locate a Dealer' Map.

Not sure if your details are included?

Check out: [www.donghua.co.uk/locate-a-dealer](http://www.donghua.co.uk/locate-a-dealer)

IF YOU NEED TO ADD OR AMEND YOUR DETAILS CONTACT:  
[sales@donghua.co.uk](mailto:sales@donghua.co.uk)

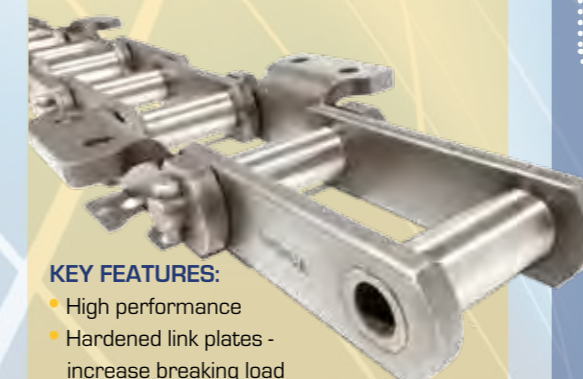


### DONGHUA | CONVEYOR CHAIN

With increasing demand for higher breaking loads Donghua high performance conveyor chains have been developed with hardened plates; improving tensile strength by up to 90%.

Donghua conveyor chains are exported world-wide providing conveying solutions across a wide spectrum of industries and applications.

Available in imperial and metric pitch sizes with weld-on or integral standard bespoke attachments.



#### KEY FEATURES:

- High performance
- Hardened link plates - increase breaking load
- High fatigue and long wear life
- Plain or flanged roller & bush versions
- Standard integral or weld-on attachments
- Bespoke design attachments
- Lubricated ready for use
- Available in zinc plated



To Order Donghua's High Performance Conveyor Chain Call Chain+Conveyor:  
**01565 830747**



## WHEN TOMORROW IS NOT GOOD ENOUGH....

Bearing Transmission & Pneumatics (BTP) is one of the Midlands' leading suppliers of bearings, transmission and pneumatics products and has become an Approved Product Partner for Donghua chain. David Rose, director at BTP, tells us about the company:



Founded in 1984, BTP have branches in Derby, Lincoln & Burton-on-Trent.

### History

BTP was founded in 1984 in Derby. We now have three branches located in Derby, Lincoln and Burton-on-Trent and employ 26 staff. Our business was and continues to be focussed on providing our customers with a first-class service.

### Products

We offer our customers a vast range of bearings, power transmission, pneumatics and associated MRO products from world manufacturing leaders to all types of industries in the greater East Midlands area.

### Donghua Chain

We selected Donghua to be our Premier brand of chain because we wanted to bring on board a supplier with a similar company ethos. We believe Donghua chain will enhance our transmission product range even further.

### 24/7 Performance

The company provides customers with a 24/7 service.

Key to BTP's success is the ability to provide customers with a first-class service - round the clock.



### Future Plans

We're fortunate that our customers are from a vast range of sectors so we haven't been too affected by the UK's recent recessions. We are investigating different areas of expansion and locations, but the key to any business development is ensuring we can service our customers at all times.

Our website is currently being redeveloped to include online sales and will be launched during August.

For more information about BTP visit:  
[www.btpltd.co.uk](http://www.btpltd.co.uk) or call 01332 385 333

We only have one standard. The Best.

## news & events

### Drives & Controls Review



**Donghua had a very successful exhibition at the Drives & Controls Show in April.**

Our stand was part of the EPTDA Pavilion which was easy to find and attracted a large proportion of the 12,000 visitors to the three day show. All the key players in the industry either exhibited or attended and there were a number of significant, high quality leads.

**Delegates were queuing to play the Sprocket of Fortune game with players able to win a prize with every spin. The star prize of an iPad Mini was announced at the end of the show.**

The winner was David Bray, a Paint Automotive Robotics Systems Engineer at Jaguar Land Rover's Solihull plant.

David said: "I work within the maintenance department at Jaguar Land Rover and attended the show to check out new technologies that are in the market place. We often have set procurement routes with our preferred suppliers, so as a department we don't often get to see what other suppliers offer. Shows like Drives & Controls are an ideal opportunity to gain good contacts with potential new suppliers and to see what's new within the sector."

David added: "I would like to thank Donghua for the opportunity to win this prize. I felt their stand at the show certainly pulled people in and all the members of staff in attendance on Wednesday were a credit to the company."



### IN BRIEF...

#### Noise Pollution Reduced

A new screw-vein compressor has been added to the Attachment Chain Workshop facilities in Wolverhampton to help increase energy efficiency, performance and reduce noise pollution throughout the workshop and warehouse.

Donghua visited MACH2014 whilst at the Drives & Controls show to seek out the right equipment.

#### Discover Donghua's roots

Head Office are finalising our new corporate video which includes input from all our sites across the world. Subscribe to our YouTube channel, below, to be one of the first to view the new video when it goes live.

#### Donghua championing high performance chain

As the world goes football crazy this summer we've pitched in & sent out themed postcards promoting our Attachment Chain & in-house built chain services available in our UK Workshop.

To find out more call:  
**01902 866200**  
or visit:

**[donghua.co.uk/workshop](http://donghua.co.uk/workshop)**

...then have a little fun & warn your colleagues if your brew is cold or send them off if they forget the biccies! ☺

**Email us your best 'red-card moment' this summer for a chance to feature in the next issue.**

### 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](mailto:chaintorque@donghua.co.uk)**



### DIARY DATES

#### JUNE 2014

##### • 24-26 June

Donghua is supporting Chain+Conveyor at Hillhead 2014  
**SEE THEM ON STAND: PA15**

#### JULY 2014

##### • 3 July - ONE DAY EVENT

Chain+Conveyor are attending WASTE'14 - Manchester

For more information visit:  
[skiphiremagazine.co.uk/waste14](http://skiphiremagazine.co.uk/waste14)

#### 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:  
[rwmexhibition.com](http://rwmexhibition.com)

##### • 23-25 September

Reliance Bearing and Gear Co. Ltd. are attending the National Ploughing Championships, Co Laois, Ireland

For more information visit:  
[npa.ie](http://npa.ie)

##### • 24-26 September

Donghua is attending the European Power Transmission Distributors Association's (EPTDA) Annual Convention in Istanbul.

**Product Partners planning to attend exhibitions who wish to discuss support from Donghua contact: [b.wellsbury@donghua.co.uk](mailto:b.wellsbury@donghua.co.uk)**



#### Want to Keep in Touch?

##### Join our Mailing List:

[www.donghua.co.uk/join-our-mailing-list](http://www.donghua.co.uk/join-our-mailing-list)

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##### Subscribe to our YouTube channel:

[www.youtube.co.uk/DonghuaUK](http://www.youtube.co.uk/DonghuaUK)



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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