

# CHAINtorque

Donghua Limited : Corporate Newsletter

## CHAIN MANUFACTURE RETURNS TO THE UK



**Bob Wellsbury, managing director of Donghua Limited, explains his vision to bring chain manufacturing back to the UK.**

Donghua Limited is the UK arm of the Hangzhou Donghua Chain Group, one of world's biggest chain manufacturers producing in excess of 30 million metres of finished chain per year. Bob set up the UK distribution centre for Donghua in 2009 and has since doubled turnover year on year, firmly establishing Donghua as one of the key chain suppliers in the UK.

Having worked in the chain industry for over 30 years, Bob wants to see the UK back on the map for the manufacture of high quality chain and has spent the last year investing in a technical workshop in Wolverhampton which initially focuses on the build of bespoke attachment chain.

### Universal Attachment Chain

Our workshop centres on Universal Attachment Chain which has been specifically designed for Distributors. Unique because it can replace 99% of attachment chain from any manufacturer, it gives end-users more choice about the chain supplier they use.

### Eliminating Initial Elongation

The workshop features a chain length measuring machine, designed by Bob, which is exceptionally accurate to within 10 microns per metre up to 5 metre lengths. The fully-automated pre-load machine eliminates the initial elongation often found with in-house built chain, improving service and fatigue life - resulting in high performance chain, ready to fit straight from the box.

### Preventing Uneven Wear

In industries where positioning of two or more drive chains in parallel is required, the chains need to be matched within close tolerances to prevent uneven wear. Donghua's equipment can match chains from 3/8" to 2" pitch in sets of within  $\pm 0.5\text{mm}$ .



Chains can be measured, matched and are pre-loaded as standard.



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

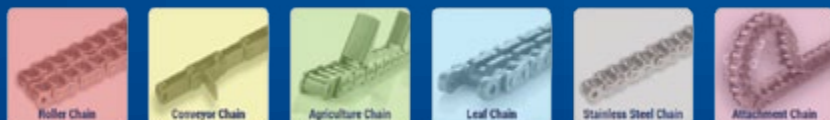
**2014 was one of our busiest years to date and 2015 promises to be another bumper year!**

*We're pushing the UK manufacture of chain at Wolverhampton with a strong product focus on Heavy Duty Drilling chain, Heavy Duty Lifting chain, hot-dip lubricated chain, Galle chain and our extended stocks of Timber chain.*

*Further staffing will be required at our UK distribution centre and we're looking at larger premises to meet the needs of the UK arm of the Hangzhou Donghua Chain Group for the next five years. We continue to seek out new Distributors for our range of chain - if you're interested in joining the team, contact me on **01902 866 200**.*

**Wishing You All A Prosperous 2015.**

*Bob.*



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

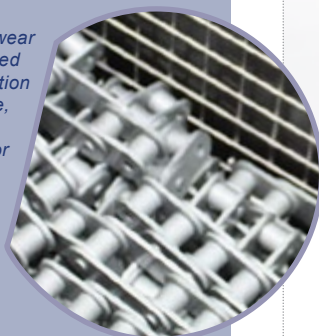


## Cover Story Continued...

### In-house Hot Dip Lubrication

We are the only manufacturer in the UK to have our own hot dip lubrication bath. Hot dipped lubrication penetrates all areas of the chain which standard lube spraying cannot reach. As the chain cools, the lube drains away leaving an oil deposit inside the chain resulting in a highly durable chain with extended wear life and reduced maintenance.

80% of chain wear can be attributed to poor lubrication & maintenance, making initial lubrication prior to use vital.



There are only a few manufacturers who can boast such technical capabilities direct in the UK and we are looking for larger premises to cope with customer demand. Interest in Donghua's UK production is steadily growing helping Bob to realise his dreams of bringing chain manufacture back to the UK.

For more information about Donghua's Workshop call 01902 866200, email [sales@donghua.co.uk](mailto:sales@donghua.co.uk) or visit [www.donghua.co.uk/workshop](http://www.donghua.co.uk/workshop)

## NEW YEAR. NEW CHAIN.

We are delighted to announce that we are extending our Timber Chain offering with stocks available next day throughout the UK.

Donghua has sold Timber Chain since the UK distribution centre was set up in 2009. Historically we relied on our European head office to fulfil orders, but in response to customer demand to improve delivery times and availability, extensive stocks will now be held in the UK.

Always keen to provide customers with premium products and a service to match, 2015 sees Donghua carry a full range of Timber Chain at our main UK distribution centre in Wolverhampton. The range of chain, supplied as standard in 5 metre boxes, includes all popular types of Timber chain from 3/4" to 2" pitch, in 2PEP - 5PEP Simplex and Duplex configurations.

Mark Lilliston, Northern Area Sales Manager and product lead for Timber Chain, said: "We've historically only supplied the UK market with a small range of Timber Chain but due to our reputation for high quality, high performance chain and our customers' requirement for competitive pricing and speed of delivery, we've taken the decision to stock Timber Chain here in the UK in order to fulfil customer demand direct."



The full range of stock will be sold through Donghua's Distributor network located throughout the UK and Eire.

For more details see 'Sharp Top Chain' at: [donghua.co.uk/conveyor-chain](http://donghua.co.uk/conveyor-chain)



### FOOD GRADE CHAIN HITS THE SPOT...

More stock of Donghua's new H1 Food Grade lubricated chain was delivered last month after the initial delivery sold out within days!

The new chain incorporates special coatings to protect it from water corrosion plus a seal for chemical protection. Donghua is the only UK manufacturer to hot-dip its chain in the UK.

Brett Southall, Donghua's Sales Director, explains:

**"We use H1 food grade lubricant to protect the chain during stringent water or steam wash-down procedures and from the high temperatures in drying and sterilising processes which are a necessity in the food processing industry."**

Brett continues:

**"The special coatings and hot-dipping ensure the chain is highly durable, significantly extending its wear life and reducing maintenance. This is a crucial factor for food processing plants where the down-time on just one section can affect the whole production line."**

The Food Grade lubricated chain is available in British and American Standards, in standard lengths and special builds with extended pitch to customer specifications.

To Order Donghua's Food Grade Chain Call: **01902 866200**

## HELPING OIL RIGS

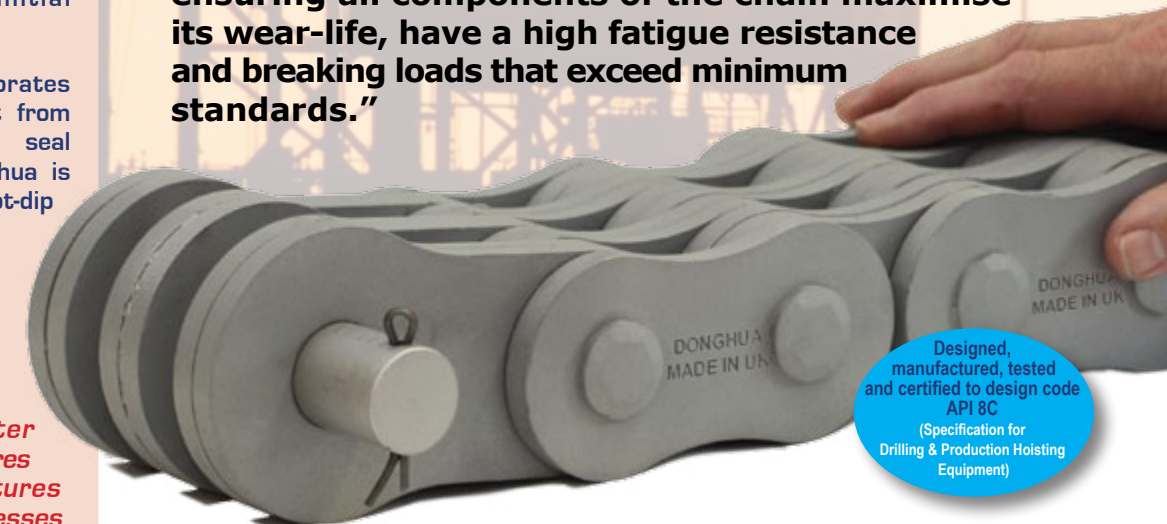
Donghua recently despatched 80 metres of bespoke heavy duty drilling chain in 70mm pitch; produced in the UK using 100 tonne presses, precision riveting machines and the application of hot-dipped lubrication during assembly.

Produced specifically for use within offshore oil-rigs where high-loads and abrasive conditions are standard, these chains are extremely durable and have an exceptionally long wear life. Thixotropic lubricant was used to ensure full penetration around the plates and pins during build and to give high viscosity during operation. Donghua's Drilling Chain has high anti-corrosive properties which is essential when mechanisms are exposed to such extreme conditions and can only be lubricated infrequently during routine maintenance schedules.



Bob Wellsbury, managing director of Donghua Limited explains:

**"The technical design of our Drilling Chain focuses on improved ultimate tensile strengths by ensuring all components of the chain maximise its wear-life, have a high fatigue resistance and breaking loads that exceed minimum standards."**



Designed, manufactured, tested and certified to design code API 8C (Specification for Drilling & Production Hoisting Equipment)

## SKYSTACKER CHAIN

Designed for use with Sky Stacker container handlers, Donghua's heavy duty lifting chain are probably the most enduring and high-load bearing hoisting chains imaginable.

Lifting chains need to perform in extreme environments with heavy shock loads, high accelerations and de-accelerations. This chain is specifically engineered for damp, corrosive environments and arduous lifting applications. Donghua's Lifting Chain benefits from high torsional strength with press-fit inner and outer plates for high axial and radial torsion, calibrated holes which reduce pin wear, special heat-treated plates to increase load bearing and special lubricants to prevent corrosion.

### Best in class

Donghua's Leaf Chains are independently tested on different Sky Stacker truck brands and are proven to be best in class: best wear, best fatigue and best average breaking loads.



## NEED TO FIND YOUR NEAREST STOCKIST?

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



## NOT SURE WHICH CHAIN TO CHOOSE?

Unsure which Donghua chain you need? Try our online Chain ID Tool at <http://www.donghua.co.uk/chain-id>



## GLOBAL CONFERENCE IS A CAUSE FOR CELEBRATION.

The Donghua Limited Team recently attended the Annual Hangzhou Donghua Chain Group Global Sales & Marketing Conference at their head-quarters in Hangzhou, China.

The two day conference, which took place 13-14 November 2014, boasted a packed agenda and the UK team came home equipped with the latest product development plans, corporate video footage and exciting news about a brand new production facility.

As part of the trip the team were invited to tour the Group's main factory complex. Mark Lilliston, North Regional Sales Manager for Donghua Limited said of his first trip to head-quarters, "I knew that as a world-leading chain manufacturer we have state-of-the-art facilities, but I had not imagined the enormity of the operation until I visited the site...it really is breathtaking and the latest plans are extraordinary!"

During the conference the company president signed a deal for the acquisition of a thirty square mile area of land, destined to house the Group's largest and most sophisticated manufacturing plant to date. Offering increased capacity, this new facility will massively reduce production lead-times across the Group and reinforce Donghua's position as the world's largest manufacturer of high performance chain products.

There was cause for celebration outside of the conference room too with the team joining the company president at his son's wedding. Held at the spectacular Hangzhou Intercontinental Hotel the 800 strong guest-list certainly helped put the 'Big' in their 'Big Day'!



European Offices attend Donghua's Annual Conference in Hangzhou, China.



The Team take time out to join the company president celebrate his son's wedding at the stunning Hangzhou Intercontinental Hotel.



## DIARY DATES 2015

### JANUARY 2015

#### • 21 & 22 January



Donghua is exhibiting at LAMMA '15 alongside Chain+Conveyor at the East of England Showground in Peterborough to promote their range of agricultural chain.

Attended by over 45,000 people, LAMMA is the UK's largest farm machinery, equipment and services show and an ideal platform for farmers and distributors to see first-hand the high quality, high performance chain designed for arduous agricultural applications.

**SEE THEM IN HALL 3,  
STAND: 347**

### SEPTEMBER 2015

#### • 15-17 September

Donghua will be supporting Chain+Conveyor at RWM 2015, the Recycling & Waste Management show at the NEC.

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

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)



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