

CE MARKING Gets Stamp of Approval at Leading Industry Expo

This year's IMHX Show – the UK's leading event for the logistics sector – was a great success for Donghua. Not only were we the only chain manufacturer to exhibit at the show, but we're one of only a few UK manufacturers certified to stamp CE Marking on our leaf chain and we issue a DEKRA Certificate which reinforces the quality of Donghua chain.

IMHX was an ideal platform to showcase our range of high performance chain solutions and talk to visitors about our CE Marking credentials. Visitors were keen to find out more and we even secured the promise of auxiliary product orders from a fellow exhibitor at the show.

Earlier in the year we exhibited at the Drives & Controls Show where we displayed our UK-assembled 'One Size Fits All' Universal Attachment Chain. At the show we met up with colleagues from our Approved Product Partners and were approached by new Stockists keen to sell our range of chain products.

Star Prize Winners from D&C:

Andy Grace –
Transmission Developments, Dorset
Peter Creighton –
Reliance Bearing & Gear Co., Ireland
Neil Jones –
ATM Automation Ltd, Leicester

Each won a Fitbit Surge Super Watch.

Star Prize Winner from IMHX:

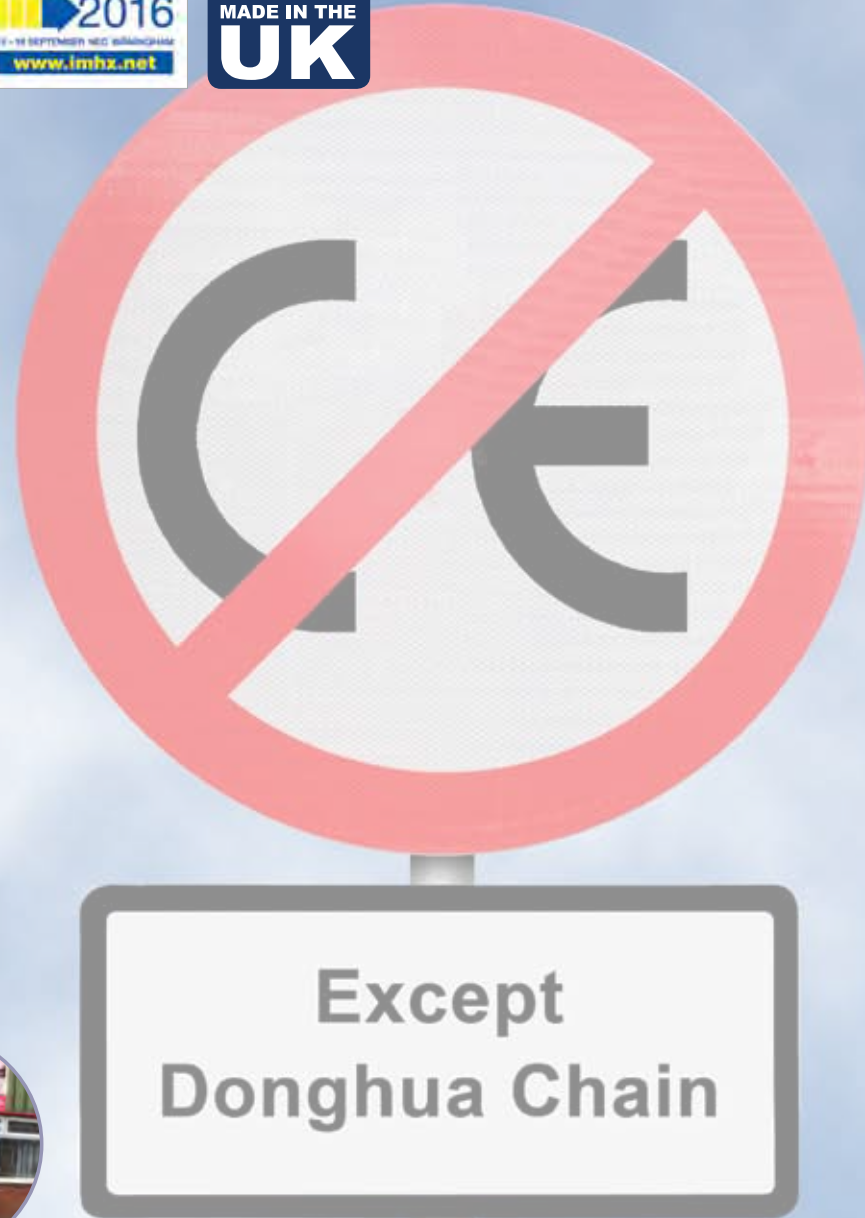
Dave Hefford –
Farmer Forklifts, Lancashire

He won a GoPro HERO4 Silver Camera & accessories.



When it came to Chain, the Donghua Team were No.1 at IMHX 2016. Literally.

Thinking of Exhibiting Donghua Chain Products in 2017? Call Bob Wellsbury on: 01902 866200



ROUND UP

2016: ANNUAL MEETING

The annual visit to Donghua's head office in China was held in October and attended by colleagues from around the globe. Bob Wellsbury, Lesley Abbey and Brett Southall represented the UK. Meetings were held with each of the Product Divisions which proved particularly informative.

New Division for Stainless Steel Chain.

A new Stainless Steel Division was announced for what is already recognised as a high quality, competitive product. The division has their own tooling and production line to eliminate cross-contamination and protect the integrity of Donghua Stainless Steel Chain.

Hybrid Chain Developed for the Food Sector.

A new hybrid chain which is aimed at the food sector has also been developed and is currently in the final stages of testing. We're very excited about this new chain which we hope to launch in the UK in the first quarter of 2017.

A GROWING TEAM

We pride ourselves on employing staff with extensive experience and knowledge of the chain industry. For those new to Donghua, here's a run-down of our UK Management Team:

Bob Wellsbury – Managing Director

Lesley Abbey – Sales Office Manager & Company Secretary

Brett Southall – Sales Director

Mark Lilliston – Northern Area Sales Manager

James Green – Sales Manager: Leaf Chain

Daniel Wellsbury – Warehouse Manager



Donghua's Annual Sales & Marketing Conference was held in October at Group Headquarters, China.



For more information about the Team, visit: donghua.co.uk/donghua-team

events

24-28 April 2017:
The Donghua Group will be exhibiting at Hannover Messe, the world's leading industrial show with over 6,500 international exhibitors & 200k visitors.

sprockets

We're delighted to share that our first taper bore sprockets order has arrived in the UK. Watch out for more news on Sprockets in the trade press.

eco-packaging

Bob came back from IMHX with a new gadget. Our new packaging machine, which uses recycled brown paper, makes it quicker and easier for us to pack boxes for customer orders and keeps our chain more stable during transportation - whilst saving the planet!

CHRISTMAS 2016

DECEMBER 2016

• 22 December

Final order date for pre-Christmas delivery.

• 23 December

Final order date for delivery in the New Year.

• 23 December

The office will close at 5pm on Friday 23rd December, re-opening Tuesday 3rd January. Out-of-Hours Service available throughout, call: **07769 145402**.

We would like to wish all our colleagues and customers a very Merry Christmas and a Happy New Year!

Locate a Dealer

Want to locate your nearest stockist of Donghua chain? Check out our online Locate a Dealer map at: donghua.co.uk/locate-a-dealer

Need to Identify Chain?

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

We've recently added a new form to help identify Leaf Chain and, we're working on a form to help identify Sprockets which will be available soon.

CHAINtorque

Donghua Limited : Corporate Newsletter



A BRAND YOU CAN TRUST

In a move to help Distributors and OEMs differentiate more easily between Donghua's Roller Chain products and highlight product benefits, we've launched two new brands:

Donghua Standard
Donghua Standard Plus

Brett Southall, Sales Director for Donghua, explained: "All our Roller Chain is made to the highest standards. There are inevitably some application advantages versus pricing benefits, associated with each product which we felt could be made clearer to our customers."

"What's more, we've introduced new pricing structures for these new brands which are highly competitive - we guarantee, like-for-like, no other supplier in the UK can beat us on price for Standard Roller Chain!"

Standard Roller Chain: features split bush and solid roller manufactured with precision to ensure an accurate bush is made. Ideal for simple drives with large diameter sprockets.

Standard Plus Roller Chain: uses solid bush and solid roller which ultimately improves wear life & reduces

elongation. Suits complex drives with multiple sprockets and high load bearing.

Other variants are also available including Chromised pin chains. Both Standard and Standard Plus Roller Chains are available in ANSI and BS. Popular sizes of Roller Chain are available in boxes of 25ft and 10ft lengths as well as the standard five metre boxes. All lengths come with FREE connecting links.

For more details visit: donghua.co.uk/roller-chain

*Despite what other companies advertise, only Donghua Branded Chains and Manufacturer's Warranty, plus our technical & after-sales support, are available from Donghua Limited.

FEATURES THIS ISSUE>>

• **A Brand you can Trust**
Find out about our new Roller Chain Branding

• **Opening New Doors**
Check out our new UK Headquarters

• **CE Marking a Hit**
New products launched & new product Sectors explored

• **Round-up**
A brief summary of the latest news

• **Diary Dates**
Christmas 2016...details of when we'll be making Merry!



2016: ALL CHANGE...

In the spring, we completed the acquisition and integration of Chaintec who had been our Leaf Chain Approved Product Partner. We believe this has delivered real benefits to customers.

In the summer, we moved to new, larger premises. Remaining on the same industrial park minimised disruption to our customers. Staff are delighted with the new building which comes with an impressive increase in warehouse capacity, enhanced workshop plus more office space and additional meeting rooms. See inside for more details...

We continue to be delighted with the interest from Stockists across the UK who wish to sell our range of high quality chain – if you'd like to join the team, call me on: **01902 866200**.

**Wishing You
All A Prosperous
2017.**



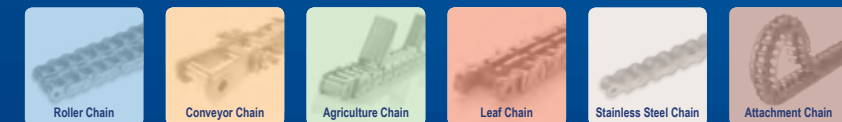
✉ Want to Keep in Touch?

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If you'd like to have a say or simply want to let others know what you're 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. Photos required in: CMYK JPEG or TIFF format, resolution: 300dpi.



BIGGER & BETTER

Capacity Tripled to meet Customer Demand...

Over the summer months, Donghua moved to larger premises on the same industrial park in the West Midlands in order to meet the growing demand for our products across the UK.

The new building houses a 25,000 square foot warehouse which can hold over 2,000 tonnes of chain, allowing us to increase the stock we carry of standard chain and reduce delivery timescales.

A new loading bay enables us to easily and quickly load/unload containers thereby reducing transportation costs which we can pass onto our customers.



2016 has been a year of positive developments. The first half spent gearing up for the move and the second enjoying our new facilities and continuing to grow our customer base by offering new products to the UK market...here's to 2017.

Bob Wellsbury - Managing Director
Donghua Limited



Our new warehouse holds over 2,000 tonnes of chain



Streamlining our Workshop has improved production times



New Technologies offer greater efficiencies all round



Container loading saves time & costs - great news for our customers



Our European counterparts help us open our doors - Come on in!

 **If you'd like a tour of our new facilities, we'd love to show you around, call us to arrange a visit: 01902 866200**

Bob Wellsbury, managing director of Donghua Limited, said: *"We surprised the market when we set up in the UK in 2009, but our combination of high quality chain products, affordable prices and aggressive marketing has resulted in us becoming one of the leading chain suppliers in the UK."*

He continued: *"A larger storage facility and improvements in the efficiency of our warehouse, means we not only increase the stock of Standard Chain we carry but can introduce new product lines, such as Sprockets, enabling us to provide the complete 'drive solution' ex-stock in the UK."*

ENHANCED WORKSHOP FACILITIES

The Universal Attachment Chain and Bespoke Chain Workshop which houses chain length measuring and matching machines, pre-loading machine, large pitch cutting presses, press riveter and our popular hot dip lubrication bath has been streamlined. We've also added new equipment to wash old lubrication off chain before re-lubrication or inspection and a new etching machine for sprockets.

RETRIEVAL OF SMALL PARTS

An additional Kardex shuttle unit – double the size of our existing two units – has been installed for the storage and retrieval of small chain components.

It provides greater capacity and more efficient functionality.

ROOM TO GROW

The office space includes a larger sales office to accommodate our growing sales team, plus a large conference room and smaller meeting rooms. We also have a larger car park for visitors and our growing workforce.

OFFICIAL OPENING

The new building was officially opened in October 2016 by Bob Wellsbury and the UK Management Team during Donghua's European Group Marketing meeting.

Colleagues from sister companies in the Netherlands, Hungary and Germany were present and enjoyed a little fizz after the ceremony.

COMING SOON...

And despite celebrating his 60th birthday earlier this year, Bob doesn't appear to be slowing down any time soon!

He has further plans for 2017 to increase technical skills in the workshop, introduce additional product lines and develop a new laboratory to deliver valuable reporting and testing facilities.



We only have one standard. The Best.