



CHAIN MANUFACTURE BACK WHERE IT BELONGS

Bob has always wanted to see the manufacture of chain return to the UK and, with the development of Donghua's UK Technical Workshop, his dream has become a reality.

Initially launched in 2014, Donghua's UK Workshop has the facilities to assemble Universal Attachment Chain, and because it has the same critical dimensions as other brands, it can replace 99 per cent of chain from other manufacturers. Common builds of Universal Attachment Chains are held in stock for immediate delivery so we can assemble, measure & match and pre-load in 24 or 48 hours.

Bob said: "Our customers have greater choice and reduced delivery times for bespoke Attachment Chain as we can assemble it right here in the UK. There are only a few manufacturers who can boast such innovative technical capabilities direct in the UK and when customers visit they're always surprised by the facilities we have on site."

We're one of few UK chain manufacturers who have a Chain Length Measuring Machine on-site which means we can accurately measure to within 10 microns per metre. In addition, our automated pre-load machine eliminates the initial elongation often found with in-house built Attachment Chain. For industries that require precise positioning of more than two chains used in parallel, chain can be matched to within close tolerances of each other.

What suppliers like about Donghua's 'One Chain Fits All' solution' is that it gives them more choice about the chain supplier they use.

If you'd like to try our Universal Attachment Chain, call:

01902 866200



10 FACTS ABOUT DONGHUA

- 1 Donghua Ltd. designed the Universal Attachments range.
- 2 Donghua Ltd. has a state-of-the-art Laboratory/Measuring Facility.
- 3 Donghua Ltd. has £2m+ UK stockholding and £15m available in Europe.
- 4 Donghua Ltd. has unique solutions for food packaging machines.
- 5 Donghua is certified ISO:27001 security management system.
- 6 Donghua is certified ISO:9001:2015 management system.
- 7 Donghua Ltd. offer 24 hour emergency call out.
- 8 Donghua Ltd. produce bespoke chains to customer requirements.
- 9 Donghua Ltd. can pre-load and measure & match Attachment Chain.
- 10 Donghua Ltd. offer hot dip lubrication in-house in our UK Workshop.

MEMORABLE MOMENTS

The team share some of their memories from the last 10 years.



It's just an illusion - Brett loses his head during a trip to Donghua HQ, China...



Bob says the biggest challenge he's faced has been convincing customers that they've been using Donghua chain without realising it for years. The Hangzhou Donghua Chain Group has manufactured chain for other leading UK based chain suppliers but under their own brand names.



Where did you get that hat...? First China Factory Visit...



Tickled Pink...Lesley crosses the line in style in the Race for Life, Dudley...



The Team lend their support with a little comic relief in the sales office...



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Want to Stock Donghua Chain?

Be part of the Donghua team and become a Stockist of Donghua Chain. You'll receive a range of marketing and technical support, including point of sale materials – and you'll be listed on our popular interactive Supplier Map.

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donghua.co.uk/locate-a-supplier



CHAINtorque

Donghua Limited : Corporate Newsletter

Anniversary
Edition



FEATURES THIS ISSUE>>>

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How Donghua grew to be one of the UK's leading chain brands
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Things you may not know...



In this issue we celebrate 10 years trading as Donghua Limited, selling the Donghua brand direct in the UK.

In 2009 many people in the industry raised an eyebrow or two when I set up the UK arm of a relatively unknown, let alone unpronounceable, Chinese chain manufacturer. But, having worked in the chain industry for over 40 years, I wanted to do something different and felt the UK market was ready for a 'new kid on the block'. And 10 years on, I was right.

We quickly established ourselves as the supplier to watch and have gone from strength to strength. With a strong, knowledgeable core team providing exceptional technical support & customer service, a range of innovative chain solutions and a growing network of Approved Product Partners, Stockists and Distributors, we're now recognised as one of the leading chain brands in the UK.

It's been a hell of a ride so far and I would like to thank all our partners & customers for working with us...read on to follow our journey.



Bob.



Donghua's UK Headquarters & Distribution Centre based in Wolverhampton are testament to the company's success - housing 25,000 ft² of warehouse space, an extensive workshop & state-of-the-art testing facilities.

CELEBRATING 10 YEARS IN THE UK...

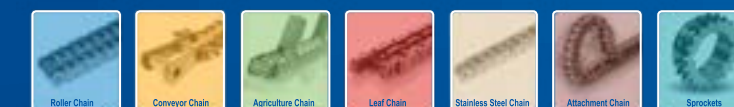
Donghua Limited is the UK arm of the Hangzhou Donghua Chain Group, one of the world's largest chain manufacturers, and is celebrating its 10th anniversary in the UK.

The Hangzhou Donghua Chain Group produces in excess of 40 million metres of finished chain per year. Employing 3000 staff, they have extensive R&D facilities and design three new chains per day! Before 2009, Donghua chain had previously been supplied to the European market for 20 years but was sold under more well-known Western brand names. The UK company was established in August 2009 by Bob Wellsbury, who previously worked for Iwis Drive Systems and Flexon, enabling the chain to be sold direct in the UK under its own brand name.

Located in Wolverhampton, we moved to larger premises on the same site in 2016 which tripled our warehouse capacity to 25,000 square feet adding space for further technical capabilities to our workshop. Donghua has now become one of the country's leading chain suppliers, offering a range of high performance chain and sprockets sold through a network of suppliers across the UK and Ireland.

One of the reasons for our success is that we only sell direct to OEMs and Stockists. Bob explains: "Our ethos is to never sell direct to end-users, but to promote our products via our UK network of suppliers. Our suppliers value this which is why they chose a chain manufacturer they can trust."

Donghua Limited continues to grow from strength to strength and we have firmly established ourselves in the UK market as a chain manufacturer and supplier of affordable, high quality performance chain. **Here's to the next ten years!**



We only have one standard. The Best.

A DECADE WITH DONGHUA

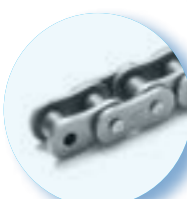
Our Timeline of Key Events:



2009
Donghua Limited established in UK with 7,000 sq foot warehouse, awarded ISO 9001 and launches new website.



2011
Reliance Bearing & Gear Co. Ltd. became Irish Product Partner; the range of Agricultural chain strengthened with additional chain products; HSP Chain launched; we expanded our UK warehouse & China built two new factories to increase capacity by additional 3 million metres of chain per year.



2015
Full range of Timber Chain available direct in the UK; new H1 Food Grade Lubricated Chain sold out in days!; heavy duty Lifting Chain which is designed for use with Sky Stacker container handlers became available direct in the UK.



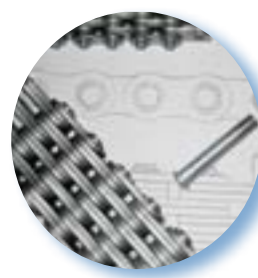
2017
Our unique Chain ID App was launched; lubrication free Polymer Chain was added to the UK stock holding; Donghua increased stock of Pintle Conveyor Chain.



2019
Launch of company video showcasing our sales team, technical capabilities, warehouse and technical workshop; Donghua continues to expand our range of Chain products ensuring that we can fulfil the requirements of our UK customers; launch of Hot Wax Lubrication facility; sales team goes green with electric cars; Dan becomes RTTB instructor to enhance health & safety, introduce 3D CAD (Solidworks) to produce working chain models to analyse performance of bespoke chains - **We celebrate 10 years in the UK!**



2010
A number of key partners agreed to supply Donghua chain including Chain + Conveyor, Scots Bearings and Chaintec. Donghua joined PPMA and exhibited at Total Processing & Packaging Show.



Chaintec



2014
Bespoke Attachments service was launched; additional presses added to UK workshop to cut Bespoke Special Attachment Chain; a new Hot Dip Lubrication facility was added to the UK workshop; two state of the art Kardex shuttle units were installed in the UK warehouse to store small chain parts; Donghua's unique Chain ID Tool was launched on the website; the website was given a new, fresh look; Donghua exhibited at Drives & Controls and launched the return of 10ft and 25ft lengths of Roller Chain and Claire Nuttall joined the team.



2018
Range of Chain Accessories expanded with a Chain Cutting Block, Chain Tools, Chain Lube Sprays (Industrial and Extreme Grade) and Chain Wear Gauge; production started for our new UK company video.



DONGHUA
2009 2019
10 YEARS IN THE UK

2016
New Roller Chain brands were launched: Standard and Standard Plus; CE Marking of Leaf Chain was announced at IMHX Show; Donghua Limited moved to larger premises on the same site tripling warehouse capacity and enhancing workshop facilities; China announced a new Stainless Steel Chain Division; Taper Bore Sprockets were available direct in the UK; eco-packaging was introduced for box packaging.



2012
UK Attachment Chain production launched at Drives & Controls show; launched searchable Supplier map on website; exhibited at Hillhead with Chain + Conveyor; exhibited at IMHX with Chaintec; awarded ISO 27001 Information Security Management; Donghua got social by joining social media; China expanded their sprocket division; Donghua joined BITA; we launched a new Chain Cutting Kit and we doubled our turnover for third year running!

Main Photo left to right:
Daniel Wellsbury (backrow)
Mark Lilliston, Lesley Abbey,
The Boss, Brett Southall.
Inset: Claire Nuttall



THE CORE TEAM



We couldn't have achieved our success over the last 10 years without our core team, many of whom Bob worked with prior to establishing Donghua Limited.

LESLEY ABBEY | Financial Controller

20+ years in the chain sector following 10 years in the transportation industry. Responsible for all aspects of the company finances.

BRETT SOUTHALL | UK Sales Director

16+ years in the chain industry following an engineering background. He heads up client relations and sales management.

MARK LILLISTON | Northern Area Sales Manager

25+ years in the bearing and power transmission sector including 20+ years in the chain sector. Mark has a particularly strong product knowledge of roller & packaging machine chains.

DANIEL WELLSBURY | Warehouse Manager

Responsible for the 25,000 sq ft warehouse and distribution centre and logistics.

CLAIRE NUTTALL | Sales Supervisor

Responding to sales enquiries and processing chain orders, Claire has become a real asset to the team getting to know our customers really well.