CHRISTMAS **

2020

FEATURES THIS ISSUE>

How Donghua has remained

operational during lockdown

Supporting Information

help you sell Donghua Chain

• Christmas Opening

Check out our Competition

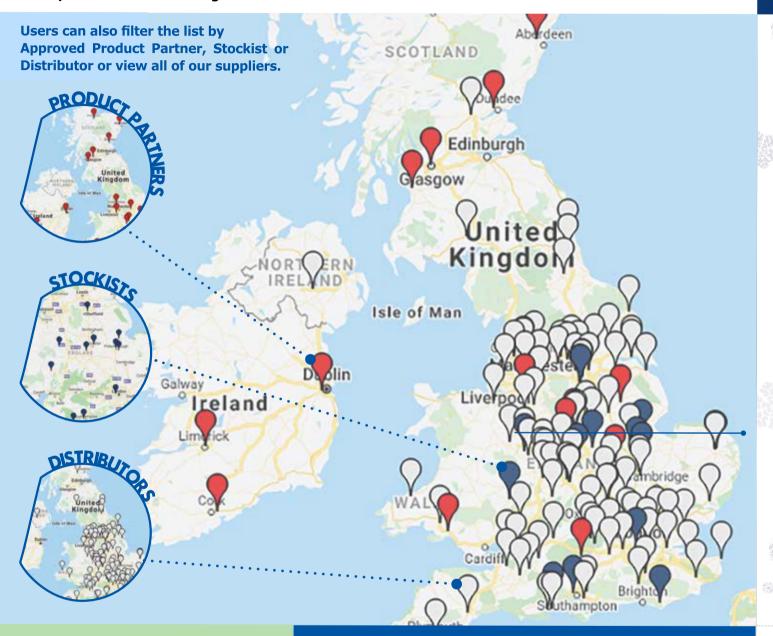
• Win a Hamper!

Introducing our new range of Chain

DONGHUA

ARE YOU ON THE MAP?

The Locate a Supplier map on the Donghua UK website is one of our most visited web pages. The interactive map allows end-users to search for their nearest Donghua supplier by inserting their postcode and selecting a mile radius of between 5-100 miles.



CHECK YOUR DETAILS

Check if your details are up to date by

To update or add more information email

If you're not on our Supplier Map and would like to join our family of Suppliers, contact the Team on:

01902 866200

ALL OUR SUPPLIERS CAN BE LISTED ON THE LOCATE A SUPPLIER MAP



To view supplier information, users simply click on the locator pin to reveal: Name • Address • Telephone Number • Website URL

URLs are linked through to your website to maximise engagement.

COMPETITION

WIN A FESTIVE FOOD HAMPER...

Start your Christmas in Style with our Cheese & Wine Hamper, containing rich pate, mature cheddar & handbaked wafers; all complemented by a 2017 Finca Amalia Rioja

For a chance to win this hearty hamper, simply find all the words in our Word Search puzzle, then scan & email your entry, along with your name and contact details to: sales@donghua.co.uk

All correct entries will be put into our prize draw to win the **Festive Food Hamper**.

Competition closes at midnight -Friday 18th December 2020; entries received after that time will not be included.

The winner will be drawn on Monday 21st December 2020 and announced on our website & social media.

We will endeavour to organise delivery of the Hamper before Christmas. For Donghua Limited competition rules please visit; donghua.co.uk/promotionter

T C H A N B A S K E A R O L L E R P R Y X N E F K L X I U B U S H	S T R
E F K L X I U B U S H	R
U A X B N S H X O D P	Е
G T E R R O L L R U I	N
TIUXCHINSRM	G
I G H T L T O T Y A B	Т
P U C H A I N H U B L	Н
LLLOAEXTRLE	I
A K A E R B Y S A E O	N
X E X T R A C T O R U	s

TUSHEUGITAFE

FIND THE FOLLOWING **WORDS & PHRASES:**

EASY BREAK

ROLLER SOLUTION

BUSH

EXL

CHAIN **FATIGUE**

STRENGTH DURABLE

PLATE

EXTRACTOR Words are formed in straight lines only but may read backwards as well

as forwards, vertically, horizontally & diagonally...GOOD LUCK!

Want to Keep in Touch?

Join our Mailing List: www.donghua.co.uk/join-our-mailing-lis

Follow us on Twitter: @DonghuaUK

Like us on Facebook: @DonghuaChainUK

Link up on LinkedIN: inkedin.com/company/donghua-limited

Subscribe to our YouTube channe www.youtube.co.uk/DonghuaUK



DECEMBER 2020

• 22 December

• 24 December

The office will close at 12 noon on Thursday 24th December: reopening 8.30am Monday 4th January.

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



Search the Donghua

Chain?

become a Supplier of Donghua Chain. You'll receive a range of marketing and technical support, including point of sale materials & you'll be listed on our popular interactive Supplier Map -See Page 4.

For more details call the Team on: 01902 866200



Final order date for pre-Christmas

Out-of-Hours Service available throughout, call: **07769 145402**.



Want to Stock Donghua

Be part of the Donghua team and

Check online today: donghua.co.uk/locate-a-supplie

Product Partners, Stockists and Distributors have been unaffected. End-users have been supported further with the supply of Donghua Chain through our Approved Product Partners and Stockists, who themselves carry large stocks of our chain & accessories.

This difficult and challenging year is almost over and we are planning for, what we hope will be, a very different 2021. We would like to take this opportunity to thank all our partners and customers for their continued support this year and look forward to working with you in the New Year!

CHAINTORQUE Donghua Limited: Corporate Newsletter

• Thank You for your Support • Drive Chain Solution Range • Selecting the Right Chain Our handy Chain Selection Chart See what tools are available to Plan for the Christmas Break

Throughout both the first COVID-19 lockdown in March to May and the

second lockdown in November and December, Donghua Limited has

remained fully operational, supporting our customers across the UK and

Since March 2020, we have implemented a number of safety measures to protect

our employees and site visitors from the risks of COVID-19. We increased hygiene

practices across our UK head office and during lockdowns have encouraged staff

Our sales team are no longer travelling or visiting customers, however, we are

Due to the size of our 25,000 sq ft warehouse in the West Midlands, we carry a

huge stockholding of standard Chain and have a fully operational UK workshop

Shipments into us continue and courier deliveries to our UK network of Approved

keeping in regular contact via phone, email and video conferencing.

THANK YOU FOR YOUR



SUPPORT It's been a tough year for everyone, and especially for key industries such as manufacturing, hospitality & leisure and retail.

In this issue we reflect on the unprecedented year that was 2020 and look ahead to a New Year.

Who could have guessed that 2020 would be a year of a pandemic, national lockdowns, furloughed staff, economic turmoil and with social distancing & face coverings the new normal, or that, in the midst of crisis, we'd see the country coming together as one to stand on our doorsteps for a weekly Clap for Carers and to support our NHS? It's been a year that will be marked in history.

Like many, we've adapted & streamlined our operations to ensure we prevailed in 2020 and are planning for a more positive year in 2021; one that sees Donghua introduce new ranges and new products to the UK market.

Read on to find out more.







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.

If you'd like to have a say or simply want to let others know what you're up to, mail us at:







to work from home where possible.



for assembling Attachment Chain and Bespoke Chain.







We only have one standard. The Best.



INTRODUCING OUR NEW Solution

The Donghua Chain Group have re-categorised our extensive Drive Chain products into three new ranges to make it easier for our customers to identify the right chain for their needs.

The three new ranges are:

Standard, Solution and Premium.

SOLUTION RANGE

Donghua's Solution Range incorporates our existing HSP Chain, SLR Chain and CP Chain as well as our newly launched EXL Chain.

The Solution Range offers customers a genuine solution to problems with chain wear, chain fatigue, corrosion, high speed, lubrication, chain length accuracy and chain strength whilst being designed for arduous environments.

EXL CHAIN

Recently launched in the UK is the premium EXL Chain which offers significant benefits over standard Roller Chain. Utilising different materials, material treatments and layer technologies, the EXL Chain offers the best possible quality/price ratio for all applications.

Aimed specifically at the after-market, EXL Chain is designed, manufactured and tested for unbeatable accuracy and performance in arduous conditions, offering enhanced wear & fatigue resistance and greater precision.

The chain is designed with a new hardened, shot-peened wide-waist plate for increased fatigue strength and a seamless cold forged solid bush and roller to give full contact between the pin, bushing and roller for higher durability.

To request a copy of our brand new EXL Chain catalogue, which provides details of the technical specification of the new chain, call the Team on:

01902 866200

The EXL Chain has optimised cylindrical parts which improve sliding contacts to help increase service life. It also incorporates Donghua's unique 'Easy Break

Technology' which enables the EXL Chain to be cut in the field using Donghua's Plate Extractor tools.

HSP CHAIN

Donghua's Heavy Super Power (HSP) Chain is specifically designed for aggressive environments and a popular chain in the UK.

HSP Chain is suited to agricultural and industrial applications and boasts ultimate tensile strength up to 50 per cent higher than DIN standard chains. HSP has wide-waist plates to give extreme fatigue strength and high interference fit between pins and plates.

SLR CHAIN

Donghua's Self-Lubricating Roller (SLR) Chain incorporates special oil impregnated sintered bushings which extend beyond the inner plates to prevent dirt ingress, giving these chains their self-lubricating characteristics.

Nickel plated throughout to prevent corrosion, and with chemically plated and tempered pins, SLR Chain offers improved wear resistance and added protection in the bearing area. This chain is ideal for use in areas where chain lubrication is difficult or undesirable.

CP CHAIN

Easy Break Technology

enables EXL Chain to

be cut in the field with

Donghua's Plate

Extractor tools

Donghua's Chromized Pin (CP) Chain is designed for dirty/dusty conditions, giving high abrasion resistance and offering increased wear life than standard chain. It is designed with a chromized pin and adding a chrome surface coating to the pins results in superhard pins which extend the wear life of the chain. With a 1100 Vi surface hardness, CP Chain is ideal for high wear applications.

With increased precision, higher wear resistance and greater fatigue resistance, Donghua's Solution Range is the perfect solution for UK stockists.

Watch our Easv Break

Demonstration Video

Now available on our

YouTube Channel

@DonghuaUK



Expert Technical Advice. Innovative Reference Materials & After-sales Support is available to all our UK Suppliers

AIN LENGTHS - 25ET - 10ET & SM THE PERSON NAMED IN COLUMN 664466

HELP SELECTING THE RIGHT CHAIN

At Donghua we're always looking at new ways we can support our team of Suppliers. So we've created a handy reference chart to help you select the right Donghua Chain for your application.

Chain Selection Chart

The Donghua Chain Selection Chart, enclosed with this issue of Chaintorque, can be downloaded from our website or is available as a printed sheet on request.

Easy to use, it provides a guick checklist of the technical features of each of our Drive Chains and Solution range products.

Highlighting abrasion resistance, corrosion resistance, fatigue resistance, wear resistance, strength, shock load, and more, the new Chain Selection Chart is a key reference tool for our UKwide Approved Product Partners, Stockists and Distributors.

Need more copies?

Call the Donghua Team on: 01902 866200 or visit: donghua.co.uk/roller-chain

Supporting Tools

Donghua has a range of supporting technical and marketing information about our Chain available to our Stockists.

Simply visit the product pages on our website and against each product you will see a link to technical and/or marketing information such as Catalogues and Leaflets.

We also have a Roller Chain Longer Lengths leaflet and useful Pitch Conversion Chart. Popular sizes of Roller Chain is available in boxes of 25ft and 10ft lengths as well as the standard 5 metre boxes. All lengths come with free connecting links, as standard.

For our Universal Attachment Chain programme there is a Universal Attachment Chain technical sheet which explains the benefits of why we Pre-Load our Chain.

And there are a range of Videos which explain our impressive production capabilities with short videos on each of our Chain ranges. These can be viewed on our YouTube Channel @DonghuaUK

Finally, if you need help selecting the right replacement chain, our unique Chain ID tool, which is available on our website or as a mobile app, is quick and easy to use...with a guaranteed response within 1 hour.

Try it today at: donghua.co.uk/chain-id

