

CHAINTORQUE

ISSUE 18 - SUMMER 2021



All charged up and ready to go

After a long break due to COVID-19 lockdown restrictions, our Sales Team have been charging vehicles, dusting off driving gloves, and updating SatNavs, ready to get back on the road and do what they do best.

On 1 July, we returned to meeting up in person with our UK network of Approved Product Partners and Stockists...and our sales team couldn't wait!

To mark the return of face-to-face meetings, we have created a new Chain Sample Case for use by our sales teams and our Approved Product Partners. The cases, made from sturdy plastic with a foam insert, showcase a selection of Donghua chain including Chrome Pin Chain, Nickel Plated Chain, Polymer Chain and our new EXL Chain in 10B sizes.

We're also reopening our doors and allowing visits to our headquarters in Wolverhampton, West Midlands. If you have never been to our site, walked through our 25,000 sq ft warehouse or seen our impressive workshop machinery in action, you may be surprised at the facilities we offer here in the UK.

If you'd like to arrange a site visit, call 01902 866200.

All our staff are continuing with stringent hygiene measures and undertaking regular rapid lateral flow tests in order to minimise risks and stop the spread of COVID-19 to help ensure that we can continue to see all our customers again.



Welcome

In this issue we look ahead to life after 'Freedom Day' and what this means for the remaining months of 2021.

Despite lockdown during much of the year, we've launched our new EXL Chain and our Tail Lift Chain Kit in the UK, we are creating a number of new product leaflets and developed a new website!

We're delighted to be back on the road visiting our customers, old and new, and reopening our doors to welcome the return of visits to our UK head office, warehouse and workshop. We've also recruited some new staff and introduce them to you in this issue.

In August our parent company, the Hangzhou Donghua Chain Group, will celebrate their 30th anniversary. We've been digging in the archives and sharing with colleagues our memorable moments and key events from the last 12 years in the UK. More on this in our next issue.

Best regards,
Bob Wellsbury

Welcoming New Product Partners

We're delighted to welcome two new Approved Product Partners who have joined our UK network of suppliers. Our Product Partners receive advantageous pricing and priority attention for cut and special build chains in our workshop.



Bearingboys joined in March and are based in Norfolk. Established in 2006, they are a leading online bearing shop, selling thousands of bearings and power transmission components alongside everyday engineering essentials.

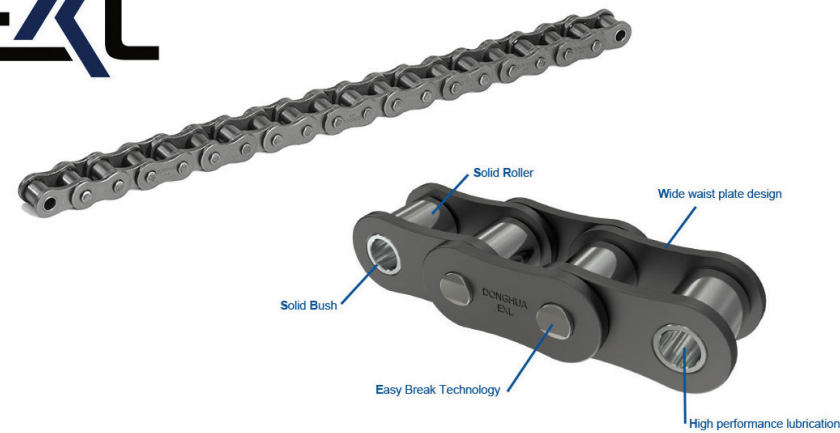
The core team at Bearingboys have over 70 years' experience within the industry and offer an array of products. Visit their website at: www.bearingboys.co.uk

Gateshead Bearings Group joined in July and are based in the north-east of England. Gateshead Bearings Group are located in Tyne & Wear and also includes Northumbrian Bearings & Transmission in Cramlington, Northumberland.

Gateshead Bearings are a supplier of professional grade bearings and related products and stock a wide range of belts, castors, chains and transmission products.



EXL



EXL Chain Proving a Hit

In January we launched our new EXL Chain (pronounced E-X-L). The high precision Roller Chain is part of our new Solution range and is designed specifically for the after-market as the chain offers significant benefits over standard Roller Chain for the best quality/price ratio.

The Solution Range offers our customers and their end-users 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.

Designed, manufactured and tested for unbeatable accuracy and performance in arduous conditions, EXL Chain offers enhanced wear and fatigue resistance and greater precision.

The chain is designed with a new hardened, shot-peened wide-waist plate for increased fatigue strength and

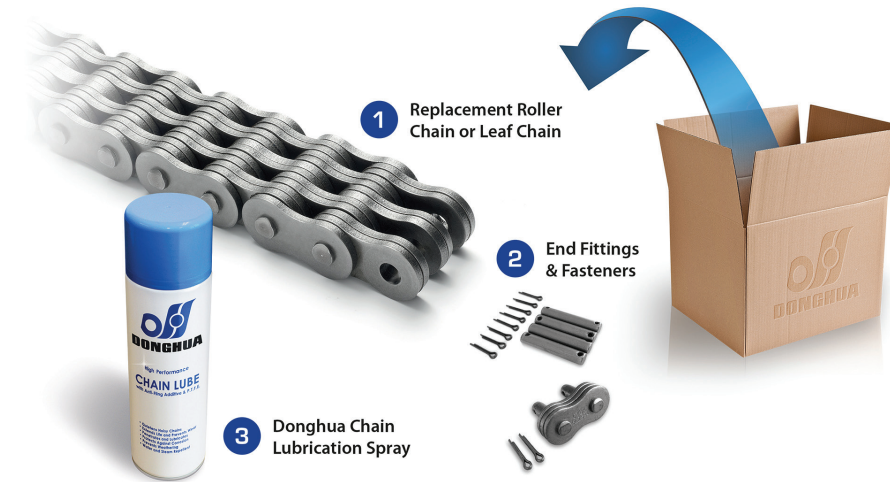
a seamless cold forged solid bush and roller to give full contact between the pin, bushing and roller for higher durability.

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.

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.

See for yourself how to break Donghua's EXL Chain in the field using our Plate Extractor Tools

 www.youtube.com/watch?v=UD6rtBEJrkM



Ready-to-Fit Tail Lift Chain Kit

Have you heard about our new ready-to-fit Tail Lift Chain Kit comprising replacement Leaf Chain or Roller Chain, end fittings, fasteners and lubrication?

Designed to OEM specifications, our Tail Lift Chain fits all major tail-lift brands including DEL Equipment, Dholandia, Ratcliff Palfinger and Ross & Bonnyman.

Simply tell us the tail lift manufacturer

and lifting capacity and we can identify the correct replacement Tail Lift Chain Kit required!

Call us on 01902 866200 to order yours today.

A Helping Hand Selecting Chain

To help customers select the correct chain solution from Donghua's range of Drive Chains, we've developed a simple reference guide which you can download from our website or call us for a laminated copy.

The chart provides a visual 1-5 star rating highlighting our recommendations for each chain product against: strength, fatigue resistance, wear resistance, shock load, corrosion resistance, self-lubrication and more.

Download from our website today or call 01902 866200 for your printed copy.



Popular Accessories

Did you know we have a range of accessories which complement our high quality Chain products - and our customers love them?



Choose from **Chain Lube Sprays** which are available in Extreme-grade, Food Grade and Industrial-grade depending on the conditions the chain is used in. Our chain lube is available in 500ml aerosol cans and are ideal where high performance and reliability of chain are key in minimising down-time.



Our **Chain Cutting Block** is recommended for our standard chain. The kit has been designed to make the breaking of parallel pin chain quick and easy. Made from heat-treated and hardened high content carbon steel for durability and long-life the cutting block can be used on chains from 8mm to 1 1/2" pitch.



Our **Chain Tools** are recommended for our EXL Chain and includes plate extractors, pin extractor and puller.



Say hello to our new Sales/Admin Apprentices
Callum & Amy



New Members Join Our Team

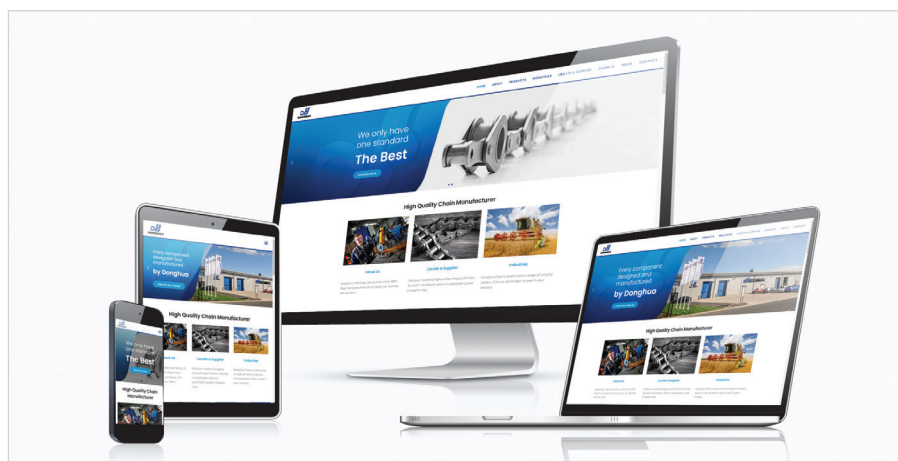
We're delighted to welcome new employees to our Sales Office. We hope you will give them a warm welcome when you next call our sales team. Amy and Callum joined in July through Nova Training and will both be completing a Level 3 NVQ in Business Administration.

On the Map?

Don't forget, all our suppliers are listed on our online Locate a Supplier map which is one of our most visited pages on our website. Users can search for their nearest Donghua supplier and filter results by Product Partner, Stockist or Distributor.

If you want to update your details, please email us: sales@donghua.co.uk

If you would like to join our family of suppliers, contact the Team on: 01902 866200.



New Website Now Live!

Over the past few months we've been working on our new website which we're delighted to announce is now live.

The website contains your favourite information: our searchable Locate a Supplier map, our Chain ID Tool for

identifying replacement chain quickly, plus our Chain Range with supporting product information all in a new, fresh look.

Browse the new look site at:

www.donghua.co.uk

Keep in Touch!

Call: 01902 866200

Visit: donghua.co.uk

Join our Mailing List:

donghua.co.uk/join-our-mailing-list

