ISSUE: 7

DONGHUA

CHAINtorque

Donghua Limited : Corporate Newsletter

DONGHUA AT THE CUTTING EDGE

Daniel Wellsbury, warehouse manager at Donghua Limited, using one of the new cutting presses.

Donghua were so impressed with the number of delegates attending the Drives & Controls show earlier this year and the quality of leads, that as a direct result of the interest shown in Donghua's products, they have purchased two 100 tonne presses.

These presses will be used to cut large pitch chains and rotary chains enabling the company to fulfil growing customer demand for chain in specific cut lengths.

Bob Wellsbury explained: *"One press will be used to cut roller chain in our workshop in Wolverhampton, adding to the new Attachment Chain Production facilities which we launched at the Drives & Controls show. This enhanced workshop, combined with our 24/7 ordering service, means that Donghua can produce special attachments, bespoke attachments and special cut length roller chain in the UK - round the clock; allowing us to respond quickly to bespoke requirements and deliver whatever our customers want, whenever they need it!"*

"The second press will be housed with Chaintec in their Manchester warehouse. Chaintec is our main product partner for the distribution of leaf chain in the UK and it makes commercial sense to store this press directly with them so they can cut leaf chain to customer requirements."

Bob continues: *"We've been extremely pleased with how well our chain has been received by the UK market since we started to sell it under the Donghua brand name, and we decided to exhibit at the Drives & Control Show so we could talk directly with both designers and OEMs on behalf of our growing network of Product Partners and Dealers who sell our chain direct to end-users. Our new tactile displays generated a lot of interest enabling us to physically show delegates the quality of our chain products. And as a result we've been able to enhance our in-house workshop facilities and those of our Product Partner. "*

To find out more about our in-house workshop facilities at Wolverhampton or to order your chain cut to length call:

01902 866200

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WELCOME

Bob Wellsbury
Managing Director, Donghua Limted

Attending national exhibitions with some of our Approved Product Partners has taken up much of our sales & marketing resource over recent months, but what a success they've been!

In this issue of CHAINtorque we share our experiences at the Drives & Controls show and Hillhead 2012; including some of the positive results from exhibiting at these events.

And we've trained our spotlight on Chaintec, our Approved Product Partner for Leaf Chain. With changes to their core strategy & exciting new plans in the pipeline they've got lots to shout about at the moment.

Read on to find out more...

Bob

If you'd like to be in the spotlight send your details to:
chaintorque@donghua.co.uk

DONGHUA

PRODUCT PARTNER FOCUS

Donghua's Product Partner Chaintec is the market leader for Leaf Chain in the UK FLT market. We caught up with David Hassan, Managing Director, to find out about the latest developments.

Member
Fork Lift Truck Association

David Hassan helped found the company over 20 years ago; operating from the Midlands.

SPOTLIGHT ON : Chaintec - The Right Chain. First Time.

Q You're based in Trafford Park, Manchester but that wasn't always the case was it?

A No that's right. We started life 21 years ago in Leamington Spa with a philosophy to supply high quality chain products and service solutions to the forklift after sales market and chain products to the hoist and conveyor industries.

So why the move?
The company expanded in the late 90's and we needed more space and better accessibility so we moved our head offices to larger premises in Trafford Park. We can take advantage of the national motorway network from here and Manchester International Airport is only 10km away - key to our export strategy.

How has Chaintec faired in the economic downturn?
We've been relatively lucky. Our enviable client base and unparalleled product knowledge have stood us in good stead. Since 2000, we've been steadily growing our UK network of engineers and export accounted for around 30% of our chain supply business in the first quarter of 2010 but then things changed. Historically we'd experienced an average of 10% growth year-on-year since the early years but as we tried to stand out in an increasingly competitive market, introducing new services and adding value, we were left with no room to grow. As the economy declined cost not service, where we had invested heavily, became the customers' primary focus and we realised that we needed a radical re-think.

What plans have you put into place to help you succeed?
We've spent two years replanning & restructuring our business and we've gone back to basics; focusing on our key strengths in distribution. We've worked hard to negotiate better pricing, with real cost savings that can be passed onto our customers, and we've built relationships with quality manufacturers, such as Donghua Limited, to ensure our product offering is the best there is. All of these things and our unrivalled product knowledge under-pin our ethos: **The Right Chain. First Time.**

So what can your customers expect from you in the coming months?
A far more focused approach to leaf chain distribution and new ways to reach us.

Tell us more...
Our new marketing strategy is already underway and includes both traditional & digital media. We're using social media to build awareness and we'll be developing our brand to help reaffirm our position as market leader. We've launched an ecommerce website so that customers can buy FLT chain online and we are thrilled to announce the opening of our Trade Counter in the West Midlands.

You mention a Trade Counter when will that be open?
The new Trade Counter will not be ready until the autumn; in the meantime our Call & Collect Service is up and running allowing customers to place a telephone order and collect it free of charge from the Midlands' depot.

Midlands' Depot - where's that?
When we were looking for a base for our Midlands operation it made perfect sense to talk to Bob Wellsbury.

Because we are an approved Donghua product partner Bob was delighted to help and offered us the use of a vacant ground floor office at Donghua's distribution centre in Wednesbury near Wolverhampton; it's an ideal location from which to serve the whole of the Midlands area.

ISO 9001:2008 REGISTERED FIRM

It all sounds very exciting, anything more to add?
It is. And it doesn't stop there... we've plans to relocate within Trafford Park in the near future so that we can take advantage of additional warehousing and we'll be exhibiting at IMHX in March 2013 so there's lots to look forward to.

19-22 March
NEC
Birmingham

IMHX 2013

STAND 20F85
Hall 20

Donghua are supporting Chaintec at IMHX 2013
The essential intralogistics event

For more information visit: www.imhx.biz

For High Performance Leaf Chain call:
0161 877 7373
or visit: www.chaintec.co.uk

FLT CHAIN NOW AVAILABLE TO BUY ONLINE:
www.forkliftchain.com

what's on the web

LOCATER MAP - PINNING DOWN DEALERS...
We are busy building the new Donghua Dealer Map which will be integrated with Google Maps. The map will show existing Approved Product Partners as well as the company's growing network of Distributors and Dealers across the UK. The integration with Google means that customers will be able to use post codes to identify their nearest Donghua chain stockists and the distance to each.

AGRI-CHAIN ENQUIRY FORM - EASING THE LOAD...
Plans are in place to develop an online enquiry form for Donghua's agriculture chain. The online form will streamline the process by which distributors identify the right Donghua chain for a specific agricultural machine and simplify the order process.

Keep up to date - visit our website at: www.donghua.co.uk

We only have one standard. The Best.

news & events

A WINNING COMBINATION...

Hillhead 2012 proves to be a fantastic 'shop window' for Donghua Products.

Attending Hillhead and supporting their Approved Product Partner, Chain+Conveyor, provided an ideal opportunity to raise the profile of Donghua's high quality chain products with key figures in the quarrying & mining, waste & recycling and construction sectors.

Of particular interest to delegates were Donghua's bucket elevator chain, crank link chain, API 3 and 4 chains and the Heavy Super Power (HSP) chain which has only been available in the UK since the end of last year.

Bob Wellsbury, managing director of Donghua Limited, said: *"We agreed to exhibit at Hillhead to support Chain+Conveyor who wanted to show end-users that Donghua chain is a step-up from standard conveyor chain. The location of our stand was perfect and our Sprocket of Fortune game went down a storm."*

He added: ***"There was a real buzz at Hillhead - I've not attended a show like it!"***

The Donghua sponsored **Sprocket of Fortune Game** attracted immense interest with many people stopping to take photos. Players could win chain shaped air fresheners, branded enamel mugs or enter a raffle to win a Large Screen 3D TV & Digi Box with Blu-Ray. It is estimated that 2,000 air fresheners and 800 mugs were given away and over 1,200 bags filled with promotional material handed out.

The winner of the large screen TV was Thomas Hammond, a mechanic at A P Webb Plant Hire Ltd in Stafford. Thomas's winning ticket was picked by Chain+Conveyor customer: Padraig McDermott, regional sales manager for Telestack Ltd – specialists in bulk materials handling equipment. Donghua & Chain+Conveyor representatives visited A P Webb to deliver the star prize.

Organisers announced that the show attracted more than 17,000 visitors to its 140,000 sq m site over the three days, a 10 per cent increase on 2010's figures. Some 1,000 leads were made during the course of the show which will be followed up by Chain+Conveyor. Given the interest in their products at this year's show, Donghua will be booking exhibitor space at Hillhead 2014.

For more information visit: www.hillhead.com

CHAINTEC: CALL & COLLECT SERVICE NOW AVAILABLE IN THE MIDLANDS

In the run-up to opening their Trade Counter this autumn Chaintec have thrown open the doors of their new depot at Donghua's Head Offices and launched a Call & Collect Service. This new service is free of charge and let's customers call ahead with their order; chain is then cut to length and made ready for collection on arrival.

OPEN 8.30AM-5PM MON-FRI **Call Clint on: 07754 260430**

On the Social Scene

Donghua Limited is now active on social networking sites. You can follow our updates on **Twitter: @DonghuaUK & YouTube: youtube.com/DonghuaUK** or Skype us for a chat - we're 'Group Video Call' enabled so why not invite a few friends along :]

SWELLING THE RANKS...

To meet the growing demands of our busy sales office, Donghua welcomes two new staff members to the team:

- **Gavin Bonser: Sales Office Assistant**
- **David Jukes: Sales Office Assistant**

In addition, in September, Donghua will be welcoming its first inter-company intern when Jens Diepenhorst from Donghua International BV, Netherlands joins the UK office for six weeks.

Whilst here, Jens will provide additional administrative support and will be assigned a specific technical project to work on during the six week period. More on this in the next issue. There are also plans for an intern from Donghua's base in Germany in 2013.

Chain+Conveyor Exhibiting at RWM

11-13 September NEC Birmingham

STAND 19Y43

Donghua are sponsoring the Sprocket of Fortune game once again at RWM so for a chance to 'Spin to Win' come along to the show & find out why C+C are conveyor chain experts in the Waste & Recycling sector.

IN PARTNERSHIP WITH CIWM

For more information visit: www.rwmexhibition.com
or log on to C+C's website for the latest updates: www.chainandconveyor.com

NEED CONVEYOR CHAIN FOR BULK MATERIALS HANDLING?

Our Approved Conveyor Chain Product Partner, Chain+Conveyor, is on hand to provide High Performance Bulk Handling Solutions & we've produced a new Bulk Material Conveyor Chain Product Catalogue for reference purposes.

To get your hands on a copy of the catalogue contact: sales@donghua.co.uk or call C+C direct on: 01565 830747

For more information on products in this sector visit: www.chainandconveyor.com or log on to: www.aggnet-net.com/directories/equipment-services/donghua-limited

DIARY DATES

SEPT 2012

- **11 - 13 September**

Product Partner, Chain+Conveyor, is exhibiting at the Resource & Waste Management (RWM) Exhibition at the NEC, Birmingham.

MARCH 2013

- **19 - 22 March**

Product Partner, Chaintec, has booked a stand at IMHX 2013, the international materials and handling exhibition, this biennial exhibition is held at the NEC in Birmingham.

Donghua Limited will be supporting Chaintec at the show so come along and visit us on Stand:20F85

Any Product Partner planning to attend exhibitions who would like to discuss support from Donghua contact Bob Wellsbury: **b.wellbury@donghua.co.uk**

PiTCH IN < < <

If you'd like to have a say or simply want to let others know what you are 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 with 'PITCH IN' as the subject. Photos required in: CMYK JPEG or TIFF format. Resolution: 300dpi.

Donghua Limited : Unit 1, Sidings Close off Wednesfield Way, Wolverhampton, West Midlands WV11 3DR
Tel: +44 (0)1902 866200 **Fax: +44 (0)1902 722814**
sales@donghua.co.uk www.donghua.co.uk

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