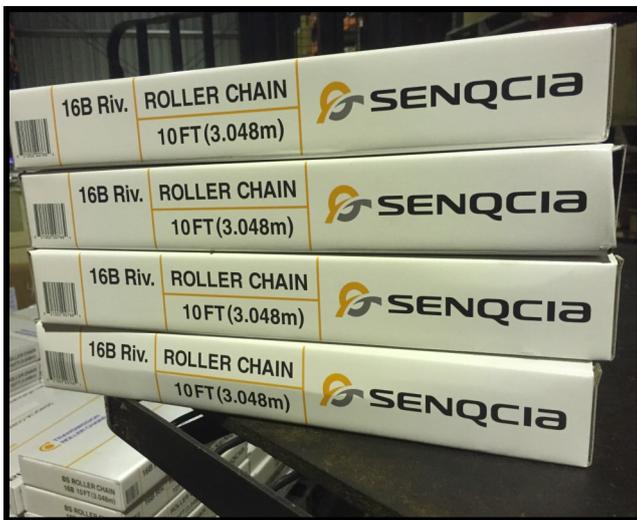


Senqcia Branded Roller Chain Stock Arrives at GB



The first shipments of the newly branded Senqcia Roller Chain have arrived at GB Power Transmission in May 2016. On January the 1st 2016 the Hitachi Brand name changed to Senqcia after the Hitachi group sold the Metals Techno businesses to a large investment company. Replenishment stocks of the newly branded product have just hit the shelves, ensuring ongoing supply. **SENQCIA** will be the new name for Hitachi roller chain from 2016 and GB Power Transmission continues as the exclusive importer of the product. The new shipment has both **Hitachi and SENQCIA SBR Prime** branded roller chain as production lines from the factory in Japan progressively convert to the new brand.



The new packaging shown in the attached picture of the stock just received is identical to the Hitachi with the same carton, same grease proof paper, same premium lubrication and most importantly the same chain from the same production line. Only the Logo on the box has changed with the new brand offering existing Hitachi customers exactly the same features and benefits they have enjoyed for many years.

GB Power Transmission's owner, Stephen Grattan shown inspecting the new stock was very pleased with the first shipment, and commented "After continued growth in the Hitachi Roller Chain product over the last 3 years, our largest shipment of the newly branded Senqcia SBR Prime Roller chain has just arrived and has exceeded all my expectations." he said. "Change is not always easily accepted but once our customer's see the new brand for themselves and compare it to the Hitachi they have known for so long they will quickly see it's the same product. The only thing that has changed is the stamp on the outside of the carton".



The name Senqcia comes from an adaptation of the Japanese word Senkusia which translates as **Pioneer**. The word is changed with the inclusion of the letter Q to represent the ongoing commitment to Quality the newly formed company and brand will have. Over a long time the Hitachi brand name has represented quality in many products across many industries. The quality is ongoing for the roller chain in the new brand Senqcia. Same Factory, Same Engineers, Same Premium Quality and **ALWAYS MADE IN JAPAN.**



This product will continue to be imported into Australia exclusively by GB Power Transmission and distributed through our committed distribution network. For more information on the change of brand name or details of the distributor closest to you please visit our website

www.gbtrans.com.au



Quality Guaranteed

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