

A New Beginning for Hitachi Roller Chain



Hitachi Chain

Hitachi Metals Techno, Ltd.

Beginning
January
2016



Change from Hitachi Metals Techno, Ltd. to "SENQCIA CORPORATION"
We appreciate your continued support.

Since the establishment of Hitachi Chain in 1972 the roller chain carrying the Global Hitachi brand name has become recognised as a leader in the industry. As with all Hitachi products the goal was continuous improvement so they remained ahead of the premium manufactures within the industry. On January the 1st 2016 the Hitachi Brand name is changing but the philosophy will remain the same ensuring ongoing premium quality well into the future. **SENQCIA** will be the new name of for Hitachi roller chain from 2016 and GB Power Transmission will be still be the exclusive importer of the **Hitachi/SENQCIA SBR Prime** roller chain.



The new company formed in Japan will be the Senqcia Corporation and the new brand is Senqcia. 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 and 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 web site www.gbtrans.com.au. New Catalogue and Brochures are under production and we will announce details of their arrival soon.