

DARLEY® Times

A Newsletter For Our Customers, Employees & Friends



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How To Contact Us

Pump Sales

Phone: 1-800-4DARLEY 708-345-8050
Fax: 708-345-8993

Odin Foam

Phone: 1-877-634-6223 541-336-5067
Fax: 541-336-2545

Parts & Engineering

Phone: 1-800-634-7812 715-726-2650
Fax: 715-726-2656

On the Web

www.darley.com www.edarley.com

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Melrose Park, IL 60160-1087

Darley International Opens Second Office in China

Since the 1940's, international sales have made up a significant portion of Darley's revenue. Darley currently has active sales agents in more than 100 countries around the world. To support our international customers, Darley currently maintains offices in the USA, Africa, New Zealand, Australia and now a second office in China.

Bill Darley is proud to say that he has visited over 125 countries during his 56 years at Darley. You name it, Bill's probably been there. In fact, there is an inside company management joke that Bill will often claim credit for sales from a country he visit over 20 years ago. Truth be known, there's probably a good chance he planted a seed at some point.

One of those seeds that have truly blossomed is Darley's current position in the Chinese market. Bill was an American Fire Service pioneer in the Chinese market. He traveled there with an NFPA delegation in 1982. At the time, China was still a closed market. To most he encountered, he was the first Westerner they had ever seen. (You need to ask him to tell you some stories) Today, it's an open market, and Darley is the market leader in the Fire Service.

Darley's admirable market position now has the attention of firefighting equipment suppliers around the globe. According to Bo Zhang, Darley China Pump Sales Manager, "The Darley quality is number one! The OEMs like our pump because it is so compact and efficient. But they buy more and more because of our excellent service and the relationship that we have built with them."

Jeff Darley adds, "Part of the attraction to our products is the fact that they are made in the USA. They are high quality, compact pumps that have yet to be copied in China," although there have been a lot of efforts – right down to literature. In fact, due in part to this, Darley has yet to source any components for our pumps from China, although like most companies, they are exploring their options.

Darley established an office in Dalian, China in 1996. Recently, Darley China added a new office in Beijing, and plans are being made for an additional location in the coming years. There are currently 16 Darley China members working the China market, led by Darley Partner and General Manager, Liu Long.

Darley's customers include all of the major cities such as Beijing, Shanghai, Guangzhou, and Dalian. Recently, China Petro Chemical Company purchased 89 trucks with Darley pumps and "Demanded Darley". (Yes, that is one chemical company purchasing 89 fire apparatus!)

According to Liu Long, "One of the reasons for Darley success is that we have a complete line to offer – pumps, CAFS, apparatus and equipment. We have partnered for more than 10 years together and we respect and trust each other." 🌟



A presentation is made to Shanghai Fire Chief Chen Fei during a recent visit to Chicago. From the left, Peter Darley, Chen Fei, Bill Darley, & Paul Darley.



Shanghai recently purchased a number of Darley CAFS including the Odin Colt (above) and Odin Kodiak which allow a lot of fire power in a compact package.



Darley will be displaying at the Fire China 2006 in Beijing on October 26-29. Darley will again have one of the largest booths.