

Diamond Products launches YouTube channel

Diamond Products – a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications – has officially launched its own channel on social media website YouTube, to provide its customers with a comprehensive and interactive guide on how to most efficiently utilise its range of specialised products.

The Diamond Products YouTube Channel features informative step-by-step video tutorials on the most efficient application of the company's range of tools in handheld wet core drilling, dry core drilling and fence pole diamond core drilling.

Diamond Products Director, Brian Clark, notes that this new innovation is the most effective means of demonstrating the practical aspects of the Diamond Products range.

"The continued onset of the internet and social media has provided us with the ideal opportunity to provide existing and potential customers with value added product information through short video clippings that are far more informative and useful than traditional pamphlets, which contain limited information."

"Through our new YouTube channel, the customer has instant access to the product demonstration no matter where he is located."

Diamond Products co-director Darryl Gray highlights the fact that the Diamond Products YouTube Channel is particularly beneficial to customers that are

unfamiliar with the tool and its application. "In the past, a customer would have to call a sales rep and set up a time, date and location for a product demonstration. Through our new YouTube channel, the customer has instant access to the product demonstration no matter where he is located," he continues.

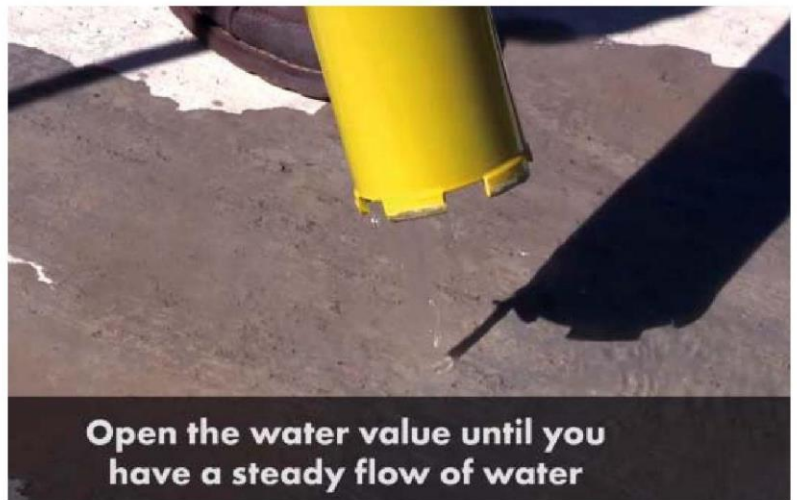
The Diamond Products YouTube Channel has proven popular since its launch, with more than 160 video viewings that have already resulted in sales. Darryl points out that the company places a strong emphasis on innovation, and this is clearly evident in the fact that Diamond Products was one of the first companies in the local industry to launch a website over five years ago.

"Providing value added benefits for our clients through constant innovation has formed the foundation of Diamond Products' success.

"Our website started more than five years ago with very few views, but has developed into a highly effective means of generating business, by attracting substantial amounts of traffic on a daily basis.

"I am confident that the Diamond Products YouTube channel will follow a similar path of evolution that will greatly benefit the company and its customers. With this in mind, we plan to expand the video offering on the channel to include the entire range of products, with special focus on cutting, drilling and training," he concludes.

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Open the water valve until you have a steady flow of water



Do not apply excess pressure on the drill, when cutting steel reduce the pressure

About Diamond Products

Diamond Products is a specialist in the manufacture, assembly, sales and support of diamond tools and equipment for the construction, glass, quarrying and flooring industries. Based in Jet Park, the company is unique in its ability to assemble and support its product range and is the only diamond tool company in South Africa with laser welding facilities for the manufacture of diamond blades and core drills.

