

PRESS RELEASE

Diamond Products' new range of saw blades cuts the competition down to size

Sophisticated diamond saw blades will be made more easily-accessible and affordable to the consumer, thanks to a new product being launched by Diamond Products.

15 February, 2011: A superior range of diamond saw blades, which are perfectly-suited for smaller-scale projects, is being launched nationwide in February by Diamond Products, a specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

The new Enduro Purple range of diamond saw blades is specially-designed with cost in mind, and will be available at selected hardware stores across South Africa from February 11, in order to bring direct savings to the consumer.

Diamond Products director **Brian Clark** notes that although the blades are aimed at a market where the purchasing decision is based on price, he stresses that quality has not been compromised. "As a company, everything that Diamond Products manufactures is fully-backed and guaranteed. We are confident that the Enduro Purple blades will last longer and ensure a smoother cut than any product in its price range," he explains.

Clark points out that the manufacturing specifications of the Enduro Purple range of blades are the same as all of Diamond Products' premium blades. "Diamond Products is not sacrificing any quality in terms of how Enduro Purple is manufactured. All steel cores and dimensional tolerances of the blade are exactly the same as any of our premium products," he continues. "Enduro Purple is a highly-durable and reliable blade, which differs slightly from our other range, as it has an appropriate-grade diamond and a different bond, which holds the diamonds in place. This decreases the lifespan of the blade; however, it makes the product more affordable and ideally-suited to smaller applications."

The Enduro Purple range of blades are custom-built for use on either a 115 mm or 230 mm angle grinder, and Clark points out that they are designed for use in applications that include plumbing, paving, electrical and general construction.

"The Enduro Purple range of saw blades is perfect for anyone who is cutting building material with an angle grinder. What's more, the product comes in segmented blades for masonry and concrete cutting; turbo blades for natural stone and tile cutting, and continuous blades for ceramic tile cutting," he continues.

Diamond Products co-director, **Darryl Gray**, notes that the cost of diamond blades has progressively come down over the years, as production has increased. "Through the introduction of the Enduro Purple range, it is now far easier for a customer to go to a local hardware and purchase the blade, as he has the convenience of purchasing other equipment too, as opposed to waiting for the product to be delivered to him directly from Diamond Products," he notes.

Gray believes that by directly entering the retail market, Diamond Products will ultimately reduce costs for the consumer. "Diamond Products is not geared up for mass sales, which is why we are relying on a

distribution model. If we sell directly to the distributors, we can ensure that customers are supplied top-quality products,” he continues.

Clark points out that all distributors of the Enduro Purple range will be fully-trained in the various applications of the product, and that in-store training will be provided to consumers. He says: “Matching the product to the job is vital. By providing dedicated support and training to our distributors and customers, Diamond Products will ensure that the correct blade is being used safely for the correct application. What’s more, each packaged Enduro Purple blade comes marked with the application that it is specifically-designed for.”

Looking at the year ahead, Gray notes that Diamond Products will be focusing on increasing market share in 2011 with the introduction of new products. “Diamond Products will be focusing on growing the business by introducing new products to new and existing markets. Our ultimate aim is to have satisfied customers in all ends of the market. By reinforcing the brand nationally, we can ensure that Diamond Products is a name synonymous with quality and reliability,” he concludes.

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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.