

PRESS RELEASE

Cutting-edge technology proves to be a diamond in the rough

Advanced diamond-based technology that ensures pinpoint accuracy in industrial cutting, was recently introduced to the South African market by Diamond Products.

18 November, 2010: New technology introduced to the South African industrial market by Diamond Products can significantly improve the lifespan and speed of cut.

Diamond Products, a specialist in the manufacture, assembly and sales of diamond tools and equipment for heavy industries, has acquired exclusive local distribution rights to world-renowned ARIX Technology - a process of controlled deposition of diamonds onto a substrate, at predetermined positions.

ARIX Technology places diamond grits with precision into three-dimensional patterns on blades and drills, in order to ensure the maximum performance of tools, in applications ranging from mining to construction.

Diamond Products director **Brian Clark** explains: “The diamonds are aligned in an almost grid-like system; thereby, allowing for consistent cutting speeds. In industry-standard tools, the diamonds are mixed randomly throughout the surface - which results in significant wear-and-tear, owing to the fact that different areas of the surface end up carrying inconsistent workloads. With the alignment of diamonds in separate rows, ARIX Technology ensures that each diamond carries precisely the same workload – which ultimately extends the lifespan of the tool, and allows for quicker and more accurate cutting.”

Clark points out that ARIX Technology is only applied to the higher-end of Diamond Products’ range of equipment, which is custom-built for the most challenging tasks. What’s more, he notes that ARIX Technology has been proven to increase the lifespan of diamond tools by 400%, while achieving cutting speeds of twice the industry-standard - making it perfectly-suited to the harsh South African conditions.

He says: “ARIX Technology is the ideal solution to mining applications, where hard materials such as banded ironstone and quartz have to be cut. What’s more, it can also be used in construction projects, where steel-reinforced concrete has to meet specifications.”

Clark notes that one of Diamond Products’ clients, an iron-ore mining operation, has reduced its impact on the environment significantly after adopting the technology. “In the past, the company was making use of conventional blades to cut through banded iron ore. However; this required the use of an cutting fluid that had detrimental environmental issues. Since adopting ARIX Technology, the company’s environmental-impact has been greatly-reduced, as it has gone back to using standard water in the cutting process,” he continues.

Diamond Products co-director **Darryl Gray** notes that ARIX technology was introduced to the South African market by Diamond Products two years ago; however, he points out that demand increased significantly towards the end of 2009, as the quality of the technology became recognised as the best on the market.

“ARIX Technology is becoming increasingly-popular as it becomes a more widely-known name in the industry. Although it is only aimed at a specific market segment - where cutting is difficult and speed and the longer lifespan of tools is required - the technology has exceeded all expectations in these fields, and the response from users over the last few months has been phenomenal,” he explains.

While ARIX Technology has its distinct advantages, Gray admits that it has been a challenge introducing a specialised instrument to the market. “The cost of ARIX is 10-15% higher than industry-standard products, and some companies do not realise that the benefits of this technology offset the price,” he explains. “Another problem in the industry is that a number of companies do not record the lifespan of their machinery and are; therefore, not aware of the advantages that the technology offers.”

“Diamond Products budgeted for a financially-challenging year in 2010; however, it has been far better than originally forecast. This is due to the fact that we continue to lead the way with regards to new products and technology, which has opened up new markets for the company,” he continues.

This success is clearly evident, after the company purchased an 800 m² factory in Jet Park, Boksburg, in August. “By purchasing our own premises, we can tailor it to our specific requirements. From a factory point of view, we now have dedicated work areas - which make the entire operation more efficient and better-structured, ultimately resulting in quicker turnaround,” says Gray.

Diamond Products is the only diamond tool company in South Africa with laser welding facilities for the manufacture of diamond blades and core drills. As a result, the company boasts the largest stockholding in Africa – with products ranging from saw blades and drill bits, to diamond wire and processing wheels. With this unique competitive advantage, Diamond Products can focus on all ends of the industrial market, including plumbing, electrical, paving and professional flooring.

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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.