

Don't compromise on quality

As an increasing number of cheap and inferior-quality diamond blades lead consumers into a false sense of security, Diamond Products continues to set industry-leading trends with its exclusive range of world-class products.

Pics: Diamond Products



Saving a small percentage on the price of a lower-quality diamond blade could ultimately prove to be a costly mistake, warns Diamond Products, a specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

Diamond Products director Darryl Gray points out that an increasing number of plant hire and building supply stores in South Africa have started commissioning their own in-house brands of diamond saw blades. "While these companies are offering a similar product at a better price, consumers must be aware that supply stores are not experts in the manufacture of blades and quality is therefore, significantly-compromised," he explains.

Although the reduced prices may be tempting to consumers, Gray warns that the manufacturer of the branded product is selected solely by price criteria, with minimal consideration made for quality and safety. "It is always a major risk purchasing an unrecognised brand, as it may not comply with the necessary and vitally-important safety compliance standards. What's more, the consumer also runs the risk of not being protected by a comprehensive product warranty," he says.

Diamond Products co-director Brian Clark highlights the fact that the company endeavours to associate its brand name with quality and supplies its range of top-quality products only to selected and reputable distributors and suppliers. "As part of Diamond Products' commitment to service excellence, the company only brands products for well-established and trusted suppliers that fit into our quality

profile. By working closely with suppliers to help them meet their customers' needs, Diamond products can ensure that quality is never compromised," he explains.

Clark points out that this commitment to service excellence applies to the company's entire range of products – from the high-end Arix blade, to the DIY Enduro Purple range, which all come standard with a unique in-store product guide.

"Matching the product to the job is vital, and Diamond Products provides essential user and safety information to all of its clients through the product guide, as part of a value-added after-sales service offering. By providing this dedicated service, Diamond Products ensures that the correct product is being used safely, for the correct application, every time," he explains.

Gray points out that the Enduro Purple range of saw blades is perfect for anyone who is working on a limited budget and looking to cut building material with an angle grinder. "The Enduro Purple range of blades are custom-built for use on either a 115mm or 230mm angle grinder, and are designed for use in applications that include plumbing, paving, electrical and general construction," he says.

He notes that the manufacturing specifications of the Enduro Purple range of blades are the same as all of the company's 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 other products," continues Gray, adding, "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."

Clark points out that all distributors of its products are fully-trained in the various applications of the product, and that in-store training is also available to consumers. "Diamond Products prides itself on supplying the highest-quality product offerings to South African market, and is the only company in the industry that offers free customer training as part of its after-sales service package; thereby providing a comprehensive solutions package to meet all requirements," he concludes. DP

Need to know more?

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.

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