

PRESS RELEASE

Diamond Products advises contractors to invest wisely in cutting tools

Making a purchasing decision based solely on the price of a diamond cutting tool may prove to be a costly mistake for contractors in the long-term, warns Diamond Products - a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

18 January, 2012: South African contractors need to 'spend money to make money' when purchasing diamond cutting tools, and Diamond Products has provided a breakdown on how the initially higher price of purchase for a top-quality tool can eliminate additional future costs - ultimately ensuring a substantial saving on cost-per-metre cut in large applications.

Diamond Products director **Darryl Gray** notes that although low-cost and lower-quality diamond blades are ideal for smaller DIY applications, he stresses that the same mind frame should not be applied by professional contractors working on larger projects.

"We have discovered a trend in the South African market where cost is the most important aspect when purchasing tools for sawing and drilling projects. The key message that we want to convey to this market is that the initial purchase price of the diamond tool has no bearing on the cost of actually carrying out the work. Without exception, premium diamond tools deliver cheaper and faster cutting than the less expensive alternatives," he points out.

Diamond Products co-director **Brian Clark** explains that higher-priced diamond tools contain a larger amount of high-grade diamonds in the cutting matrix. "The diamonds placed on the tool act as the workhorse in the operation, and it is therefore essential that a high grade of diamond is utilised in challenging projects, in order to ensure faster cutting times and increased lifespan of the tool."

Although the properties of all diamonds are identical, Clark points out that they are graded on the shape of the crystal. "A cheaper and irregular shaped diamond with numerous points can be fractured easily, especially when being used with a powerful machine. High-grade diamonds on the other hand are perfect octahedrons, which have very few points that cause fracture."

Gray notes that by investing in more expensive and higher-quality diamond cutting tools, contractors will ultimately ensure faster cuts and improved lifespan of the product; thereby, reducing the cost per-metre-cut in the long-term. "Low-cost cutting tools ultimately lead to increased costs related to breakdowns and unscheduled downtime and, depending on the application, can be up to ten times slower than a high-grade product."

Clark notes that the biggest challenge facing the local industry is the fact that the market is predominantly driven by cost. "Contractors in South Africa generally tend to purchase cutting tools based solely on price, as opposed to overall value-for-money. In order to overcome this challenge, customers need to be educated on the benefits of applying the correct tool to the correct application," he continues.

As part of the company's commitment to service excellence, Gray notes that Diamond Products' entire range of products all come standard with a unique in-store 'Product Guide', which is designed to assist clients in selecting the perfect tool for a particular application.

“Matching the right product to the right 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 says.

What’s more, Clark adds that Diamond Products provides full training to clients in the various applications of all its products. “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.”

By investing in the company’s higher-quality range of tools, Gray concludes by adding that Diamond Products’ clients can save a substantial amount of money in the long-term, as they are guaranteed a full and comprehensive solutions package, which is backed up by unrivalled after-sales support.

Ends

Notes to the Editor

There are numerous photographs specific to this press release. Please visit <http://media.ngage.co.za> and click the Diamond Products link.

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.

Diamond Products Contact

Darryl Gray / Brian Clark
Diamond Products Directors
Phone: (011) 552 8310
Fax: (011) 552 8312
Email: info@diamondpc.co.za
Web: www.diamondpc.co.za

Media Contact

Russell Tandy
NGAGE Public Relations
Phone: (011) 867-7763
Fax: 086 512 3352
Cell: 083 659 5374
Email: renay@ngage.co.za
Web: www.ngage.co.za

Browse the Ngage Media Zone for more client press releases and photographs at <http://media.ngage.co.za>