

# PRESS RELEASE

## Diamond Products becomes official Makita power tools dealer

*A comprehensive range of top-quality Makita power tools are now available locally through Diamond Products - a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.*

**18 October 2011:** Diamond Products is proud to announce that the company has been named as an official Southern African dealer of the world-renowned range of Makita power tools, which will be sold to compliment its exclusive range of diamond blades and core bits.

Established in 1915, Japan-based Makita is today recognised as one of the world's largest and most trusted power tool manufacturers - with a range of more than 1 000 superior-quality products, manufactured across seven production facilities worldwide.

Diamond Products director **Brian Clark** points out that the company was officially awarded distribution rights by Makita in August 2011. "This is a major step forward for Diamond Products, as the company prides itself on being associated with high-quality brands, and Makita has established itself as a market leader over the years. What's more, this new agreement will provide Diamond Products clients with better value, as the company now supplies a market leading brand of power tools that perfectly complements its range of consumables."

Clark notes that the Makita range of drilling products available through Diamond Products include; the Makita 8406 diamond core hammer drill - designed for cutting through building materials such as bricks, concrete and stone. He points out that Diamond Products also stocks the DBM 131, which is designed for use with 132 mm concrete core bits, and is ideally suited for wet or dry concrete drilling; and the DBM 230, which is ideal for wet concrete drilling applications, and can be used with core barrels ranging from 60 mm to 230 mm.

Diamond Products co-director **Darryl Gary** highlights the fact that Diamond Products also provides in-store training to consumers on its entire Makita range. "Diamond Products strives to ensure that it supplies 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."

What's more, Gray notes that Diamond Products recently completed a successful promotional campaign with Makita, whereby 2 000 Diamond Products Enduro Purple blades were given away for free with the purchase of every Makita angle grinder between June and August 2011.

Gray points out that the Enduro Purple range of blades is ideal 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 115 mm or 230 mm angle grinder, and are designed for use in applications that include plumbing, paving, electrical and general construction," he continues. "Representatives from Makita were impressed by the versatility and durability of the Enduro Purple range, and the two companies agreed to include the blades with the tools as part of a value pack – which provides mutual benefits to both companies, as customers can experience first-hand the benefits of using two high-quality complimentary products for one single application."

Makita has been a leading name in the power tools industry of Southern Africa since 1985, and Clark is optimistic about the future partnership between Makita and Diamond Products. "Since entering the local market, Makita sales have increased steadily over the decades, and today the company is a brand leader in Southern Africa. By entering into partnership with a trusted local brand like Diamond Products, I believe that Makita can further strengthen its reputation for high-quality products, innovative technology and service back-up in the years to come," he concludes.

### ***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](mailto:info@diamondpc.co.za)  
Web: [www.diamondpc.co.za](http://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](mailto:renay@ngage.co.za)  
Web: [www.ngage.co.za](http://www.ngage.co.za)

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