

# PRESS RELEASE

## Diamond Products takes it range of blades to the Max

*Contractors are now able to complete concrete and tar floor cutting applications with improved efficiency, using a durable range of high-quality diamond blades distributed locally by Diamond Products.*

**27 July, 2011:** Small and medium plant hire companies and contractors can benefit from the innovative new range of Max Blades introduced to the South African market in 2010 by Diamond Products - a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

Diamond Products director **Brian Clark** explains that the exclusive range of 350 mm diameter saws are specifically-designed for concrete and asphalt cutting applications, using either self-propelled or manual floor saws between 7 hp and 24 hp.

Clark does; however, point out that the most unique aspect of the Max Blade range is the fact that it offers increased value-for-money, due to the fact that it comes standard with a 14 mm diamond segment, as opposed to the industry standard of 10 mm. "In the plant hire industry, it is important to stock equipment that is reliable and durable, and the 14 mm diamond segment ensures a significantly-increased lifespan for the blade; thereby, providing the plant hire company and its clients with a high-quality and cost-effective floor cutting product," he explains.

Diamond Products co-director **Darryl Gray** notes that the Max Blade range, which is capable of reaching a cutting depth of 125 mm on concrete and tar surfaces, is ideally-suited to medium-sized applications that do not require large capital equipment. "Over the past 20 years, the construction industry has moved away from owning small plants, in order to save on overhead costs. This means that small plant hire has developed into a big industry in South Africa and, thanks to the innovation and quality of the Max Blades range, Diamond Products is able to satisfy the needs of both the supplier and the contractors hiring the products."

Gray stresses the importance of matching the correct product to the correct job, and highlights the fact that the Max Blades range comes standard with a unique in-store 'Product Guide', which is exclusive to Diamond Products. "The Product Guide provides essential user and safety information to all clients 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.

Clark points out that all distributors of the Diamond Products brand 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 the 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."

The Max Blades range was introduced to the South African market towards the end of 2010, and Gray points out that it has been well-received to date. "A number of plant hire companies have already standardised the Max Blades range in their stores, and Diamond Products will be looking at increasing the market awareness of the value of the range, through additional marketing and in-store promotional activities," 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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