PRESS RELEASE

<u>Diamond Products comes to the rescue for heavy-duty cutting industry</u>

Diamond Products has launched a new range of diamond 'Rescue Blades' to assist with complex cutting projects in the South African market.

12 August, 2011: Heavy-duty cutting in South Africa can now be completed safely in record time, thanks to the revolutionary new Rescue Blade, exclusively distributed by Diamond Products - a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

The advanced range of Rescue Blades, originally designed to assist firefighters in the USA in gaining access to trapped emergency victims, has been introduced to the South African market to ensure the effective cutting of a variety of materials; including, steel, plastic, wood and cast iron.

Diamond Products director **Brian Clark** points out that the blades are more durable than industry-standard tungsten carbide and abrasive discs, thanks to a unique manufacturing process known as vacuum brazed technology.

"Diamond tools are traditionally manufactured with the diamonds impregnated in the cutting matrix of the blade. With vacuum brazed technology; however, the diamonds are positioned on the surface of the cutting tool, which makes the blade more aggressive in its cutting action," he explains. "What's more, it can cut through a variety of dense products such as copper cables and steel ropes, which diamond blades have traditionally not been able to cut through before."

Clark notes that the Rescue Blades were introduced to the South African market in 2010, and come in sizes ranging from 115 mm to 400 mm. "Like all diamond cutting products, the Rescue Blade is more expensive than conventional blades; however, they are far more durable and do not wear down. Furthermore, the Rescue Blade is considerably safer, as there is no risk of the blade shattering."

Diamond Products co-director **Darryl Gray** notes that the Rescue Blade generally lasts up to 70 times longer than an equivalent abrasive disc, depending on the material being cut. "The Rescue Blade range can save a considerable amount of money for contractors in the long-term, as the product's lifespan is considerably longer than any other competitor brand in the market," he explains. "In addition, Diamond Products is committed to providing unrivalled after-sales and technical support and will tailor-make a comprehensive service package to meet all customer needs."

Gray notes that the Rescue Blade passed with flying colours after recently being put to the test by a leading heavy-duty freight haul company which commissioned the blade to cut through the dense A120 rail, which is designed for carrying large cranes. "The A120 rail weighs 101kg/m, with a cross-section of 105 mm and a width of 220 mm. Having seen the inefficiency of an abrasive disc in the same application, Diamond Products initiated a test for the haulage company to demonstrate the advantages of this superior technology, and the Rescue Blade was commissioned for the project, after outperforming all other products."

Gray points out that the Rescue Blade was attached to a two-stroke petrol cut off saw, and contractors were able to cut through the rail in 11 minutes, compared to the 38 minutes taken with the abrasive disc. "The strength and durability of the Rescue Blade put less strain on the machine, ultimately reducing wear-and-tear and overall build-up of heat, which is important to contractors. What's more, the blade was also fitted to a rail clamping device, allowing for perfectly-straight and consistent cutting."

Clark notes that the Rescue Blade has been well-received by the market to date, particularly from rail installation companies, switchgear installation companies and a number of fire stations. "The introduction of the Rescue Blade to the local market forms part of Diamond Products' ongoing commitment to improving cutting in South Africa. The feedback from the industry has to date been overwhelmingly-positive, and I am confident that demand for this world-class range will continue to increase, as contractors become increasingly-aware of the numerous advantages of diamond cutting technology," 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
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: <u>www.ngage.co.za</u>

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