

# PRESS RELEASE

## Cutting edge safety training is available to all Diamond Products clients

*Safety training and awareness has been identified by Diamond Products as a vital aspect of providing a comprehensive all-in-one solutions package to clients.*

**08 February, 2011:** Essential safety training is provided to all clients, as part of a value-added after-sales service offering from 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 the company prides itself on supplying the highest-quality product offerings to the South African market, complete with free safety and maintenance training on the company's entire range of world class cutting equipment.

"Diamond Products is the only company in the industry that offers free customer training as part of its after-sales service package. When we sell a machine, we endeavour to ensure that full safety and maintenance training is provided. What's more, official certification is awarded to the client after they have completed the training course, in order to ensure that the client is entirely competent to operate the powerful and potentially-dangerous equipment," he explains.

Gray adds that this unique and exclusive service offered by Diamond Products provides practical, hands-on training for the operator which, in addition to providing safety certification, ensures that the equipment is being used in the correct manner, ultimately making it more reliable.

Diamond Products co-director **Brian Clark** points out that the company has trained more than 100 clients to date, either on-site or at Diamond Products' specialised training facility, located at the company's headquarters in Jet Park, Boksburg.

"Training times depend entirely on the product; however, it typically takes half-an-hour to an hour for the trainee to learn how to operate the machine safely, and to understand important information related to personal protective equipment, such as safety goggles, gloves and blade covers" he explains.

Clark notes that the majority of training is done at Diamond Products' training facility, where the necessary machinery is set up for the client, who is then provided with one-on-one training. "By having our own dedicated test facility, clients can have a first-hand experience of how serious Diamond Products is about equipment safety. What's more, our training facility provides the client with an uninterrupted and personalised training session, which may not be readily-available on a construction site," he continues.

If clients are unable to attend training at Diamond Products' facility, Clark points out that Diamond Products is prepared to go the full distance to provide the safety training on-site, reaching as far as Swaziland and Botswana.

"An overwhelming majority of Diamond Products' clients are serious about safety, and are happy for us to teach them the ins-and-outs of the machinery, and we are dedicated to offering the same high-quality service, regardless of location. This training is not only about preventing accidents, but also to provide peace-of-mind to everyone involved in the process of operating the equipment," adds Clark.

Gray notes that many machine operators in South Africa are not skilled, and that is where the biggest safety challenge lies in the local industry. “We often find that we are selling 1<sup>st</sup> World equipment to a 3<sup>rd</sup> World labour force, where many operators have not gone through any tertiary training,” he explains.

Gray points out that a number of machine operators are casual labourers hired off the side of the street, completely unaware of the dangers that they face when using the machinery. “A high number of industrial cutting machines are water and electricity-based, so it is essential that electrical safety is taught in addition to mechanical and blade safety,” he continues.

Another problem facing the local industry is the fact that some companies compromise safety for cost savings. “A number of inexperienced start-up companies select the cheapest products on the market, and these very often have limited safety standards and features, which can be potentially-fatal for inexperienced operators,” says Gray. “All Diamond Products equipment is fully compliant with numerous international quality and safety standards, and clients can be assured that for a slighter higher price, they will be provided with machinery that meets the highest world-class safety and quality standards.”

Despite these inherent risks in the local market, Clark points out that South Africa surprisingly does not have a high rate of accidents. He does; however, stress that the risk will always pose a real danger until operators are fully-trained.

“Education has a positive knock-on effect for the entire industry, as a fully-trained operator will ultimately do his job more efficiently, and take better care of the machinery, leading to longer lifespan of the equipment, and less downtime related to maintenance,” he explains. “What’s more, the risk of having to pay compensation and related court costs to an injured operator is entirely eliminated too.”

Gray notes that in addition to safety training, the after-sales service offered to clients by Diamond Products also includes thorough inspections on all machinery on a regular basis, in order to detect any signs of wear-and-tear, or potential hazards such as failed bearings.

“Diamond Products is a well-established business that has a strong reputation for providing the highest-quality products, safety training and back-up support. One of our main goals is to ensure that our clients get it right first time when using our machinery, as you cannot put a price on safety,” he concludes.

***Ends***

#### **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.