

# *Diamond* Products Launches *Youtube* Channel



Diamond Products - a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications - has officially launched its own channel on social media website YouTube, to provide its customers with a comprehensive and interactive guide on how to most efficiently utilise its range of specialised products.

**T**he Diamond Products YouTube Channel was officially launched in February 2013 and features informative step-by-step video tutorials on the most efficient application of the company's range of tools in handheld wet core drilling, dry core drilling and fence pole diamond core drilling.



Diamond Products Director, Brian Clark notes that this new innovation is the most effective means of demonstrating the practical aspects of the Diamond Products range.

Diamond Products Co-director Darryl Gray highlights the fact that the Diamond Products YouTube Channel is particularly beneficial to customers that are unfamiliar with the tool and its application.

The Diamond Products YouTube Channel has proven popular since its launch, with more than 160 video viewings that have already resulted in sales. Gray points out that the company places a strong emphasis on innovation, and this is clearly evident in the fact that Diamond Products was one of the first companies in the local industry to launch a website over five years ago.

Visit the Diamond Products YouTube Channel at <http://www.youtube.com/user/DIAMONDPRODUCTSPTY>

