

This diamond is the industries' best friend

Sophisticated diamond saw blades will be made more easily-accessible and affordable to the consumer, thanks to a new product being launched by Diamond Products – the new Enduro Purple range of diamond saw blades. *Cherry Ellis* attended the launch in Jet Park where various customers from the industry took a closer look at the product.

A superior range of diamond saw blades, which are perfectly-suited for smaller-scale projects, is now available from Diamond Products, a specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications.

The new Enduro Purple range of diamond saw blades is specially-designed with cost in mind, and is available at selected hardware stores across South Africa.

Diamond Products director Brian Clark notes that although the blades are aimed at a market where the purchasing decision is based on price, he stresses that quality has not been compromised. "As a company, everything that Diamond Products manufactures is fully-backed and guaranteed. We are confident that the Enduro Purple blades will last longer and ensure a smoother cut than any product in its price range," he explains.



Darrel Gray co-director at Diamond Products demonstrates equipment at the launch of the Enduro Purple range of diamond saw blades.



Photo: Cherry Ellis

Photographed at the official launch of the new Enduro Purple range of diamond saw blades at Diamond Products' offices in Jet Park, are from left: Rohan Lambson (CEO Lambson's Hire), Collin Mathews, and Diamond Products' co-director, Darryl Gray.

PREMIUM

Clark points out that the manufacturing specifications of the Enduro Purple range



Diamond Products held an open day at their offices in Jet Park recently to launch the Enduro Purple range of diamond saw blades.

of blades are the same as all of Diamond Products' premium blades. "Diamond Products is not sacrificing any quality in terms of how Enduro Purple is manufactured. All steel cores and dimensional tolerances of the blade are exactly the same as any of our premium products," he continues. "Enduro Purple is a highly-durable and reliable blade, which differs slightly from our other range, as it has an appropriate-grade diamond and a different bond, which holds the diamonds in place. This decreases the lifespan of the blade; however, it makes the product more affordable and ideally-suited to smaller applications."

The Enduro Purple range of blades are custom-built for use on either a 115 mm or 230 mm angle grinder, and Clark points out that they are designed for use in applications that include plumbing, paving, electrical and general construction.

"The Enduro Purple range of saw blades is perfect for anyone who is cutting building material with an angle grinder. What's more, the product comes in segmented blades for masonry and concrete cutting; turbo blades for

Photo: Cherry Ellis



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Jason Wilmot from Hardhat Plant Hire (right) and Darrel Gray co-director at Diamond Products photographed at the recent launch of the Enduro Purple range.

natural stone and tile cutting, and continuous blades for ceramic tile cutting," he continues.

DIAMOND BLADES

Diamond Products co-director, Darryl Gray, notes that the cost of diamond blades has progressively come down over the years, as production has increased. "Through the introduction of the Enduro Purple range, it is now far easier for a customer to go to a local hardware and purchase the blade, as he has the convenience of purchasing other equipment too, as opposed to waiting for the product to be delivered to him directly from

Diamond Products," he notes.

Gray believes that by directly entering the retail market, Diamond Products will ultimately reduce costs for the consumer. "Diamond Products is not geared up for mass sales, which is why we are relying on a distribution model. If we sell directly to the distributors, we can ensure that customers are supplied top-quality products," he continues.

Clark points out that all distributors of the Enduro Purple range will be fully-trained in the various applications of the product, and that in-store training will be provided to consumers. He says: "Matching the product to the job is vital. By providing dedicated support and training to our distributors and customers, Diamond Products will ensure that the correct blade is being used safely for the correct application. What's more, each packaged Enduro Purple blade comes marked with the application that it is specifically-designed for."

Looking at the year ahead, Gray notes that Diamond Products will be focusing on increasing market share in 2011 with the introduction of new products. "Diamond



Photo Cherry Ellis

Diamond Products director Brian Clark was on hand to demonstrate the ability of the new Enduro Purple range of diamond saw blades.

Products will be focusing on growing the business by introducing new products to new and existing markets. Our ultimate aim is to have satisfied customers in all ends of the market. By reinforcing the brand nationally, we can ensure that Diamond Products is a name synonymous with quality and reliability," he concludes.


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