

Diamond Products'

saw blades selected for nationwide contract

Diamond Products' Enduro Purple diamond saw blades have proven to be a cut above the rest, after Lambson's Hire selected the range for its national distribution network. *Hire SA* reports exclusively.

Diamond Products is expanding the footprint of its recently-launched range of Enduro Purple diamond saw blades across South Africa, after the company signed a new contract with one of the leading equipment hire experts, Lambson's Hire.

Diamond Product is a specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications. The new deal has seen Lambson's purchase more than 1 000 of the company's superior-quality Enduro Purple saw blades, which are specially-designed with cost in mind, and perfectly suited for entry-level users, as well as medium-scale projects.

Lambson's managing director Devin van Zyl says that quality is synonymous with Diamond Products brand. "Diamond Products is a preferred supplier to Lambson's, owing to the fact that the company has a reputation of supplying the best-quality products in the industry. The Enduro Purple range is a welcome add-on to Lambson's existing range of Diamond Products,



Lambson's managing director Devin van Zyl and Diamond Products director Brian Clark.

which have proven to be highly-successful over the years," he explains.

Diamond Products director Brian Clark points out that the nationwide deal is the ideal platform to highlight the benefits of Enduro Purple, which was officially-launched in February 2011. "We are proud of the fact that Lambson's has displayed full confidence in the product by placing such a large order, which will be stocked throughout Lambson's national network," he notes. "Lambson's is a well-respected market-leader in the equipment hire industry, and this

is a major stepping stone for Diamond Products and the Enduro Purple range."

Clark points out that the Enduro Purple range offers segmented blades for masonry and concrete cutting; turbo blades for natural stone and tile cutting, and continuous blades for ceramic tile cutting, using either a 115 mm or 230 mm angle grinder.

AFFORDABLE

"Enduro Purple is a highly-durable and reliable blade, which differs slightly from Diamond Products' 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," he continues.

Van Zyl points out that Lambson's has been a Diamond Products client since 1986, and the relationship has grown from strength-to-strength over the years. "Lambson's has been stocking a range of Diamond Products' floor-grinding, core drilling and saw products across its national branch network for more than 25 years, with great success. Clients are overwhelmingly satisfied with the reliability of the equipment, which has led to successful and sustainable growth for both companies," he explains.

A major challenge facing the South African equipment hire industry today is the fact that the market is being flooded with inferior-quality products, notes van Zyl. "Price plays a major role in today's equipment hire and sales markets, and many entry-level companies make the mistake of selecting the cheapest product



Lambson's Hire service vehicle.



Lambson's Hire selected Diamond Products' new enduro blades for its nationwide network.

without taking quality into consideration, and this can prove to be detrimental to business," he adds. "By introducing Enduro Purple to the Lambson's range, we can appeal to the lower-end of the market, while ensuring that we are providing the highest-quality of product."

Diamond Products co-director Darryl Gray points out that the company prides itself on its

commitment to excellence. "Diamond Products' entire range of equipment is not only manufactured to the highest- standards, but also comes standard with full customer training, and dedicated after-sales support. This value-added service over the years has given Lambson's the confidence to sell and hire out Diamond Products equipment with the knowledge that it

will not let them or their customers down," he explains.

ECONOMIC DOWNTURN

Van Zyl points out that the equipment hire market in South Africa has been negatively impacted by the global economic downturn; however, he does note that Lambson's will weather the storm. "The entire equipment hire market felt the effects of the recession," he explains. Looking to the future, van Zyl believes that the market will slowly show signs of recovery. "Billions of rands have been set aside for infrastructure development over the next few years, which will be a significant boost to the industry. What's more, residential developments seem to be on the rise, and this will lead to more investment in the market too," he continues.

Van Zyl adds that Lambson's has been a market-leader in the South African equipment hire industry for more than 31 years. "The company was founded in March 1980, on the concept of alleviating the burden of owning and maintaining equipment. Today, Lambson's has an integrated and well-networked rental programme, which enables clients to hire from and return to any branch nationwide. This allows for movement of projects and does not restrict our clients, who range from large multi-national construction firms, to DIY enthusiasts," he concludes.

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