

Diamonds are forever

Diamond Products partners with Makita

Diamond Products has come to a formal agreement with leading professional power tool manufacturer, Makita, to provide customers with complete packaging solutions to meet all their power tool and diamond product needs.

Makita is a market leader in power tools in the Southern Africa region. The company has more than 100 years of experience in advanced motor design and produces a variety of diamond power tools, including planers, hammers, core drills, cutters and wall chasers.

Diamond Products is a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications. Director Brian Clark notes that the company has been in partnership with Makita for a number of years, as its range of diamond power tools are ideally suited for use with the Diamond Products' diamond blades and diamond core barrels

"Until recently, Diamond Products passively sold Makita power tools to its clients, however, we have seen an opportunity to offer clients complete solutions for their needs. The continued growth of the partnership will see us packaging the Makita diamond power tools with the Diamond Products' tools, offering clients a more comprehensive solution than simply providing the consumables," he explains.



Diamond Products directors Brian Clark and Darryl Gray

Clark believes that the partnership between Makita and Diamond Products is a natural extension of the company's product offering. "The difference between previous sales and the new sales is the packaging of the solution. Diamond Products will be broadening its system to offer a complete solution to clients," he concludes. ■