

Successful Exhibition Leads To Potential Expansion For Diamond Products

Diamond Products is confident of increasing the market share of its range of world-class Enduro blades and core bits, after receiving positive feedback from the company's first product display at the Essential Hardware Group Exhibition, held at the Nasrec Expo Centre on May 15.

Johannesburg-based Diamond Products is a leading specialist in the manufacture, assembly and sale of diamond tools and equipment for industrial applications, and was recently named as an approved supplier to the Essential Hardware Group - which consists of more than 200 stores nationwide.

Diamond Products director Brian Clark believes that being named as an approved supplier to the Essential Hardware Group is a major stepping stone towards expansion across the South African market.



"The exhibition served as the perfect opportunity to network with a number of representatives who we otherwise would not have been able to contact traditionally," Clark notes that the product best-received by guests at the expo was the Enduro Purple range of DIY saw blades.

"The Enduro Purple range of saw blades is perfect for anyone who is working on a limited budget, and looking to cut building material with an angle grinder," he explains.

"The product is ideally-suited to hardware stores, as it is built for use on either a 115 mm or 230 mm angle grinder, and is designed for use in DIY applications that include plumbing, paving, electrical and general construction."

Clark notes that the exhibition has resulted in over 50 new business enquiries. "All products on display - from the top-of-the-range Enduro White, to the lower-end Enduro Purple - all come standard with a 'Product Guide', which matches the correct product to the correct application.

This provided a comprehensive understanding of the various products on display, and has resulted in numerous enquiries, coupled with two new product demonstrations," he concludes.

