



Growth Capital Partners is pleased to announce that it has recently concluded an investment into Diamond Products.

Diamond Products Cape (Pty) Ltd (“DPC”) and Diamond Wire Manufacturing (Pty) Ltd (DWM”) (“Diamond Products”) is a specialist in the manufacture, assembly, sale and support of diamond tools and equipment for the construction, glass, quarrying and flooring industries.

Originally part of Boart Longyear in the Anglo American stable, Diamond Products has been trading in its current form since 2007 when it purchased the diamond tool divisions of Boart Longyear and Huddy Diamond as part of a Management Buy-Out.

Diamond Products has built a strong base of customers through a solutions and advice orientated business model, and in doing so have become much more than a seller of products. Today, Diamond Products is one of the largest suppliers of diamond tools to the professional market in South Africa.

Diamond Products is managed by a team with a wealth of product and application expertise gained in both the local and international markets and has access to the latest product developments and technology. The extensive product range enables Diamond Products to provide customers with the most appropriate solution to application requirements and support, with in-depth knowledge of local conditions. Machines and products sourced from either best in class international suppliers, or from their own brands, “Laser Pro” and “Enduro”, which are well respected in the diamond tool industry and appeal to a variety of customers from professionals to inexperienced DIY customers.

Based in Johannesburg, but boasting a national sales force, Diamond Products pride themselves on providing products to customers throughout South Africa with high levels of service and support. The company also exports to the rest of Africa, North America, Europe, Asia, Australia and New Zealand.

Growth Capital Partners provided the capital for one of the founding shareholders to exit from the business, whilst partnering with the remaining shareholder to grow the business into the future.

Brian Clark, MD of Diamond Products comments “We engaged with Deal Leaders Africa two years ago and they introduced us to a multitude of potential acquirors, ranging from trade players and listed companies, through to private equity. We entertained two serious offers but didn’t feel we had the met right partners until we were introduced to GCP in July. Four months later and the deal was done!

Growth Capital Partners bring a strong balance sheet, meaningful black ownership and new routes to market through exciting cross-selling opportunities across their portfolio of current investments. I for one am very excited about the future of Diamond Products.”

Ron den Besten, CEO of Growth Capital Partners remarked, “We continuously look for founders or management teams who have strong ethical business practices, share our ideals and have a strong social license. In Diamond Products, we have ticked all of those boxes.

The investment allows us the opportunity to introduce their product range into new markets across our existing portfolio of investments as well as bolster their organic growth through shareholder funding and an improved empowerment status.”

Contact Brian Clark (011 552 8310) or Tim Page (083 279 6493) for further information.

Growth Capital Partners was advised by Girard Hayward Inc: www.girardhayward.com

Baypac was advised by Deal Leaders Africa: www.dlafrica.co.za

