

# Private Label Diamond Blade Program

## Partner with MK Diamond Products



**Market your business with the industry leader – MK Diamond.**  
**Drive contractors to your store with a recognized name brand built on quality.**

# MK DIAMOND PRIVATE LABEL PROGRAM

MK Diamond's private label diamond blade program is customized to meet your needs. A Plan-o-gram is created based on your sales and goals. The program is flexible to fit everyone's needs. With 3 easy steps you can have your own brand of diamond blades.

## FEATURES:

- Your logo on every package and blade label
- Sales display packaging that sells for you
- Easy "up sell" program
- Simple ordering & fulfillment process
- Easy blade identification by quality and application
- Sales support and merchandising materials
- Single point of sale for all diamond blades
- Build customer loyalty
- Flexible program to meet your needs

## GET STARTED WITH 3 EASY STEPS.

- 1** *Step 1.* Submit company logo
- 2** *Step 2.* Select & order blade assortment
- 3** *Step 3.* Design Plan-o-gram that fits your business model and customer requirements

## BLADE SELECTIONS:

There are 3 grades of blades: 30X, 50X and 100X  
Select blade assortment according to your needs and sales goals



### 30X Longer

Available in:  
4", 4.5", 7", 10"



### 50X Longer

Available in:  
4", 4.5", 7", 10", 12", 14"



### 100X Longer

Available in:  
4", 4.5", 7", 10", 12", 14"

## BLADE LABELS:

Custom blade labels are created which are color coded to the insert card. One label for each type of blade, ie Segmented, Continuous and Turbo. Each Blade Label has info on materials it cuts and type of cut.



## POINT OF PURCHASE BLADE DISPLAY:

Signs are available and may be customized with distributor's logo. Copy on signs may be changed according to the blade selection and needs. All signs are available in all sizes from 10" to 20". Header cards are also available up to 32".



# MK DIAMOND CENTER

<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING GENERAL PURPOSE</b>  <i>Corte Seco Uso General</i> </div> <p><b>Brick - Block - Concrete - Stone</b>  <i>Ladrillo - Bloque - Concreto - Piedra</i></p>		<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING</b>  <i>Corte Seco</i> </div> <p><b>Brick - Granite - Pavers - Stone</b>  <i>Ladrillo - Granito - Adoquines - Piedra</i>  <b>Hard, Dense Non-Abrasive Materials</b>  <i>Materiales Duros, Densos No Abrasivos</i></p>	
<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>WET POLISHING</b>  <i>Pulido Humedo</i> </div> <p><b>Stone - Marble - Granite - Concrete</b>  <i>Piedra - Marmol - Granito - Concreto</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY DRILLING</b>  <i>Perforacion Seca</i> </div> <p><b>Brick - Block - Stone</b>  <i>Ladrillo - Bloque - Piedra</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING</b>  <i>Corte Seco</i> </div> <p><b>Brick - Block - Concrete - Stone</b>  <i>Ladrillo - Bloque - Concreto - Piedra</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>WET DRILLING</b>  <i>Perforacion Humedo</i> </div> <p><b>Concrete - Reinforced</b>  <i>Concreto - Reforzado</i></p>
<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING</b>  <i>Corte Seco</i> </div> <p><b>Asphalt - Green Concrete - Block</b>  <i>Asfalto - Concreto Verde - Bloque</i>  <b>Soft Abrasive Materials</b>  <i>Materiales Abrasivos Suaves</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING</b>  <i>Corte Seco</i> </div> <p><b>Porcelain - Granite - Tile</b>  <i>Porcelana - Granito - Azulejo</i>  <b>Marble - Stone</b>  <i>Marmol - Piedra</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>WET CUTTING</b>  <i>Corte Humedo</i> </div> <p><b>Porcelain - Granite - Tile - Marble</b>  <i>Porcelana - Granito - Azulejo - Marmol</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>WET CUTTING</b>  <i>Corte Humedo</i> </div> <p><b>Cured Concrete</b>  <i>Concreto Curado</i></p>
<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>DRY CUTTING</b>  <i>Corte Seco</i> </div> <p><b>Demolition - PVC - Ductile - Rebar</b>  <i>Demolicion - PVC - Ductil - Rebar</i>  <b>Wood - Brick - Block</b>  <i>Madera - Ladrillo - Bloque</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>CRACK CHASER</b>  <i>Removedor de Grietas</i> </div> <p><b>Dry Grinding</b>  <i>Pulido Seco</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>CUP WHEELS</b>  <i>Copas</i> </div> <p><b>Dry Grinding</b>  <i>Pulido Seco</i></p>	<div style="background-color: red; color: white; padding: 5px; margin-bottom: 5px;"> <b>WET CUTTING</b>  <i>Corte Humedo</i> </div> <p><b>Glass Tile</b>  <i>Azulejo de Vidrio</i></p>



# MK DIAMOND CENTER





## PLAN-O-GRAM:

Create a customized plan-o-gram to meet your needs.



## SALES SUPPORT:

Customize the following items with your logo and contact information.



Sell Sheets



Banners



Counter Mats



Mailers



Counter Displays