



Press Kit

Welcome to the Diablo Press Room. In this room, you will find media contacts, latest product introductions and recent announcements. Please email the below media contacts if you need any editorial product samples, images, set up interviews, or other information. We look forward to talking with you.

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If you would like to be set up on our announcement list, please click here
(Marketing@diablotools.com/ Subject line: Press Announcement List)

About Diablo

Diablo's premium brand of cutting tools and abrasives are specifically designed for the contractor and remodeler to provide superior performance while withstanding the most extreme conditions. Diablo products are manufactured in the world's most technology-advanced facilities to consistently provide high-quality results every time; saving you time and money.

Diablo specializes in circular saw blades, reciprocating blades, sand paper, bonded abrasives, router bits and forstner bits... so no matter what job or results you need, Diablo has a specialized solution that is guaranteed to give you the best performance.

What makes Diablo different?

- **We produce our own carbide** so we are able to create solutions designed for specific applications to maximize your blade's cutting life
- **We are certified quality control (ISO9001 Vision 2000)** so you consistently get maximum performance
- **We create innovative product designs** catered to your cutting application for highest quality finish and longest cutting life
- **We are manufactured in the most sophisticated** and technologically-advanced facilities to provide you with the latest innovation in Diablo products



Latest Product Launches:

Diablo Ultimate Flawless Finish 10" & 12" Saw Blades

Product # D1090X & D12100X

Diablo's Ultimate Flawless Finish saw blades with Axial Shear Face Grind (ASFG) tooth geometry delivers precise, splinter-free cuts on fine molding with no rework required. These new blades include break-through innovation that allows the blade to effortlessly glide through material while providing the smoothest finish. The new Ultra Thin Kerf feature enables portable job site saws to perform to the level of workshop stationary saws. The Ultimate Flawless Finish blades are ideal for cutting fine molding, veneered plywood, melamine and more.

- Superior Quality Finish
- Fast & Effortless Cuts
- Less Splintering or Tear Out for No Rework!
- Allows Portable tools perform to the level of Stationary tools!
- Less Power & Effort required per cut – for increased productivity!

Diablo/Trex 7-1/4", 10" and 12" Composite Decking Saw Blades

Product # D0744CD, D1072CD, and D1284CD

The Diablo/Trex composite decking saw blade series is the first dedicated saw blade specifically designed for cutting composite materials. This new saw blade series has a modified triple chip tooth grind design, Perma-SHIELD non-stick coating, and a specific TiCo Hi-Density carbide blend to deliver maximum performance. In addition, all Diablo/Trex saw blades have a super thin-kerf design, which requires less cutting power, making them ideal for underpowered saws at the jobsite.

- Ultra-long cutting life
- Superior quality finish
- Melt-free cuts
- Fast and effortless cuts
- Allows portable tools to perform at the level of stationary tools!
- Less power and effort required per cut – for increased productivity!

Diablo Demo Demon Bi-Metal Reciprocating Blades – 6", 9" and 12"

Product # DS0612BW, DS0912BW, DS1212BW and DS0914BGP

Diablo's Demo Demon Bi-metal reciprocating blades features breakthrough innovation for maximum cutting life in nail-embedded applications. These new reciprocating blades offer leading technology such as Ultra-Hardened Cutting Edge, 1" oversized blade height, and Variable Tooth Design; delivering up to four times longer cutting life than standard bi-metal blades, saving both time and money.

- Extreme durability and maximum performance
- Straighter cuts, less vibration
- Longer cutting life
- Faster and easier plunging
- Fast and effortless cuts
- For use on nail-embedded wood and general purpose applications

Diablo Demo Demon Carbide Tipped Reciprocating Blades – 6", 9" and 12"

Product # DS0606CW, DS0906CW and DS1206CW

Diablo's Demo Demon™ Carbide Tipped Reciprocating Blades are the most innovative blades on the market, delivering break-through performance, up to 10 times the cutting life of standard blades. These blades are the first carbide reciprocating blades designed for nail-embedded wood applications. These blades offer a unique feature combination of carbide teeth, friction-reducing coating and high performance tooth design, delivering never-seen-before performance and ease of use.

- Extreme durability and maximum performance
- Straighter cuts, less vibration
- Longer cutting life
- Faster and easier plunging
- Fast and effortless cuts



Diablo Steel Demon Bi-Metal Reciprocating Blades – 4”, 6”, 9” and 12”

Product # DS0414BF, DS0614BF, DS0914BF, DS1214BF, DS0608BFD, DS0908BFD and DS0920BF

The Diablo STEEL DEMON™ Bi-Metal Reciprocating Blade delivers up to four times the performance of standard blades. These are the first Dual Tooth Design Bi-Metal blades with Perma-SHIELD® Non-Stick coating and an Ultra-Hardened cutting edge for maximum durability and speed. Diablo's STEEL DEMON™ reciprocating saw blades are specifically designed for maximum performance in metal cutting and demolition applications.

- Extreme durability and maximum performance
- Straighter cuts, less vibration
- 4 times longer cutting life versus standard blades
- Ideal for variety of cutting applications metal

Diablo Steel Demon Carbide Strip 6” Reciprocating Blade

Product # DS0618SS

Diablo's STEEL DEMON™ carbide strip reciprocating saw blade is specifically designed for maximum performance in stainless steel cutting applications. This blade features a pure solid carbide strip that is welded to the blade's body and then the teeth are ground to perfection for precise, sharp cutting edge. The solid carbide strip delivers up to 15 times longer life than industry bi-metal blades.

- Extreme durability and maximum performance
- Longer cutting life
- Ideal for stainless steel cutting



Press Releases

Two Industry Leaders Unite To Launch The First Composite Decking Saw Blade On The Market

November 30, 2012 - Freud America, Inc., a premier manufacturer of superior cutting tools, has announced an exclusive partnership with Trex Company, the world's largest manufacturer of wood-alternative decking and railing products, to introduce the first saw blade specifically designed for cutting composite decking materials. Diablo, Freud's premier brand of construction tools, will be introducing the new blade series for maximum performance and highest quality of finish when cutting composite decking materials.

"Through our agreement with Freud America/Diablo, we're addressing the needs of both contractors and do-it-yourselfers, who for 20 years have not had the opportunity to purchase a saw blade designed with the efficiency, longevity and precision to cut composite materials," said Ronald W. Kaplan, chairman, president and CEO of Trex. "With this blade, we're not only offering the confidence and security that comes with the industry-leading Trex and Diablo names, but we're also expanding Trex's brand presence into the tool departments of retailers across North America."

Proven Performance at a Competitive Price

The Diablo/Trex co-branded blade will be offered in three sizes – 12", 10" and 7-1/4" – for use on hand-held, miter and table saws. This new saw blade series has a modified triple chip tooth grind design, Perma-SHIELD™ non-stick coating, and specific TiCo™ Hi-Density carbide to deliver maximum performance. In addition, all Diablo/Trex saw blades have a super thin-kerf design which requires less cutting power, making them ideal for underpowered saws at the jobsite.

In fact, Trex and Diablo have conducted extensive field testing among contractors at composite decking job sites to evaluate the performance of the new blade. The tests consistently showed that the blade offers more efficient and cleaner cuts, less "gumming" of blade teeth and greater longevity when compared to standard saw blades currently in the market.

"Both the Trex and Diablo brands are synonymous with high quality and innovation within their respective industries, and we're proud to partner on the launch of a blade that will be a true first on the marketplace," said Russell Kohl, President and CEO of Freud Tools. "These new blades provide cleaner cuts with no swirl marks and longer cutting life; making it a 'must-have' tool for both professionals and DIYers planning composite decking projects."

The Trex/Diablo co-branded blade is expected to be available at retail locations in July 2012. For more information about Trex products, visit trex.com.
About Trex Company

Trex Company is the world's largest manufacturer of high performance wood-alternative decking and railing, with more than 20 years of product experience. Stocked in more than 5,500 retail locations worldwide, Trex outdoor living products offer a wide range of style options with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. For more information, visit trex.com. You also can follow Trex on Twitter (@Trex_Company), "like" Trex on Facebook, or view product and demonstration videos on the brand's YouTube channel (TheTrexCo.).



DIABLO IS AWARDED THE PRESTIGIOUS 2012 HOME DEPOT MERCHANDISING INNOVATION AWARD

On October 15, 2012, Freud was presented with the 2012 Merchandising Innovation Award from The Home Depot® for the second time in three years. The award was given to Freud in recognition for the Diablo coated and bonded abrasives program's outstanding performance & leading innovation.

This award is the highest and most coveted award to be given by the Home Depot®, the world's largest home improvement retailer, and only one vendor out of all the departments & suppliers receive it. Freud was chosen for this award out of 40,000 products that Home Depot carries in eleven different departments. This esteemed award recognizes Freud for the Diablo coated & bonded abrasive program's performance in sales, service, program execution and product innovation.

"We are honored to be recognized two out of the last three years with this very prestigious award. We are pleased that Home Depot both recognizes and appreciates the need to offer these types of leading-edge products," stated Russell Kohl, President & CEO of Freud America. "Diablo will continue its mission to offer the most superior solutions that provide consumers with premium performance."

About The Home Depot

The Home Depot is the world's largest home improvement specialty retailer, with 2,250 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces and Mexico. In fiscal 2011, The Home Depot had sales of \$70.4 billion and earnings of \$3.9 billion. The Company employs more than 300,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: HD) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.



Diablo Partners with Habitat for Humanity for Weeklong Blitz Building Event

May 30, 2012 – Freud America, Inc., a superior manufacturer of Diablo premium construction cutting tools, partners with Habitat for Humanity, the nonprofit housing organization, as they team up with professional homebuilders across the U.S. to give hope to low-income families seeking affordable housing as part of Habitat for Humanity's Home Builders Blitz 2012. During the week of June 4, Habitat for Humanity will build, rehabilitate or repair more than 200 homes as part of its Home Builders Blitz program. Freud America donated 1,250 Diablo 7-1/4" 24 tooth framing blades to assist more than 250 building industry professionals during their week-long Builders Blitz.

"We are excited to partner with Habitat for Humanity on this courageous effort," states Freud America President and CEO Russell Kohl. "We know what a difference these construction companies are making by donating their time and resources and we want to contribute as much as we can."

Habitat's Home Builders Blitz is a partnership between Habitat affiliates and the building community to build and renovate homes across the United States. Builders and Habitat affiliates work closely to organize all aspects of building, including securing subcontractors and suppliers, fundraising and seeking donations of materials. Builders participating in the program this year will work with more than 80 Habitat affiliates.

About Habitat for Humanity International

Habitat for Humanity International is a global nonprofit Christian housing organization that seeks to put God's love into action by bringing people together to build homes, communities and hope. Since 1976, Habitat has served more than 500,000 families by welcoming people of all races, religions and nationalities to construct, rehabilitate or preserve homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions. For more information, to donate or to volunteer, please visit www.habitat.org, or follow us at www.facebook.com/habitat or at www.twitter.com/habitat_org or join Habitat's blog community at www.habitat.org/blog.



Diablo's Proven Innovation Enters the Reciprocating Blades

The World's Best Saw Blade Manufacturer is Now Offering Hi-Performance Reciprocating Blades

January 1, 2012 - Diablo introduces the next generation of reciprocating blades with breakthrough innovation to provide the market with never-before-seen performance. These new reciprocating blades offer leading technology such as the introduction of carbide and Perma-SHIELD® coating which delivers up to ten times the life of current standard blades.

Freud is breathing new life into a product category that has seen very little innovation and new technology in a number of years. The current reciprocating market is primarily limited to bi-metal with painted bodies and milled teeth. Now, the market has more to choose from with the launch of carbide teeth, friction-reducing coating, and high performance tooth design.

"We've seen the performance shift in circular saw blades from steel to carbide so we asked the question, why not introduce this advanced technology to reciprocating blades." stated Russell Kohl, President & CEO of Freud America. "Now with carbide reciprocating blades, we've seen ten times the cutting performance of standard blades."

The New Diablo Demo Demon™ Carbide Reciprocating Blade Features:

- ✓ **TiCo™ Hi-Density Carbide Teeth** delivers up to 10x the cutting life of standard reciprocating blades
- ✓ **Perma-SHIELD® Non-Stick coating** protects from corrosion while reducing friction & heat
- ✓ **Exclusive tooth geometry** for faster cuts and extreme durability
- ✓ **Demolition body** with increased height for straighter cuts with less vibration

The New Diablo STEEL DEMON™ Bi-Metal Reciprocating Blade Features:

- ✓ **Ultra-Hardened Cutting Edge** is a unique sintering process in which specialized fine metallic powder is liquefied and formed under extremely high temperatures & pressure for unmatched durability (62 HRC vs the market of 55 HRC)
- ✓ **Perma-SHIELD® Non-Stick coating** protects from corrosion while reducing friction & heat
- ✓ **Patented Dual Tooth Design** combines speed and durability
- ✓ **Special micro-blast tooth treatment** reinforces cutting edge to keep teeth sharper longer
- ✓ **Demolition body** with increased height for straighter cuts with less vibration



Diablo's Laminate Flooring Blades Provide Flawless Finish and Long Cutting Life

The US laminate flooring market is projected to reach almost 2 billion dollars in sales this year. It's a massive market that's only getting bigger, and manufacturers such as Wilsonart, Shaw and Quick Step keeping improving the price point, durability, and ease of installation to drive this market. The quality of laminate flooring is better than ever. It's now difficult to tell the difference between laminate and real wood flooring, and the product is so durable, you'll find it installed just about everywhere, from commercial to residential environments. Installation is so easy that even do-it-yourselfers can produce professional results. But here's the problem – laminate flooring is tough stuff to cut.

The strength of laminate flooring – the durable wear coating – destroys traditional saw blades. The durable wear coating is made from aluminum oxide, which is the same material used to make the grit on sandpaper. When you cut laminate flooring, you're actually cutting sandpaper. Traditional saw blades aren't up to this challenge. Before long the carbide breaks down, the blade stops cutting and it starts burning. It's not uncommon to hear of traditional saw blades failing after installing only a couple hundred square feet of flooring.

Diablo is the only saw blade solution for a flawless finish and long life when cutting laminate flooring. These specialty blades are offered in a 10" (item [#D1084L](#)) and 12" (item [#D1296L](#)) diameter. Through the combination of exclusively formulated Freud-made TiCo™ HI-density carbide and Triple Chip Grind (TCG) tooth geometry, these Diablo laminate flooring saw blades provide exceptional results against the abrasive coating of laminate flooring. Mounted on a sliding compound miter saw or a table saw, Diablo laminate flooring saw blades give end users more cuts for their buck than any other blades on the market.

Installers are frustrated by the performance of traditional blades that just can't hold up to abrasiveness of laminate flooring. So when searching for saw blades to cut laminate flooring, make sure to pick up the only solution that provides precision cuts and durability... choose Diablo.



Freud Introduces the Only Approved HardieBlade™ Saw Blade On The Market

Freud America, Inc., a premier manufacturer of superior cutting tools, has announced an exclusive partnership with industry leader James Hardie Building Products to bring the market an innovative blade with unprecedented cutting performance.

The new Diablo HardieBlade™ saw blade, manufactured by Freud, is the only approved PCD-tipped circular saw blade approved by James Hardie Building Products. These industry-leading blades provide cleaner cuts, longer life, and less dust generation when cutting James Hardie® fiber cement products. The new Diablo PCD HardieBlade™ saw blade series has a polycrystalline diamond (PCD) Triple Chip tooth design that reduces respirable dust generation by up to 50%* versus other PCD blades in independent laboratory testing. On average, the PCD blades last up to 60X longer than generic fiber cement carbide blades. During laboratory, field and in-house testing, the Diablo HardieBlade™ saw blades demonstrated truer cuts with greater resistance to abrasion. In addition, all Diablo HardieBlade™ saw blades have a super thin-kerf design which requires less cutting power, making them ideal for underpowered saws at the jobsite.

"We are excited about uniting with James Hardie to provide the contractor market with a superior blade," states Russell Kohl, President and CEO of Freud America, Inc. "Through our combination of unique blade features, this one-of-a-kind Diablo HardieBlade™ saw blade series will not only last longer than competitive blades but it also reduces the amount of respirable dust that is produced when cutting fiber cement products.

The Diablo HardieBlade™ saw blade line is available for 7-1/4" circular saws, 10" table or miter saws and 12" miter saws and includes other blade features such as:

- Laser Cut Stabilizer Vents eliminates sideways movement of the blade for a cleaner, quieter cut while reducing dust.
- Spark Eroded Triple Chip Tooth Geometry to dramatically increase the cutting life of the blade in all fiber cement products.
- Laser-Cut Blade enables the use of high strength steel with laser-cut heat expansion slots to allow the blade to expand due to heat build-up, thus keeping the cut true and straight while reducing premature wear.
- Perma-SHIELD™ Permanent Non-Stick Coating for protection against heat, rust, gumming and corrosion.

Diablo saw blades are available at independent hardware retailers and home centers. The Diablo PCD tipped HardieBlade™ can be identified by the green bar at the top of the packaging with the diamond icon. PCD saw blades are ideal for large projects and frequent, heavy-duty use in fiber cement products.