

KEEP YOUR
SHOWER ENCLOSURE
CLEANER, LONGER
WITH DIAMON-FUSION®
GLASS COATING

HARTUNG
GLASS INDUSTRIES

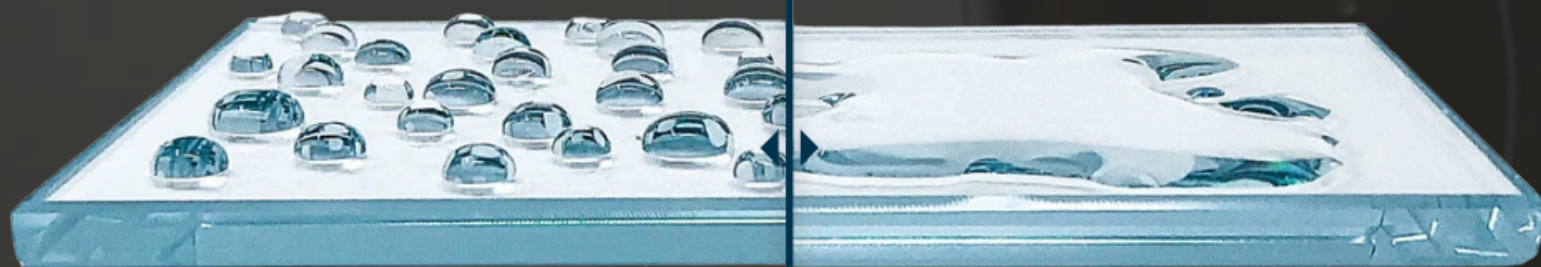
DFI 
DIAMON-FUSION INTERNATIONAL®

Treated

Untreated

Add Durable Protection

Diamon-Fusion® is a machine-applied protective coating that's applied to both sides of the glass, creating a barrier that reduces cleaning time and maintains clarity. It's backed by a **10-year commercial warranty and lifetime residential warranty.**





KEY BENEFITS

- **Increased Revenue**
- **Less Maintenance Callbacks**
- **Higher Customer Satisfaction**
- **Improved Brand Perception**
- **Upsell Efficiency**



DIFFENTIATE YOUR PRODUCT OFFERING & SAVE MONEY

Here's an illustrative case study demonstrating potential savings

Challenges:

- Margin pressure due to commoditization in the local glass market
- Limited differentiation from competing installers
- Frequent customer callbacks about hard water stains and glass etching—especially for showers
- Lost upsell opportunities beyond basic hardware upgrades

**Streamline Maintenance
Saving Time and Labor**

12 MONTH BUSINESS IMPACT

Metric	Before Diamon-Fusion®	After Diamon-Fusion®
Avg. job value	\$2,100	\$2,550 (+21%)
Add-on attachment rate	5%	40%
Glass-related complaints	1–2/month	0–1/quarter
Customer referrals	Moderate	Increased 35%
Labor revisits	8/year	2/year

The results and performance metrics outlined in this case study are based on real customer and installer experiences but are intended for illustrative purposes only. Actual outcomes may vary depending on factors such as installation quality, local water conditions, customer usage, and maintenance practices. Hartung and Diamon-Fusion International make no guarantees of specific financial or operational outcomes.



ANNUAL BENEFITS

- **Increased Revenue:** Earned an average of \$450 extra per project by offering the coating
- **Less Maintenance Callbacks:** Dramatic drop in complaints about water spots or cleaning issues
- **Higher Customer Satisfaction:** Homeowners praised the longevity and ease of maintenance
- **Improved Brand Perception:** Seen as a “premium service provider” instead of just another installer
- **Upsell Efficiency:** Easy script and demo helped sales team convert at a high rate

Scalability & Impact

WHAT INSTALLER CLIENTS ARE SAYING

Diamon fusion is a really great tool for keeping your purchases looking good as new. With the Diamon Fusion Product and regular maintenance , keeping your shower glass looking good is as easy as ever. My shower door in my personal residence is coated and going on 5 years of use and it still looks as good as the day I installed it. ”

– **Jason Richie**, *Ashley Glass*

WHAT INSTALLER CLIENTS ARE SAYING

"Offering Diamon Fusion for all of our customers is great selling feature. Allows us to offer a better shower door product for a small cost add on to the consumer. Helps with scratch resistance and keep the clarity of the glass longer lasting. "

– **Isaac Gonzales**, Atkinson's Mirror and Glass


FAQS

- **What is the coating that reduces the adhesion to the glass? How does it work? A graphic showing the glass with the bonding properties would be helpful.** *Diamon Fusion fills in the pores of glass to create a smooth surface. This video has an illustration of the process at :54 secs: <https://www.youtube.com/watch?v=4r-TWgMtwWU>*
- **How do you know when the glass is failing? It's great that it has a warranty, but it's a clear product that would take documented time studies to prove it is losing effectiveness.** *DFI coating is hydrophobic, which means water beads up when sprayed on the glass. If the beading diminishes, this would be the best and easiest way to determine if the coating has waned for some reason.*
- **Does this require special cleaners or chemicals to optimize the coating's performance? What are the recommended cleaners?** *There are a list of approved cleaners like Sprayway & Ammonia Free Windex. As long as the cleaning product is relatively pH neutral it is considered safe. Regular dish soap and water and a sponge for example is just fine.*
- **Are there types of glass that can't get the coating (Starfire, etched, four-color printed)?** *As long as there is silica dioxide (or sand, the major component of glass) Diamon-Fusion will coat it. The ONLY exception would be sandblasted glass when in use of the FuseCube Express because of the porosity of sandblasted glass.*

Why Glass Installers Love Diamon-Fusion®

- **Boosts Revenue** – Increases average ticket size with high-margin, value-added upsell
- **Builds Customer Loyalty** – Reduces post-install complaints and drives repeat/referral business
- **Differentiates Your Services** – Positions your company as a premium, solution-oriented installer
- **Reduces Callbacks** – Minimizes maintenance-related issues that often lead to costly revisits
- **Drives Long-Term Growth** – Delivers innovation homeowners appreciate, strengthening your brand

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