

A New Niche for Sask Diamonds

By Virginia Wilkinson

Saskatchewan may soon be home to a unique new line of Canadian diamonds thanks to a company based out of Prince Albert which has created and patented a new series of diamond designs.

The new designs include the Sirius Star, the CenSation and the Long Zuan. They all provide more facets to each diamond, ensuring more brilliance and shimmer.

The designs were created by Mike Botha, who owns Embee Diamond Technologies Inc. with his wife Susanna and son Evert. Mike said he created the new designs because the popular round brilliant cut has been around for a hundred years. He feels people are looking for something new.

“We believe that with our new diamond cuts we can fill that market niche,” he said. “We hope to become the leading provider of niche diamonds in Canada.”

Botha has been a diamond cutter for more than 40 years. He began his career in South Africa and also worked on large diamonds in Russia. He has cut some significant diamonds in his career, including part of the Premier Rose diamond which weighed 353.9 carats.

He was brought to Canada in 1997 to cut a 314 carat diamond, the largest ever cut and polished in this country. He decided to stay, and moved to the Northwest Territories in 2001, where he worked as the occupational certification officer in the diamond industry, and led the diamond training program at Yellowknife's Aurora College.

Botha located Embee Diamonds in Prince Albert in 2008 because of its proximity to Fort a la Corne, the site of one of the world's most extensive kimberlite finds.

“Once the mine goes into production, Saskatchewan will definitely become a force to be reckoned with,” he said.

Embee Diamonds will not only sell new cuts of diamonds, it will also cut and polish traditional diamond cuts. In addition to Embee Diamonds, Botha is establishing the Canadian Diamond Academy which will provide training for

retail sales people to improve their knowledge of diamonds and cuts as well as their sales techniques.

A significant amount of pre-marketing work has already been done for the new diamond designs. A number of retailers from across Western Canada, as well as in Quebec, Ontario, Boston and Chicago, will be selling the new gems. ➤



Mike Botha of Embee Diamond Technologies

Photo: Lyndon Smith