



FOR IMMEDIATE RELEASE

CONTACT:

Hannah Covelli
Cramer-Krasselt
414-227-3530
hcovelli@c-k.com

John Hauter
Dremel
221-232-3341
John.Hauter@us.bosch.com

THE DREMEL® BRAND LAUNCHES A MONTH OF GIVEAWAYS AND PROJECT SOLUTIONS DURING DREMEL MAKER DAYS

Dozens of Dremel tools and discounts up for grabs in August, including the brand new Maker Kit

MOUNT PROSPECT, Ill., August 1, 2016 – A Maker’s tools are essential to his/her project success, often working like a part of his/her own hand. As a longtime supporter of the Maker Movement, the [Dremel®](#) brand has dedicated the month of August to giving Makers the opportunity to expand their toolbox and find new project inspiration through the program Dremel Maker Days.

Throughout the month of August on DremelMakerDays.com, Dremel will host a digital calendar of daily sweepstakes and product offers. Sweepstakes prizes are revealed each day, in real time, so Makers are encouraged to check back often. To participate, fans complete a registration form for a chance to win one of the daily prizes on the aforementioned website. Tool offers include the new [Dremel Velocity™](#), the [Dremel 4000](#) and the [Dremel Ultra-Saw™](#), among many others.

“Maker Days is an extension of the Dremel brand’s commitment to providing Makers with the resources they need to make their projects stand out,” said Tim Turbett, Director of Brand Marketing at Dremel. “We know a quality tool can make a big difference, no matter how broad or niche the project is. Dremel is dedicated to providing efficient product solutions that foster the creative process.”

In addition to daily giveaways and deals, there is also a Maker Days Grand Prize; a tool package valued at \$5,000. This exclusive prize pack includes more than ten tools from Dremel, [RotoZip](#) and [HP](#). Fans that enter to win the daily prizes are automatically entered to win the Grand Prize; however, fans have the opportunity to earn bonus entries for an increased chance of winning the Grand Prize. They can do so in three ways: watching a Dremel video, uploading a photo of one of their own projects and by sharing Maker Days posts on Facebook or Twitter. Fans can visit the Dremel Maker Days site for a full list of terms and conditions.

Maker Days also marks the launch of the brand new Dremel Maker Kit. The Dremel Maker Kit is a convenient combination kit that provides Makers with the most common tools used in craft and hobby projects all in one box.

“Consumer research revealed that first-time Makers have a desire for a tool kit that allows them to work on nearly any material for their beginner projects,” said Ed Pchola, Director of Product Marketing at Dremel. “The Dremel Maker Kit empowers beginning and advanced Makers alike to tackle the most diverse projects, from engraving, to cutting, to sanding, wood burning and more. Every project becomes possible.”

-more-

A highly giftable item, the Dremel Maker Kit includes a [Dremel 200 series rotary tool](#), [Dremel Engraver](#) and the [Dremel VersaTip™ Precision Butane Torch](#), along with a collection of included pieces. The combination of tools is designed for maximum versatility and is perfect for precision tasks and intricate designs. This latest product introduction will be featured as one of the daily prizes in August's Maker Days promotion.

Dremel Maker Kit Product Features:

- Versatile for a multitude of materials
- Designed for the most common craft and hobby applications
- Includes a Dremel 200, Dremel Engraver and the Dremel VersaTip™ Precision Butane Torch
- Great for precision tasks
- Ideal starter kit for first-time Makers
- Perfect for gifting

The Dremel Maker Kit is available online and can be found in store at Lowe's and other select retail locations beginning August 2016 (MSRP \$109.00 USD). For more information, visit www.Dremel.com.

About Dremel

Since inventing the high-speed rotary tool in 1934, the Dremel brand has been helping Makers with its full line of versatile tool systems that deliver the perfect solution for almost any job. From our Dremel rotary tools, Multi-Max™ oscillating tools, Ultra-Saw™ and Saw-Max™ multi-saws, and Fortiflex™ flex shaft tool to the Idea Builder™ 3D printer, Makers have come to know and trust the brand to complete their projects. Combining compact size, ergonomic design, precision and versatility with a wide range of highly engineered accessories, Dremel tools can be used to accomplish numerous applications in a variety of materials.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, IL, Dremel celebrates 83 years in business and maintains its commitment to innovation and quality. Regardless of what the task may be, the Dremel brand is dedicated to empowering Makers through creativity, precision and project enjoyment.

###

Editor's Note: Dremel® is a registered brand name and is used as an adjective to describe the products made by the Dremel brand.