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DREMEL MOVING FULL STEAM AHEAD AT SXSW INTERACTIVE FESTIVAL

Company celebrates inaugural appearance; encourages Makers, artists and STEAM students to “Build On”

MOUNT PROSPECT, Ill., March 3, 2015 – Just months after launching the company’s first 3D printer, Dremel is bringing the art of making to the masses during this year’s [SXSW](#) Interactive Festival in Austin. The 82-year-old company will mark its first SXSW presence with hands-on activities designed to elevate the importance of STEAM education (science, technology, engineering, art, mathematics) and unite Makers of all generations.

“We want to connect with our users on a more personal level, and there’s no better place than in Austin during SXSW” said John Kavanagh, president of Dremel. “Makers, artists, hobbyists – they are doing amazing things every day, all across the country. Dremel is connecting them in new ways this year; we’re doing our part to keep that passion to create and build alive.”

Core SXSW activities include:

- Expanding product and project portfolios through 3D Printing at [SX Create](#) (March 13-15) – Featuring the Dremel 3D Idea Builder, **SX Create** is a key destination for exploring DIY innovations and new technologies at SXSW. Dremel takes center stage at the Long Center for the Performing Arts, where visitors are encouraged to try their hand at creating something for themselves and loved ones. From 3D-printed bracelets and key chains to derby cars, the full suite of Dremel tools will be available for use. Dremel Makers will also be on hand to help bring these projects to life.
- Dremel 3D Now Live from the Austin Tinkering School (March 1-13) – Dremel is working in conjunction with the [Austin Tinkering School](#) to develop classes and curriculum around building with 3D printing. Over the course of two weeks, students will participate in workshops that demonstrate how 3D printing helps them to build with purpose. Students will have the chance to construct micro derby cars and contribute to the development of a 3D-printed miniature Builder City.
- Mix and Mingle with STEAM Movers and Makers, DremelMaker MeetUp (Saturday, March 14 from 6-9 p.m.) –Dremel invites local Makers and STEAM educators to a celebration of the arts, located at the [DropHouse Design Studio](#) on 12th Street (1720 E. 12th St). A number of pieces designed by Makers across the country will be on display, including 3D printed wearables from

Nervous System and mandalas from Jamie Locke Art. Artwork will be available for purchase via a silent auction, with 100 percent of the proceeds to benefit the Austin Tinkering School. Bidding is now open, visit <https://handbid.com/auctions/dremelmakermeetup/> for details. The student-created Builder City will be featured in its entirety. Cocktails and light appetizers will be served. Space is limited; please RSVP to Dremeltools@us.bosch.com by March 11th to add your name to the list.

SXSWS is one of several events Dremel added to its show schedule since announcing the Dremel 3D Idea Builder last September at MakerCon in New York City. Unveiled at the New York World Maker Faire, the 3D printer continued to earn recognition at the Consumer Electronics Show in Las Vegas. Since then, Dremel has encouraged users to upload photos and share their own creations via the Dremel [online 3D gallery](#).

The Dremel 3D Idea Builder is available on homedepot.com and amazon.com, as well as select The Home Depot stores throughout the U.S. (MSRP \$999). To locate a store near you in the U.S. and Canada, check out the location finder at www.Dremel3D.com. For more information on Dremel products, project ideas and problem-solving tips, visit www.Dremel.com or call Dremel at 1-800-437-3635.

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, Fortiflex™ flex shaft tool or 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 on a variety of materials.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, IL, Dremel celebrates 82 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.

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