



DREMEL®

FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Nau
630.932.7987
jennifern@jsha.com

John Hauter
224.232.3341
john.hauter@us.bosch.com

Dremel® Introduces Powerful, Precise Dremel Driver™

Power Screwdriver Offers Full Features, High Performance With Compact Size

MOUNT PROSPECT, Ill. – September 11, 2007 – Dremel tools sand, cut, grind, polish and engrave. And now, they drive! Dremel, the trusted name in high-speed rotary tool technology, today introduced the Dremel Driver, the most fully featured compact power screwdriver on the market. With an ideal balance between power, precision and control, the Driver is sure to become one of America’s handiest and most in-demand tools. In fact, power screwdrivers were found to be one of the top three tools Americans cannot live without, according to the Dremel “DIY Index,” a recent nationwide Omnibus survey.

“The Dremel Driver allows do-it-yourselfers, woodworkers and hobbyists to handle light- and medium-duty tasks with ease,” said Tom Vasis, Dremel group product manager. “It offers consumers an incredibly powerful, incredibly precise power screwdriver for everyday projects such as working on models and electronics, installing lighting fixtures and mounting pictures on a wall.”

The Dremel Driver boasts the best size to performance ratio in its class. Less than five inches long, the tool’s compact size and slim nose design allow users to work in tight spaces and awkward angles with ease. Its compact power provides enough versatility to precisely set a No. 1 screw with enough torque to drive a No. 10 three-inch screw into pine. With a variable speed reaching 300 rotations per minute, the Dremel Driver provides the right amount of speed for any job.

Accurate screw starting, driving and removal are aided by a precision variable speed trigger with a reversing feature, which also assures superior control while working with delicate materials. The Driver's electronic brake assists in driving even the smallest fasteners, as it provides precise stopping control to reduce screw stripping. A high-powered magnetic bit holder helps users hold bits securely in place while driving.

The Dremel Driver's ergonomic fit is unlike any other – it facilitates precision, fingertip control for driving small screws and accommodates firm pressure grips by the user when driving large screws. With its automatic collet lock, users can simply turn the tool like a manual screwdriver if hand-tightening is needed.

Dremel Duo™ Two-Tool Kit

Sold in most hardware locations, the Dremel Driver is conveniently packaged with the Dremel Stylus™ cordless rotary tool in the Dremel Duo Two-Tool Kit to offer consumers the perfect tool combination to tackle any project around the home. This dynamic duo allows do-it-yourselfers, woodworkers and hobbyists to perform accurately on an expanded range of applications.

“We know from the Dremel ‘DIY Index’ that more than half of American men and women – 62 percent – only purchase tools that are a necessity,” said Vasis. “The Dremel Duo is just that – users can do anything with this handy combo. It's a great ‘go-to’ tool combination to keep around the house for tackling any spur-of-the-moment project that arises, whether the need is cutting, drilling, sanding, carving, grinding, polishing, cleaning or screwdriving.”

Both tools feature superior ergonomics with a T-handle design that form-fits to users' hands like a glove. Total comfort is provided by soft grips in key areas. A 7.2-volt rechargeable lithium-ion battery holds a charge for up to two years, making the Dremel Driver and Dremel Stylus easy to store and always ready when users are. The Dremel Duo Two-Tool Kit comes with a docking station that holds both tools and can charge one at a time.

Dremel Stylus

Partnered with the Dremel Driver in the Dremel Duo Two-Pack Kit, the Dremel Stylus rotary tool offers unparalleled style and technology for nearly any application – grinding, polishing, sanding or buffing – helping home repair, crafting and woodworking projects come alive. An ideally located on/off switch at the front of the tool within reach of the finger grip allows for easy, one-handed operation.

Its soft start design helps users ease into the project at hand. A separate, variable speed control dial allows the tool to be turned on and off without losing speed.

The Stylus is intended to be held like a pencil, but for added comfort and versatility the user can hold it in several different positions, making it ideal for intricate projects including detailed drilling, carving, cleaning and polishing. It is also great in a pinch for projects such as fixing furniture spindles, polishing cabinet hardware and slotting a stripped screw, making it the perfect solution for at-home needs. The Dremel Stylus is also sold separately.

Accessories

The Dremel Duo Two-Tool Kit comes complete with 25 Stylus accessories, an eight-piece precision screwdriver bit set and a charging station with one tool charging dock, one tool storage dock and accessory storage to keep tools and accessories organized and ready for use.

The Dremel Driver will be available in October 2007 at select hardware and home improvement centers nationwide for a suggested retail price of \$69.99 in the United States and \$99.99 in Canada. The Dremel Duo Two-Tool Kit will be available in October 2007 for a suggested retail price of \$99.99 in the United States and \$139.00 in Canada. Separately, the Dremel Stylus retails for \$69.99 in the United States and \$99.99 in Canada.

For more information and high-resolution images, please visit the Dremel electronic press kit at www.dremelepk.com.

About Dremel

In 2007, Dremel celebrates 75 years of trust and quality. Since inventing the high-speed rotary tool in 1935, Dremel has provided creative solutions for hands-on professionals, homeowners, craftspeople and artists alike. The Dremel brand's leadership in design and manufacturing has made it the top selling rotary tool in the world, a reflection of the company's commitment to innovation and quality.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., Dremel continues to build upon this legacy with a full line of high-performance rotary tools, benchtop products, specialty tools, accessories and attachments, delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on a Dremel product to provide the satisfaction of a job well done.

For information on Dremel products, project ideas and problem-solving tips, visit us at www.dremel.com or call Dremel at 1-800-437-3635.

###