



DREMEL®

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Dremel® Celebrates 75 Years

The Trusted Name in High-Speed Rotary Tool Technology

Mt. Prospect, Ill., – Since setting up shop 75 years ago, Dremel® has become one of the most widely-known names in the tool industry. Based in Mt. Prospect, Ill., the Dremel brand 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. The Dremel rotary tool product line has grown to include multiple corded and cordless rotary tool models, a scroll saw, engraver, glue gun and more than 150 accessories and numerous attachments adding to the versatility and flexibility of the product.

The Man Behind the Brand

Albert J. Dremel came to America in 1906 as a young and penniless Austrian immigrant with a head filled with innovative ideas and an intuitively adept mechanical aptitude. Throughout his lifetime, Dremel was awarded a staggering 55 patents for his inventions including the original walk-behind lawn mower, a razor blade sharpener and the redesign for a small-scale die grinder.

After a brief retirement from his career as an engineering designer, Albert Dremel grew restless and founded Dremel Manufacturing Co. in Racine, Wis., in 1932. Albert’s premier product was the electric razor blade sharpener, which was so successful that it forced razor blade producers to cut their prices in half, ultimately eliminating the need for the device.

Without a booming product for his fledgling company, Albert Dremel moved quickly to design a new electric appliance that was more versatile than the single-use blade sharpener – a hand-held, high-speed tool he dubbed the Moto-Tool. The versatile new tool appealed to craftsmen and hobbyists alike. It was compact, flexible and high-speed, offering an alternative to large, bulky power tools. The Moto-Tool was a great problem-solver, and proved to be the ultimate problem solver for Dremel – it established the revolutionary new industry of rotary tools and put Dremel Manufacturing Co. on the map. The new tool was so popular and useful, it was used during World War II to aid in the Allied victory. Seeing the success of his company, Albert passed away July 18, 1968.

A Look Back at Dremel

With his new company, A.J. Dremel started a tradition of producing ingenious tools that meet customers' evolving needs. The brand has debuted products including the Dremel Moto-Shop Jig Saw (1957), the Dremel Electric Engraver (1964), the Dremel Heavy-Duty Flex Shaft Tool (1990), the Dremel MultiPro (1995), the Dremel Advantage High-Speed Rotary Saw (2001), the Dremel 10.8-Volt Lithium-Ion (2003), the Dremel 400 Series XPR (2004) and the Dremel Stylus (2006).

Products, Innovations and Consumers

In 1973, Dremel Manufacturing Co. was acquired by Emerson Electric, which brought additional depth to its management, engineering and manufacturing. With new resources available, the Dremel brand was able to expand its portfolio with new products including a compact table saw and a multi-use disc/belt sander. The Dremel brand was also able to modernize its manufacturing process to better meet the customers' needs.

In 1993, the Dremel brand was purchased by the Robert Bosch Tool Corporation, joining the ranks of other tool industry leaders including Bosch[®], Skil[®] and Vermont American[®]. Dremel brand products are designed by a dedicated engineering and design team located in Mount Prospect, Illinois. In addition to its rotary tool line, the Dremel brand is always expanding its reach with specialty tools. In recent years, such tools include the Dremel Glue Gun (2006) and the Dremel WorkStation (2006).

Today, the Dremel brand has earned a reputation for quality and performance among do-it-yourselfers, professionals and hobbyists. Dremel tools are seen as the perfect solution to many of life's everyday chores and challenges, as well as the go-to tool for crafters and hobbyists. Dremel tool loyalists run the gamut from woodworkers and locksmiths to auto mechanics and dental lab technicians.

As a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., the Dremel brand 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.

Dremel products are distributed worldwide through hardware stores, home centers, hobby shops, online retailers and industrial tool wholesalers. To date, the Dremel brand estimates that it has sold over 40 million rotary tools worldwide.

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