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Dremel Holiday Gift Guide Event Product Key Messages

Image	Product Details	Key Product Features
 Media Kit LINK	<u>Dremel Blueprint CS12V-S1C Portable Saw Station with Cutting Case and 12V Cordless Compact Saw</u> MSRP: \$149 Holiday Promo: \$129 Retail Availability: Amazon, Dremel.com, Lowe's, The Home Depot	• Key Tool Benefit: ○ A compact tool that makes home improvement projects feel approachable—not intimidating. • Perfect Gift For: ○ A new Millennial homeowner tackling weekend DIY projects and looking to upgrade from hand tools to their first power saw. • Most popular projects: ○ Cutting trim, board & batten, flooring, custom shelves, wall accents, window & door frames. • Product Features: ○ A compact & powerful 12V saw with a cutting table that allows you to do essential cuts even in small spaces without the need for bulky and intimidating miter saw. ○ A single tool that does miter, bevel, straight and rip cuts. ○ Integrated alignment laser helps deliver straight, accurate cuts with confidence. ○ Easy to store even if you have limited space. ○ Project-ready kit includes guides, supports and clamps for easier setup and more precise results.
 Media Kit LINK	<u>Dremel Blueprint DD12V-S1 3in1 Drill Driver with Integrated Stud Finder and Detachable Laser Leveler</u> MSRP: \$99 Holiday Promo: \$49 Retail Availability: Amazon, Dremel.com, Lowe's, The Home Depot, Walmart	• Key Tool Benefit: ○ Includes three functions in one tool: all you need for your hanging projects – stud finder, laser level, and drill. • Perfect Gift For: ○ Gen Z or young Millennial that just moved to their first home or college dorm. Perfect “first power tool” gift, essential for move-in tasks.

		• Most popular projects: ○ Mounting a TV / TV frame, picture gallery wall, hanging shelves, hanging decorations, anchoring furniture, installing baby gates. • Product Features: ○ Four tools in one including a drill/driver, stud finder, laser level and bubble level. ○ Never guess where to drill with the built-in stud finder. ○ Detachable laser level helps create straight level installations for hanging anything on your walls. ○ Compact 12V cordless design with a brushless motor that provides dependable performance. ○ Complete starter kit includes a battery, fast charger, drill/driver bits, and reusable laser mounting putty.
 Media Kit LINK	Dremel Blueprint MM12V-S1 12V Brushless Project Multi-Tool MSRP: \$139 Holiday Promo: \$79 Retail Availability: Amazon, Dremel.com, Lowe's, The Home Depot	• Key Tool Benefit: ○ A versatile "problem solver" that's essential in any home/apartment toolkit. • Most popular projects: ○ Sanding old paint for refinishing, sanding down door jams, cutting trim, cutting drywall for outlets, cutting nails/bolts, grout removal to replace broken tiles, removing old caulk. • Perfect Gift For: ○ The "fix-it" parent tackling common home repairs and refresh projects (i.e., replacing caulk and removing grout to refurbishing furniture,) who wants one tool that handle it all. • Product Features: ○ A smarter way to tackle DIY with one cordless tool that

		cuts, sands, scrapes, and removes grout with ease. ○ No guesswork required with the exclusive Application Selector that automatically recommends the optimal speed range for current task. ○ Built for versatility, with fast accessory changes that make it easy to move from one project to the next. ○ Power meets comfort with a compact 12V brushless motor, ergonomic grip and integrated LED work light for improved visibility.
 Media Kit LINK	Dremel 4300 MSRP: \$129 Holiday Promo: \$99 Retail Availability: Amazon, Dremel.com, Lowe's, The Home Depot, Walmart	● Key Tool Benefit: ○ A Dremel fan-favorite that's suited for the home workshop, craft room, or garage. ● Perfect Gift For: ○ The creative maker, woodworker, or hobbyist who wants one versatile tool to engrave, sand, drill, and more. ● Most popular applications: ○ Removing old paint, smoothing door jambs, shaping trim, cutting drywall for outlets, cutting nails and bolts, grout removal, stripping old caulk. ● Product Features: ○ No-fuss accessory changes thanks to the universal 3-jaw chuck, compatible with the full range of Dremel rotary tool accessories. ○ Built for precision and power with a high-performance motor, variable-speed control and electronic feedback for smooth, consistent results. ○ Thoughtfully designed for comfort, featuring a 360° Pivot Light to improve visibility during detailed work.

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		○ A workshop and craft room staple from the brand that pioneered the rotary tool.
 Media Kit LINK	Dremel 8150 MSRP: \$79 Holiday Promo: \$59 Retail Availability: Amazon, Dremel.com, Lowe's, The Home Depot, Walmart	● Key Tool Benefit: ○ Big-tool performance in a compact cordless design, offering precision, control, and versatility across several applications. ● Perfect for: ○ The DIYer who wants compact, high-performance tools for every customization and restoration project. ● Most popular applications: ○ Cutting, sanding, grinding, engraving, sharpening, drilling, and routing across a wide range of materials. ● Product Features: ○ Dremel's most powerful and precise compact rotary tool to date. ○ Brushless motor + 8V high-performance battery delivers strong power and consistent runtime. ○ Attachment-compatible compact design unlocks more versatility than ever before in a tool this size. ○ Dimmable LED lighting and ergonomic soft grip provide greater visibility, comfort and control for detailed work. ○ Variable speeds from 5,000–30,000 RPM offer precision and control across a wide range of applications.

Collection Messaging

Blueprint:

- **Blueprint is designed to make DIY feel more approachable.** These are smart, intuitive tools built for all skill levels—not just experienced DIYers. The collection is for people who want to DIY but need a little encouragement or are intimidated by traditional power tools.



- **The collection combines multiple functions into one compact tool**, helping consumers tackle more projects with less clutter in an approachable, powerful and compact package.
- **Every tool is cordless, compact, and packed with thoughtful features** that take the guesswork out of common home projects.
- **It's ideal for today's DIYer**, whether they're decorating an apartment, refreshing a room, or taking on bigger home improvement projects.
- **More to come in 2027** – keep an eye out for new products joining the Blueprint collection next year expanding its innovation and support of DIYers.

Rotary Portfolio:

- **Dremel has been the trusted name in rotary tools for more than 90 years**, and we're continuing to innovate the category.
- **What makes rotary tools unique is their versatility**— one tool can cut, sand, polish, engrave, sharpen, carve, and much more.
- **Our newest tools combine professional-grade performance with compact**, ergonomic designs, making them approachable for both makers and DIYers.
- **Whether you're tackling a detailed craft project or a home repair**, there's a Dremel rotary tool designed for the job.
- **The portfolio continues to evolve** with new technology, brushless motors, and expanded attachment compatibility to give users even more ways to create.
- **The trusted name in rotary tools** – For generations, Dremel has empowered creators to bring ideas to life with tools built for versatility, durability and lasting performance.