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DREMEL RELEASES MOBILE WEBSITE WITH MOBILE TAGGING CAPABILITY

Increased functionality delivers targeted, easy-to-navigate information at consumers' point of purchase

MOUNT PROSPECT, Ill., January 26, 2011 –To educate consumers and ease the purchasing process, Dremel has entered the mobile marketing arena with the launch of a mobile website and mobile tagging campaign.

“Savvy shoppers are relying more and more on their mobile devices to help them make informed purchasing decisions,” said Steve Bergstrom, Dremel brand manager. “Our mobile initiative aims to provide shoppers with the information they need in the format they want to help them choose the best Dremel solution for their next project.”

The new mobile website features concise, shallow and easily navigable content designed to ensure users are only ever a minimal number of clicks away from the information or media they need to help them make a Dremel purchase decision. In keeping with the times, the site is completely socially integrated, featuring links throughout to the brand’s social media pages and customer service representatives, which serve to help consumers build a deeper connection with the brand.

In the interest of reaching the widest number of consumers, Dremel chose to develop a mobile website rather than a phone-specific application.

“Rather than building an iPhone or Droid app and limiting the reach of this initiative to one or two mobile platforms, Dremel chose to build a mobile-optimized website,” said Henry Schwenk of Triton-Tek, the brand’s mobile development partner. “This all-inclusive approach lets every consumer with mobile web capabilities access product information while in store. Utilizing in-store mobile tags makes accessing that information even easier for the consumer.”

Mobile tags (also called QR Codes or MS Tags) are two-dimensional barcodes that contain encoded information, such as URLs and text, which can be decoded through the use of a smart phone’s camera and one of the many available scanning applications. Dremel plans to use these codes as a bridge between the brand and the consumer, giving them direct access to product information that can ease decision-making, such as links to a list of tool attributes or a project video.

“Dremel is continually working to meet the changing needs of consumers by utilizing new technologies,” said Andrea Ash, vice president of marketing, Dremel. “By releasing a mobile website, we are able to deliver customized messages and dynamic content directly to consumers on devices familiar to them, creating another opportunity to engage consumers directly with the brand.”

To view the new site, please visit www.dremel.com using your mobile device – the site will detect your device and automatically redirect you from the standard desktop site to the mobile site’s home page.

About Dremel

Since inventing the high-speed rotary tool more than 75 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing 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.

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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 and rotary tool attachments and accessories, specialty tools and an oscillating tool and oscillating accessories, delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on the Dremel brand 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.

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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.