

DREMEL
BIG ON DETAIL

DREMEL[®] DSM20[™]



Marketing Objectives

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1. Provide user friendly, versatile cutting system for DIY'ers and others who work with small work pieces
2. Expand Dremel's #1 accessory category – Cutting
3. Address Dremel's two biggest cutting challenges using existing accessories and attachments – Depth and Straightness of Cut
4. Continue to expand Dremel Versatile Tool Systems™



 **BOSCH**

Key Features

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The ultimate compact saw

- Precise:
 - Best in class line of sight
 - Clean cut thanks to abrasive technology
- Versatile
 - Cuts virtually all DIY materials
 - Standard- , plunge- and flush cuts
 - Attachments increase usability
- Easy to operate
 - One-hand operation
 - Spring guidance for controlled plunge cuts
- Powerful
 - 710 Watt motor, cuts up to 20mm



Competition

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Dremel

Exakt

Westfalia

Worx

Mastercraft

Success Factor Comparison:

	Dremel	Exakt	Westfalia	Worx	Mastercraft
		EU	EU	NA, (EU)	NA
Innovation	●	◐	◐	◐	◐
Brand	●	◐	◐	◐	◑
Line of Sight	●	◑	◑	◐	◐
Precision	●	◐	◐	◐	◐
Cutting Performance	●	◑	◐	◐	◐
Ergonomics/ Ease of Use	●	◐	◑	◐	◐
Ease of blade change	◐	◑	◐	◐	◐
Price/Utility	●	◐	◐	◐	◐



Poor



Rather poor



Moderate



Rather good



Very good (benchmark)

Lead with ease of use, innovation, and versatility



DSM20 vs. Competition

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■ Power	710W	350W	310W
■ RPM	17.000	4.000	2.800
■ Max Depth of Cut	20mm	12mm	22mm
■ Cutting Technology	Abrasive	Toothed	Toothed
■ Flush cut	Yes	No	No
■ Visible Wheels	Yes	No	Partially
■ Blade Change	Easy	Complicated	Average
■ Line of Sight	Excellent	Poor	Average
■ Attachments	4	1	1
■ Laser	No Need	No	Yes
■ LED	No Need	No Need	Yes
■ Duty Cycle	Continuous	3 min	Continuous

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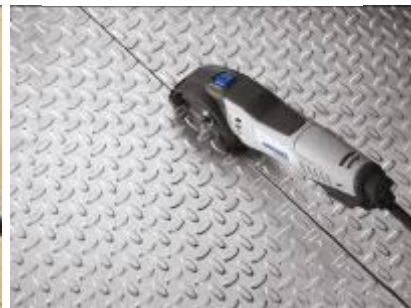
- **Excellent Line of sight - no Lower Guard Required**
 - According to EN norms tools equipped with tooth bladed wheels require a lower guard mechanism, which is not needed on abrasive wheels
- **Greater Versatility and More Safety**
 - Upcoming EN regulation will ban the use of tooth bladed wheels and abrasive wheels on the same tool (the fine dust created by the abrasive tile cutting discs easily clog up in the spring mechanism of the guard, thus reducing safe operation). Using abrasive technology, the DSM20 still be able to handle virtually all DIY materials including tile.
- **Plunge Cut Functionality**
 - The lack of teeth on the blades easy plunge cutting in multiple materials
- **Push or Pull Cutting Action**
 - Abrasive wheels allow for both push and pull action, whichever is more convenient for the user



77mm Multi-Purpose Carbide Wheel



77mm Metal Cut-Off Wheel



77mm Masonry Cut-Off Wheel



77mm Tile Diamond Wheel



77mm Multi-Purpose Flush Cut Carbide Wheel



- soft and hard wood
- plywood
- composites
- laminate flooring
- drywall
- PVC
- plastic

- metal
- copper pipe
- conduit
- coated wire shelving
- sheet metal
- threaded rod
- sheet aluminum

- masonry
- stone
- slate
- cement board

- wall tile
- floor tile
- porcelain
- ceramic
- slate
- stone
- cement board

- soft and hard wood
- plywood
- composites
- laminate flooring
- drywall
- PVC
- plastic

Attachments: Vacuum Adapter and Edge Guide

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Vac Adapter

Keeps workplace clean and line of sight clear.



Included in Kit

Edge Guide

Aids in ripping material up to 17cm wide



Included in Kit

Mutually compatible attachments with Dremel Trio

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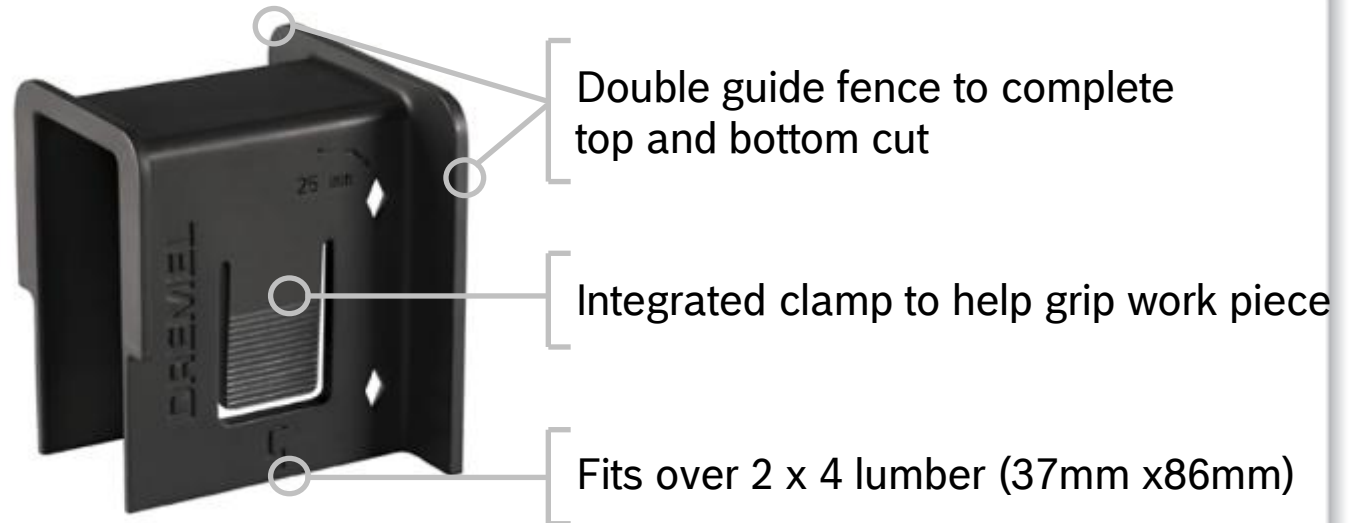
Attachments: 2 x 4 Cutting Guide

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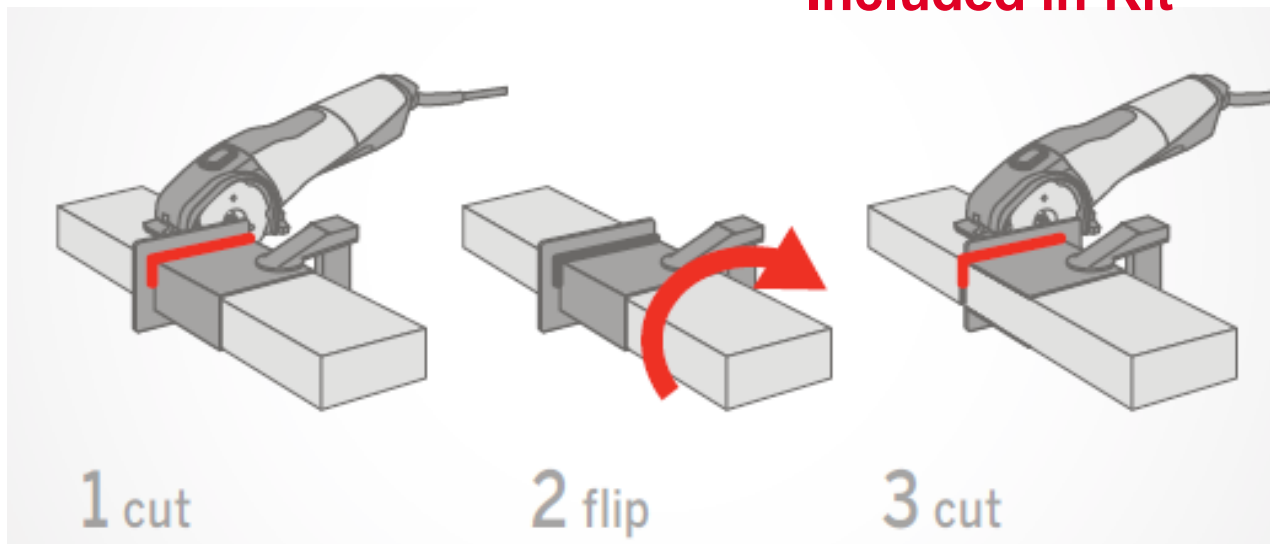
Quickly make confident, precise cuts to get through a 2 x 4.

Measure once, cut twice to double the depth of cut of the Saw-Max.

Works with both cutting wheel positions (standard interior and flush-cut exterior)



Included in Kit



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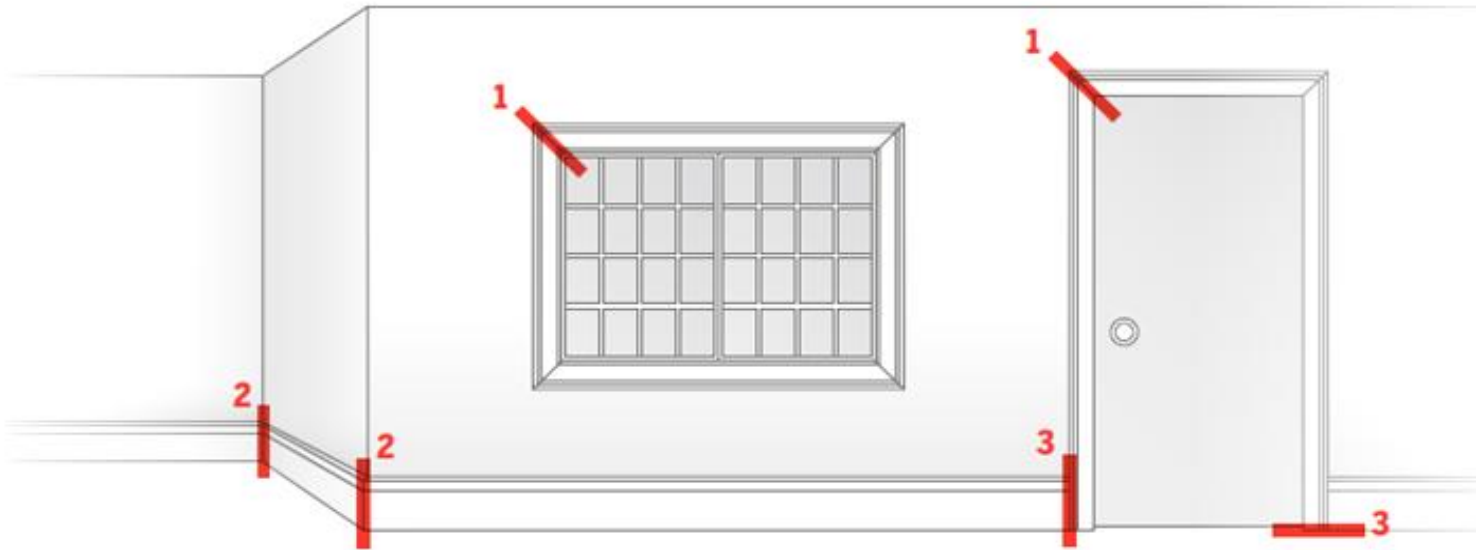
Attachments: DSM840 Cutting Guide

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Portable solution for cutting baseboard molding, window/door casing and picture frames. Make straight and miter cuts with a depth of cut up to 18mm. Bevel cuts with a depth of cut up to 18mm using the flush-cutting wheel.

1 Angle cut to create miter joint



2 Bevel cut for corner joint



3 Straight cut to butt joint trim at door jamb



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DSM20 Kit

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Product	Part number			
DSM20	F013SM20JB			

Kit Content

- Dremel DSM20 Versatile Compact Saw
- 1 x DSM500 Multipurpose Cutting Wheel
- 3 x DSM510 Metal Cutting Wheel
- 1 x Straight Edge Guide
- 1 x 2x4 Cutting Guide
- 1 x Vac Attachment
- Hard Carry Case
- Wrench
- Inspirational DVD



Details

- EAN: 8710364 060733



DSM20 Accessories and Attachments

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Product	Part number			
DSM20 Multipurpose Cutting Wheel	2615S500JA			
DSM20 Metal Cutting Wheel	2615S510JA			
DSM20 Masonry Cutting Wheel	2615S520JA			
DSM20 Tile Cutting Wheel	2615S540JA			
DSM20 Flush Cut Multipurpose Cutting Wheel	2615S600JA			

Product	Part number			
DSM20 Mitre Guide Attachment	2615S840JA			