

GOES BEYOND THE EXPECTED™

DREMEL ULTRA-SAW™



Product Launch Book
Launch Date: May 2014



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Marketing Objectives

1. Develop a multi-saw that can tackle professional applications
2. Provide pro-users a more easy to use tool
3. Quickly launch the new multi-saw tool to maintain current \$129.99 and reposition SawMax tool to \$99
4. Create a clear step up strategy through the Dremel brand
5. Further differentiate from competition through additional applications (surfacing)



Initial Concept

“Go beyond the expected! Not only does the Ultra-Saw cut nearly everything in your house, it now packs the power and accessories to tackle more difficult tasks. Utilizing a powerful 7.5 amp motor and 4” wheels, the Ultra-Saw cuts through tough material like metal, tile, and wood. Plus, the Ultra-Saw comes packed with new accessories that makes quick work of paint, thinset, and rust. The Ultra-Saw is the multi-saw that does it all.”



USP's



Expanded versatility – surfacing capability to remove paint, rust and adhesive from wood, metal and concrete.



Increased power and larger wheels – 25% faster cutting in wood and improved performance



Added durability – long lasting drive train, metal foot and guard to take on more difficult tasks

RIPCUT PLYWOOD



THINSET REMOVAL



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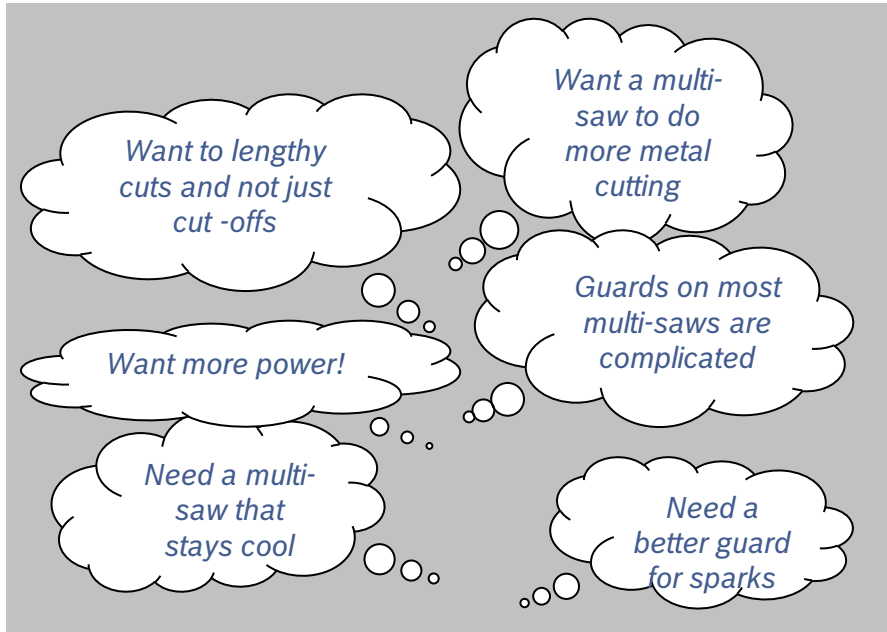
Market Research

What do users look for in a multi-saw?



Power/Amperage & Flush Cutting Ability*

...Top 2 Most Important Features



- ✓ **More Power, 7.5A Rating**
- ✓ **Metal Guard**
- ✓ **Long Lasting Drive Train**

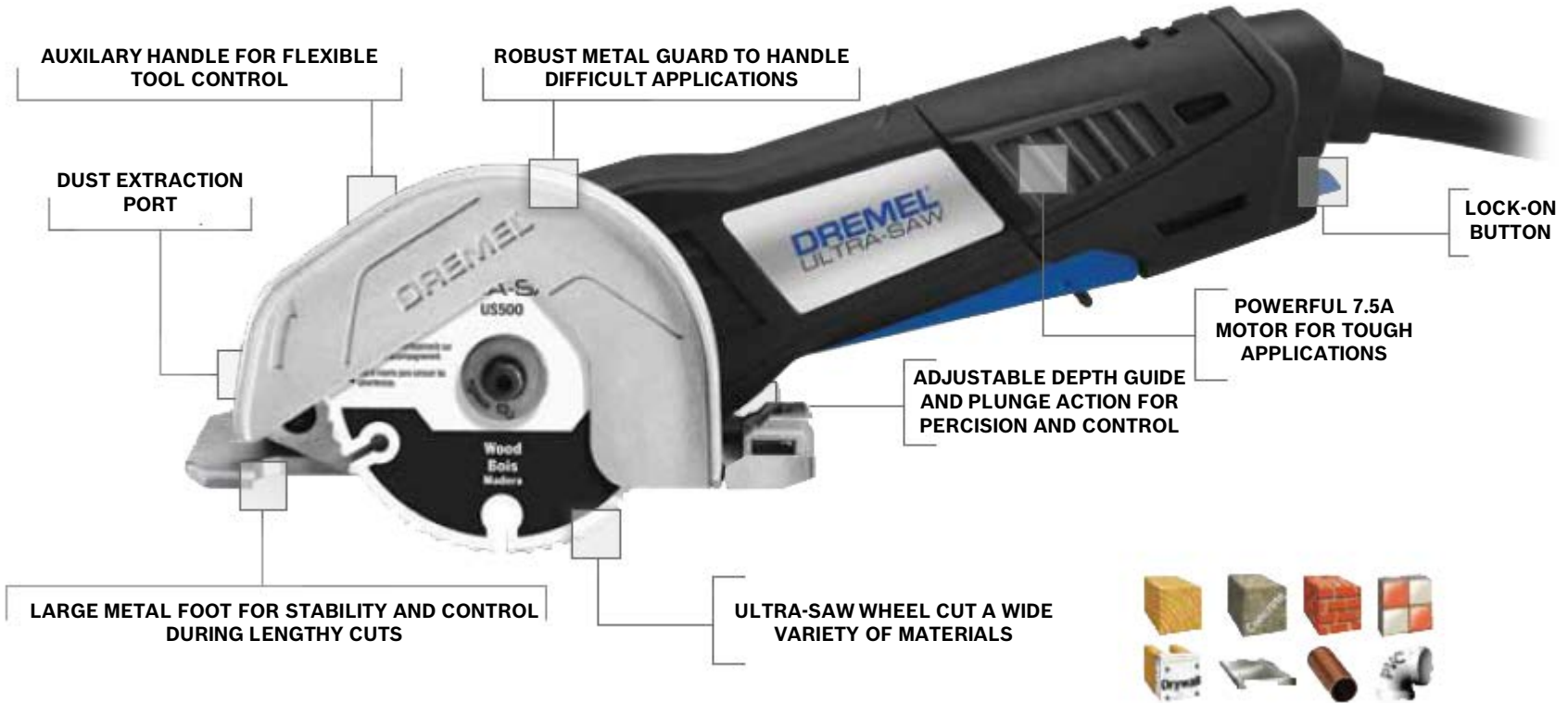
Source: "Multi-Saw Market Study" - Decision Analyst 2013

The Dremel Ultra-Saw, the multi-saw user's want!



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Product Key Features



Ultra-Saw System

Larger/More powerful blades

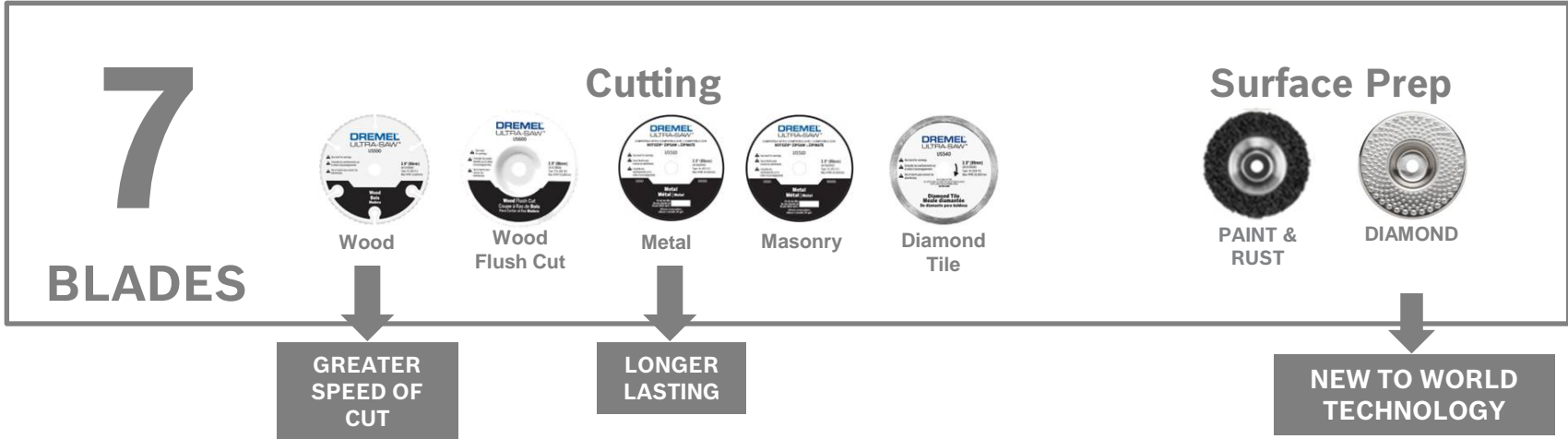


4" & 3.5" Abrasive Wheels

COMPATIBILITY



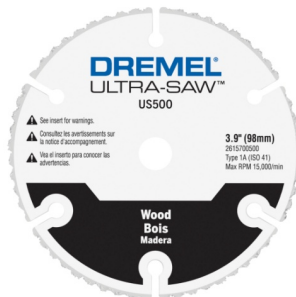
Ultra-Saw Blades not compatible with SawMax



Accessories

Cutting

US500 Wood Cutting Wheel



New segmented carbide design – Improved carbide abrasive design providing 2x speed of cut over the SM500 SawMax Wood & Plastic Wheel.

Longer life – Cut more with 2x cutting life over the SM500 SawMax Wood & Plastic Wheel.

Versatile – Cuts a wide range of materials such as wood, hard wood, plywood, composites, laminate flooring, drywall, PVC and plastic

US600 Wood Flush Cut Wheel



Flush cutting - Dome-shaped wheel to flush cut door jambs and baseboards.

Carbide abrasive – Carbide cutting grit to cut wood, hard wood, plywood, composites, laminate flooring, drywall, PVC and plastic.

US540 Diamond Tile Wheel



Diamond grit – Diamond coated to cut through tough materials and leave a clean finish.

Dry tile cutting – Cut tile with no water needed.

Versatile – Ideal for most masonry and tile materials such as floor tile, wall tile, porcelain, ceramic, slate, stone and cement board.

Grout removal – Fast and quick way to remove grout



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Accessories

Cutting

US510 Metal Cutting Wheel



Improved life – Cut more with 50% longer life than SM510 SawMax Metal Cutting Wheel.

Cuts a wide range of metals – Cuts both ferrous and nonferrous materials: conduit, coated wire shelving, thin sheet metal, threaded rod, sheet aluminum and more.

US520 Masonry Cutting Wheel



Abrasive cutting - Cuts wide arrange of materials such as stone, slate and cement board.

Longer life - Cut more with 50% cutting life over the SM520 SawMax Masonry Wheel.



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Accessories

Grinding

US400 Paint & Rust Surface Prep Wheel



Paint and rust surface preparation – Go beyond cutting with the Ultra-Saw into heavy duty material removal

Non-woven abrasive – Quickly strip paint and coatings from metal.

Rust removal – Removes scaled rust and corrosion from metal.

US410 Diamond Surface Prep Wheel



NEW TO WORLD
PATENTED TECHNOLOGY



Concrete/masonry/tile surface preparation – Go beyond cutting with the Ultra-Saw into heavy duty material removal.

Patented diamond embedded technology – Smooths out bumps or cracks in concrete before refinishing.

Great for tile remodeling – Fast to remove thinset and mortar.



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Dremel Multi-Saw Program

Dremel Multi-Saw Offering

MSRP \$99.00



2 Cutting Blades

MSRP \$129.99



3 Cutting Blades
Surfacing Blade
Handle
Storage Bag



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Dremel Multi-Saw Program

SawMax - Your go-to saw for fast, simple cutoffs in a wide variety of materials



Laminate



Trim



Plastic /
Metal



Sheet
Metal



Tile



Brick

Designed primarily for:

- A DIYer tackling a “have to get it done” task

UltraSaw - The powerful 3 in 1 Multisaw (Sawing, Flush Cutting, Surfacing) built to do it all (*all Saw Max applications PLUS so much more*)



Multiple Material
Cutting



Long Cuts



Surface Prep



Flush Cutting



Restoring

Designed primarily for:

- An advanced DIYer enjoying a home improvement project to beautify his home
- A remodeling professional who requires additional power and long life for cutting a wide range of materials as well as surface preparation.

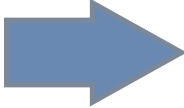


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Target Users

60% **DIY (Intermediate to Advanced)**

APPLICATIONS

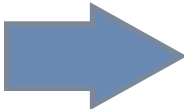
- Cutting metal, tile, wood
 - Flush cutting for door jamb installation
 - Adhesive, rust, glue removal
 - Floor refinishing
- 

NEEDS

- More Power
- Tool that is easy to use

30% **Remodelers and Pro-Generalists**

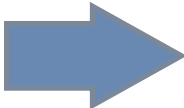
APPLICATIONS

- Cutting metal, tile, wood
 - Flush cutting for door jamb installation
 - Rust removal
 - Surfacing- paint removal on brick/concrete
- 

- Robust long lasting tool
- More Power
- Tool that makes multiple cuts in metal
- Versatility

10% **Floor and Tile Installers**

APPLICATIONS

- Cutting tile and wood
 - Rip cuts in plywood
 - Flush cutting for door jamb installation
 - Surfacing- grout and thinset removal
 - Surfacing- paint removal on brick/concrete
- 

- Tool that makes lengthy cuts
- Flush cutting tool
- Thinset and adhesive removal



Competitive Matrix – Ultra-Saw



	Rotozip Zip Saw	Craftsman Mini Circular Saw	Rockwell Versa Cut	Rockwell Compact Circular Saw	DualSaw CS450 , CS650	Dremel Saw-Max \$99	Dremel Ultra-Saw
Price	\$99	\$109	\$99 - 129	\$99	\$99, \$199	\$99	\$130
Amp Rating	7	2.8	4	5	8.0 , 13.0	6	7.5
No Load Speed (min.)	11,000	2,800	3,500	3,500	5500, 4,200	17,000	13,000
Blade Diameter	4"	3"	3-3/8"	4 1/2"	4 1/2, 6 1/4"	3"	4"
Depth of Cut	3/4"	7/8"	1 1/16"	1 11/16"	1, 1 3/4"	3/4"	3/4"
Depth Control	No	Yes	Yes	Yes	No	Yes	Yes
Flush Cutting Ability	Yes	No	No	No	No	Yes	Yes
Front End	Moderate Line of Sight	Poor Line of Sight	Poor Line of Sight	Metal	Poor Line of Sight	Excellent Line of Sight	Excellent Line of Sight
	Plastic	Metal	Metal			Plastic	Metal
# Of accessories in kit	2	1	3	1	1	2	3
# Of attachments in kit	2	2	2	1	0	0	1
Carry Case		Case	Soft Bag	Soft Bag	Case		Soft Bag
Cutting Features	Swiveling Guard	Laser	Laser	Bevel Cuts		Flush Cut	Flush Cut, Surface Prep

Competitive Advantage



New Rockwell Saw

Why buy this?



\$99



\$19.99?

When you can buy this.....OR



\$39.97



\$4.97

ULTRASAW:

The 3 in 1 saw that does it all!

- Wood
- Metal
- Plastic
- Tile
- Masonry
- Flush Cutting
- Surface Preparation



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