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DREMEL® EMPOWERS NOVICE CREATIVES TO ‘HATCH’ CREATIVE IDEAS WITH THE NEW HATCH™ PROJECT KIT

The all-in-one kit provides new Creatives the tools and inspiration they need to create their own projects

MOUNT PROSPECT, Ill., March 20, 2017 – Thanks to the Maker Movement, the popularity of handmade goods is at an all-time high. With a multitude of resources and creative-focused outlets, like Etsy and Pinterest, consumers now more than ever want to dive into creative projects of their own. For beginners, finding a creative niche and the skill to match can be a daunting process. In response to this need, Dremel® has developed the new Hatch™ Project Kit—an all-in-one project kit series that gives aspiring Creatives the tools and inspiration they need to hatch creativity on their own.

The [Hatch Project Kit](#) is focused on the incubation and growth of a project idea so that anyone can create a finished project that is uniquely their own. The first kit – Skyline – contains all of the inspiration, instruction and materials needed for beginners to create a customized city skyline painting of their choice on wood, from start to finish. The kit includes:

- A 12” x 12” wood canvas
- Acrylic paints
- A variety of paint brushes plus a pencil, marker and eraser
- Chicago and New York skyline stencils (with instructions for downloading other skyline stencils at dremel.com/skyline)
- A full alphabet letter stencil

Using these tools, aspiring Creatives can follow the step-by-step guide to create the skyline painting, or they can use their imagination and creativity to add their own customizations. There are 88 additional skyline stencils available at dremel.com/skyline that allow users to pick a city that is entirely unique to them. With these additional customizations, novice Creatives can explore the root of their creativity, their specific artistic vision and develop basic art skills.

No prior experience, additional tools or extra materials are required to complete the Skyline project kit, so those who want to start creating handmade projects will have everything at their fingertips.

“Aspiring Creatives told us they wanted to learn how to create and find an outlet to do so, but didn’t know where to start or what tools they needed,” said Allison Fishman, director of Dremel Brand Marketing. “The Hatch Project Kit provides all of those things – a fun, simple, creative project that gives novice Creatives everything they need to complete their first project and empowers them to feel comfortable with their chosen level of customization.”

The Hatch Project Kit series is also designed to allow current Creatives to experience the Dremel brand, which celebrates 85 years this April, in a fresh way.

“The Hatch Project Kit is a natural extension of the Dremel ecosystem. While no power tools are involved with the Skyline kit, the kit embodies the creative spirit that the Dremel brand lives and supports,” said Fishman.

Hatch Project Kit Product Features:

- Ideal starter kit for first-time Creatives
- All-in-one convenience
- A multitude of personalization options
- Perfect for gifting, either the finished project or the kit itself

The Hatch Project Kit is available online and can be found in store at select retail locations beginning April 2017 (MSRP \$49.99 USD). Additional city skyline stencils will be added to the collection later in 2017. New Hatch Project Kits will launch later this year. For more information, visit www.Dremel.com.

About Dremel

Since inventing the high-speed rotary tool in 1934, the Dremel brand has been helping Creatives with its full line of versatile tool systems that deliver the perfect solution for almost any job. From our Dremel rotary tools, Multi-Max™ oscillating tools, Ultra-Saw™ and Saw-Max™ multi-saws, and Fortiflex™ flex shaft tool to the Idea Builder™ 3D printer, Creatives have come to know and trust the brand to complete their projects. Combining compact size, ergonomic design, precision and versatility with a wide range of highly engineered accessories, Dremel tools can be used to accomplish numerous applications in a variety of materials.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, IL, Dremel celebrates 85 years in business and maintains its commitment to innovation and quality. Regardless of what the task may be, the Dremel brand is dedicated to empowering Creatives through creativity, precision and project enjoyment.

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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.