



FOR IMMEDIATE RELEASE

CONTACTS:

Chris Hoffman
On behalf of Dremel
513-885-0910
chris.hoffman@empowermm.com

John Hauter
Dremel
224-232-3341
John.Hauter@us.bosch.com

THE DREMEL® BRAND INTRODUCES DREMEL PET NAIL GROOMING KIT WITH HELP FROM MANNY THE FRENCHIE

Dremel 7300-PGK provides gentler, convenient pet grooming at home

MOUNT PROSPECT, Ill., June 26, 2017 – With roughly 85 million families owning pets across the United States, Dremel announced today a new pet nail grooming kit that features the world’s only 45-degree paw guide, a feature that ensures the veterinarian-recommended angle for precise, gentle nail trimming.

Launching with help from internet pet celeb Manny the Frenchie, the new [Dremel 7300-PGK](#) is designed to be easier to use, more efficient and gentler. Its clear attachment was specifically designed to help pet owners avoid cutting nails too short or causing any pain to the pet. The tool features a quiet motor and won’t crack, splinter or break a pet’s nails. It also captures nail filings, and its simple hinged construction allows for easy cleaning and assembly.

Amber Chavez and Jon Huang, Manny’s owners who also own four other dogs, know firsthand there’s an immense benefit to grooming pets at home, like saving time and money by eliminating grooming fees and frequent visits.

“Our favorite part about having a Dremel rotary tool is just the convenience,” said Huang. “We don’t have to drive to the groomers. And the dogs are more comfortable. They’re not with a stranger; we’re doing it.”

In addition to the Dremel 7300-PGK, the Dremel brand designed a Pet Nail Grooming Attachment Kit and a Pet Nail Grooming Accessory Kit to complete its updated pet offering. Both the pet grooming attachment and accessory kits can be used with the Dremel 7300PT, a previous pet tool. The attachment kit, which features the AT01-PGA Nail Guard, is also compatible with all Dremel rotary tools with the exception of the Dremel 4200 and the Dremel Micro 8050.

Dremel 7300-PGK Pet Nail Grooming Kit At a Glance:

- Dremel 7300-PGK rotary tool
- Rechargeable battery and charger
- AT01-PGA Nail Guard
- EZ402 Mandrel
- Four SD60-PGA sanding discs

Dremel Pet Nail Grooming Attachment Kit At a Glance:

- AT01-PGA Nail Guard
- EZ402 Mandrel
- Four SD60-PGA sanding discs

Dremel Pet Grooming Accessory Kit At a Glance:

- Ten SD60-PGA sanding discs

“With the Dremel 7300-PGK, you’ll be able to achieve professional results without leaving your home,” said Ed Pchola, director of Dremel product marketing. “Your pet’s nails will have a smoother finish than when using nail clippers, and the tool’s two variable speed settings allow for more control.”

Dremel, best known for its rotary tool used by Makers to accomplish numerous tasks and applications, introduced its first pet-specific rotary tool almost 15 years ago. The Dremel brand’s partnership with Manny the Frenchie to launch the Dremel 7300-PGK includes videos, photos and social media cross-promotional marketing.

In a brand-conducted survey among veterinarians, professional dog groomers and people who groom pets at home, the top benefits of the Dremel 7300-PGK included:

- The reduction of anxiety for the pet and owner.
- The ability for the owner to accurately, easily and gently trim pet’s nails.
- The means for the owner to remove sharp edges from nails.

The Dremel 7300-PGK Pet Nail Grooming Kit, Pet Nail Grooming Attachment Kit and Pet Nail Grooming Accessory Kit are available online and in store at select retail locations (MSRP \$39.99 USD, \$17.99 and \$4.99, respectively). For additional information on the new Dremel 7300-PGK, watch an online video with [step-by-step instructions](#) or learn more about Manny’s [at-home grooming with Dremel](#). For more information, visit www.Dremel.com.

About Dremel

Since inventing the high-speed rotary tool in 1934, the Dremel brand has been helping Makers with its full line of versatile, easy-to-use 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, Makers 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 Makers through creativity, precision and project enjoyment.

###

Editor’s Note: Dremel® is a registered brand name and is used as an adjective to describe the products made by the Dremel brand.