

FOR IMMEDIATE RELEASE

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## Introducing... The HORST Dreidel!

EAST HARTFORD, Conn., Nov. 17, 2020 -- HORST Engineering has designed and manufactured many interesting items during its long history. The **HORST Dreidel** is the company's latest "invention."

It was first designed for a 2017 Family Day event for employees and their families -- as a demonstration of the company's processes. This year, it has been improved and now is available in a limited-edition production run for 2020.

"It turned out that once we posted photos of the dreidel on social media, we had an abundance of inquiries about purchasing them, so we decided to try our hand at having them available to the public. The response has been great!" said HORST President, Scott Livingston.

Livingston said, "Our precision aerospace components go to customers all over the world. At Family Day, kids would see our parts and ask, 'what does it do?' and all we could say, really, was that it was a part for a new aircraft. Now, when we show them a dreidel and they ask what it does, we say, 'give it a spin' and you will see.'

Each of the dreidels are precision machined using the same materials, technology, and craftsmanship that goes into the company's aerospace products.

"Frankly, each dreidel is a great example of HORST's advanced manufacturing and has become an amusing way to demonstrate our abilities to new customers," Livingston said.

The dreidels, a toy typically used during the Jewish festival of Hanukkah, are great for everyday carry (EDC) and are beautiful to display. Each is a work of art and a wonderful gift. This year, Hanukkah begins at sundown on December 10.

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## HORST ENGINEERING FAMILY OF COMPANIES



The Horst Dreidels come in a variety of metals including aluminum, titanium and stainless steel, and are priced between \$54 and \$72.

For orders or for further information: <u>https://shop.horstengineering.com/</u>

## About HORST Engineering

HORST was fonded in 1946 by Harry "Horst" Livingston, the current president's grandfather and continues to be family owned and operated in East Hartford, Connecticut. HORST is a contract manufacturer of precision machined components for aerospace and other high technology industries. Core processes include Swiss screw machining, turning, milling, thread rolling, centerless grinding, and assembly.





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