

STABILO is Looking Forward to Returning to Insights-X and Presenting Itself in a New Light

After a three-year break, STABILO is returning to Insights-X full of excitement and with a fresh trade fair look. The innovatively designed booth offers a glimpse of upcoming changes in STABILO's look and feel.

In June 2023, a new brand strategy for STABILO was unveiled, which is now being put into action step by step, positioning STABILO perfectly for a secure future. The strategic realignment has the clear objective of establishing an even closer connection with consumers and offering products that are tailored to their individual needs.

CEO Horst Brinkmann explains: "Our new brand strategy is a key step towards better understanding our customers and meeting their expectations. We want to build an even closer bond with our target groups and present innovative solutions that enrich their lives."

During the trade fair, the STABILO team is looking forward to engaging in many exciting discussions and having the opportunity to present a variety of new products to our customers.

The last financial year 22/23 was quite challenging for STABILO. Price fluctuations for many raw materials, uncertainty among consumers and the resulting reluctance to buy, as well as ongoing price negotiations with retailers were noticeable and required smart business action. In the end, the strength of the brand prevailed.

In view of the current financial year, STABILO is confident that it has overcome the challenges of the past financial year and is looking to the future with optimism.

The results of the past financial year will be announced at the annual press conference in November 2023.

About STABILO

STABILO is one of Europe's leading manufacturers of writing instruments and is part of the Schwan-STABILO Group. The company was founded in 1855, acquired by Gustav Adam Schwanhäußer in 1865 and is still 100% family-owned today. The brand name STABILO was created in 1925 as a product name for an extra-strong colored pencil. The STABILO product portfolio includes classics such as the STABILO BOSS ORIGINAL highlighter and the

STABILO point 88 fineliner, which have been shaping the writing instruments market since the 1970s. Learning to write and writing motor skills are key topics for STABILO. The company therefore invests in this area in order to develop innovative products based on the latest scientific findings that support children and teachers in learning to write. As a responsible family company, sustainability has always been close to STABILO's heart. Since 2020, the sustainability initiative Together has been working as an interdisciplinary team on the goal of reducing CO₂ emissions and becoming a climate-neutral company by 2025. In 2023, STABILO was nominated for the prestigious German Sustainability Award and is one of three finalists in the office supplies and promotional products sector.

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STABILO Invests Significantly in Future-Proof Packaging Solutions with Three State-of-the-Art Packaging Machines

STABILO, one of Europe's leading stationery manufacturers, is proud to announce a substantial investment of more than 2 million euros in the acquisition of three cutting-edge packaging machines. This strategic investment will enable STABILO to produce future-proof packaging across two of its production sites, contributing to more sustainable packaging solutions for the large-volume products STABILO BOSS ORIGINAL, STABILO point 88 and STABILO Pen 68. Small batches of specialized packaging will also become more sustainable as a result.

Mono-material Instead of Material-mix

The newly acquired packaging machines are designed to manufacture full cardboard packaging, replacing packaging composed of both cardboard and plastic or various types of plastic materials. The introduction of these advanced machines is a pivotal step towards sustainable packaging practices for STABILO.

The decision to shift to full cardboard packaging comes with numerous advantages for both the consumer and the environment. One notable benefit is the enhanced recyclability of the packaging, eliminating the need for consumers to separate different materials. Cardboard and paper are widely recognized as the most recyclable materials worldwide, ensuring a streamlined recycling process for consumers and waste management facilities.

Less Plastic Used, Less Waste Generated

By changing more than 120 different packs, STABILO estimates that an impressive 30 tons¹ of plastic waste can be avoided annually. This transformation allows for plastic-free packaging right from the start, significantly reducing the company's ecological footprint and contributing to a healthier planet.

¹ Estimated based on sales volume of the respective SKUs in fiscal year 22/23 (Jul 22 - Jun 23)

Packaging STABILO point 88 and STABILO Pen 68

For several wallets used for STABILO point 88 and STABILO Pen 68, the implementation of these solutions is particularly advantageous. Previously, their packaging production generated unrecyclable plastic residues, necessitating thermal disposal. With the new machinery, packaging production can now be achieved without leaving behind any residues, ensuring a cleaner and more sustainable manufacturing process.

Moreover, the cardboard used for the newly developed packaging weighs approximately 20% less than cardboard used for blisters to date. This means, that cardboard material can be saved and the logistical effort can stay lower.

To ensure responsible sourcing, the fresh fiber cardboard material used for those point 88 and Pen 68 wallets in the future can be traced back to its origin. The wood for the cardboard comes from sustainably managed forestry in Finland, further exemplifying STABILO's commitment to environmentally friendly practices and preserving natural resources.

Packaging STABILO BOSS ORIGINAL and STABILO Fountain Pens

The properties of the new blistercards for STABILO BOSS ORIGINAL and the STABILO Fountain Pens STABILO Grow, STABILO EASYbirdy and STABILO EASYbuddy differ slightly. Although the fresh fiber packaging material used here is slightly heavier than the previous mixed material solution, there are increased advantages. As stated above, the main benefit is the easy access to recycling and the manufacturing process for cardboard consumes less energy overall. As a result, this packaging is also a clear improvement over the previous packaging.

This investment aligns with STABILO's commitment to CO₂ reduction as part of its goal to achieve climate neutrality by 2025. It is a significant milestone in the company's sustainability initiative "Together," which seeks to promote a greener future through collaborative efforts.

Furthermore, all three packaging machines are designed to accommodate future packaging formats, allowing STABILO to seamlessly transition more products to easily recyclable mono-material cardboard packaging. This adaptability showcases the company's dedication to staying at the forefront of sustainable transformation.

The investment in these state-of-the-art packaging machines solidifies STABILO's commitment to environmental responsibility, innovation, and customer satisfaction. By embracing sustainable practices, STABILO continues to drive positive change and shape a more sustainable future for the stationery industry.

About STABILO

STABILO International is one of the leading manufacturers of writing instruments in Europe and continues to set standards with products for writing, painting & drawing and highlighting. Examples include the classics sold by the billions worldwide, such as the STABILO BOSS highlighter, the STABILO point 88 fine liner and many other pens for colorful and creative design. Recently, our expertise in the digital field has resulted in a diagnostic tool with pen and app that help teachers analyze and improve writing skills.

New Premium Fibre-tip Pen STABILO Pen 68 MAX with Chisel Tip for Maximum Creativity

With its versatile chisel tip, the STABILO Pen 68 MAX is the perfect addition to both the Pen 68 product family and the STABILO ARTY range. With this pen, anyone who enjoys being creative with paper and pen can try out new techniques and be inspired with new ideas.

The slanted tip of the STABILO Pen 68 MAX, is more commonly associated with markers, making it a novelty in the fiber-tip pen market. It offers two line widths of 1 mm and 5 mm, depending on how the pen is positioned on the paper. This makes the chisel tip perfect for creating large areas, bold lines and rough sketches, as well as for adding fine and precise details. The pen's round and thick shape is ideal for holding it at any angle and placing it on the paper. The design with the white contrasted stripes immediately indicates that it is a product from the STABILO Pen 68 family.

The 24 brilliant colors of the STABILO Pen 68 MAX are perfectly matched with the color palettes of Pen 68, Pen 68 brush, point 88, and pointMax, which expands the endless creative possibilities even further. The color application is rich and vibrant, and the water-based ink also allows for watercolor and blending effects that can be achieved particularly well on watercolor paper.

The Pen 68 MAX is available in various wallets in the STABILO ARTY design, ranging from 4 to 24 pens. Or in the 55-piece STABILO ARTY Creative Set Fibre-Tips, a high-quality matte black cardboard set filled with a curated color selection of Pen 68 MAX, Pen 68, Pen 68 brush, point 88, and pointMax. A perfect gift for pen and color enthusiasts.

The STABILO Pen 68 MAX premium felt-tip pen is a must-have for any creative workplace. The combination of chisel tip, color selection, watercolor capability, and compatibility make this pen a perfect tool for anyone who wants to unleash their creative side. The product will be available in stores in July 2023.

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Elevate your Projects with Trending STABILO BOSS ORIGINAL NatureCOLORS and a Versatile Black Marker

STABILO, the leading European highlighter brand, is set to launch STABILO BOSS ORIGINAL NatureCOLORS with new nature-inspired shades for its iconic highlighter range. Mud green, earth green, umber, sienna, beige, warm grey, and black are the captivating hues that will be available from October 1, 2023. This exciting addition to the range aims to cater to the needs of creative individuals, hobby artists, students, fans of muted highlighters, and trend-savvy individuals who seek a touch of elegance in their daily lives. The comprehensive STABILO BOSS ORIGINAL range now encompasses a total of 30 colors: 9 neon shades, 14 pastel tones, 6 nature-inspired colors, and an exciting addition, the all-new black marker.

On-trend Harmonious Color Scheme

STABILO has taken inspiration for this color range from the interior design and fashion industries, where natural tones have become a prevailing trend. These new colors reflect the ubiquitous nature-inspired palettes found in contemporary design and fashion, allowing users to stay on-trend and express their creativity with a harmonious color scheme.

STABILO BOSS ORIGINAL now comes in these trending natural hues, enabling users to create stunning aesthetic highlights. Whether you are underlining important text, marking significant points, shading drawings, framing images, journaling, taking study notes, or designing hand lettering, these new highlighter colors will elevate your projects to new heights of elegance and sophistication.

BOSS ORIGINAL Surprises with Black Ink

A black marker is a surprising addition to our BOSS ORIGINAL range, but this versatile tool adds a bold and captivating touch to any creative project. Its rich, deep black ink allows for smooth and precise lines, making it ideal for shading, adding depth, and creating striking contrasts. Whether you're sketching, illustrating, or working on mixed-media projects, the black marker offers endless possibilities for expressing your creativity.

In addition to its artistic applications, the black marker serves a practical purpose in everyday life. Its black ink provides an effective solution for crossing off information or tasks on to-do lists, enabling easy organization and priority setting.

A High-quality German Product — Naturally!

Not only do the STABILO BOSS ORIGINAL NatureCOLORS offer an unparalleled visual experience, they also boast remarkable features that enhance your productivity and ease of use. Thanks to the innovative anti-dry-out technology, you can confidently leave the cap off for up to four hours without worrying about the pen drying out. This feature ensures that you can concentrate on your work without interruptions, providing a seamless creative experience.

STABILO BOSS ORIGINAL is a true multitasker, featuring a chisel tip that allows for two line widths: 2 mm and 5 mm. This versatility makes it perfect for various applications, from precise underlining to bold marking. The water-based ink ensures smooth, consistent and vibrant lines, making your highlights stand out effortlessly.

As with all STABILO products, the new highlighter colors embody exceptional German craftsmanship and quality. Every pen is meticulously crafted to deliver optimal performance, ensuring a reliable and satisfying user experience.

A Striking Addition to the Product Range

“These new nature-inspired colors from STABILO BOSS are a testament to our commitment to meeting the evolving needs of our customers,” says Product Manager Franca Hildebrandt. “We believe that creativity should be nurtured and celebrated, and these colors will inspire individuals to express themselves with elegance and style.”

The new STABILO BOSS ORIGINAL NatureCOLORS will add a touch of subtle elegance to any task, creative project, or workspace. Whether you are an artist, a student, or a professional seeking a harmonious color scheme, these highlighters will seamlessly integrate into your daily routine, elevating the aesthetic appeal of your work.

To explore the full range of STABILO BOSS ORIGINAL colors and the all-new black marker, and to stay updated on the latest news and product releases, please visit www.stabilo.com.

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STABILO International is one of the leading manufacturers of writing instruments in Europe and continues to set standards with products for writing, painting & drawing and highlighting. Examples include the classics sold by the billions worldwide, such as the STABILO BOSS highlighter, the STABILO point 88 fine liner and many other pens for colorful and creative design. Recently, our expertise in the digital field has resulted in a diagnostic tool with pen and app that help teachers analyze and improve writing skills.

From Highlighter to Creative Tool: STABILO BOSS ORIGINAL now Available as a Versatile Black Marker

The iconic highlighter STABILO BOSS ORIGINAL has increasingly evolved to become a creative tool. The new STABILO BOSS ORIGINAL with black ink takes this development even further. This exciting addition is color number 30 in a broad range of STABILO BOSS ORIGINAL colors.

BOSS ORIGINAL Surprises with Black Ink

A black marker is a surprising addition to our BOSS ORIGINAL range, but this versatile tool adds a bold and captivating touch to any creative project. Its rich, deep black ink allows for smooth and precise lines, making it ideal for shading, adding depth, and creating striking contrasts. Whether you're sketching, illustrating, or working on mixed-media projects, the black marker offers endless possibilities for expressing your creativity.

In addition to its artistic applications, the black marker serves a practical purpose in everyday life. Its black ink provides an effective solution for crossing off information or tasks on to-do lists, enabling easy organization and priority setting.

A High-quality German Product – Naturally!

Of course, STABILO BOSS ORIGINAL in black also offers the kind of remarkable features that enhance your productivity and ease of use. Thanks to the innovative anti-dry-out technology, you can confidently leave the cap off for as long as 24 hours. With the black ink, you needn't worry about the pen drying out. This feature ensures that you can concentrate on your work without interruptions, providing a seamless creative experience.

STABILO BOSS ORIGINAL is a true multitasker, featuring a chisel tip that allows for two line widths: 2 mm and 5 mm. This versatility makes it perfect for various applications, from precise to bold lines. The water-based ink ensures smooth and consistent ink laydown in brilliant black.

As with all STABILO BOSS ORIGINAL products, the new black marker embodies exceptional German craftsmanship and quality. Every pen is meticulously crafted to deliver optimal performance, ensuring a reliable and satisfying user experience.

To explore the full range of STABILO BOSS ORIGINAL colors and the all-new black marker, and to stay updated on the latest news and product releases, please visit www.stabilo.com.

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Introducing the Charming STABILO woody 3 in 1 Desk Set: A Complete Solution for Creative Fun and Organization

A new desk set containing 15 multi-talented STABILO woody 3 in 1 colored pencils and a newly designed container sharpener is filling a longstanding gap in children's painting tables. It offers all you need in one practical set for unlimited drawing fun. Lovingly designed as a timeless and ageless classic, and crafted with care and commitment to the environment, the desk set is made from at least 92% biocomposite based on PEFC-certified material.

The Perfect Addition to the STABILO woody 3 in 1 Range

STABILO woody 3 in 1 multi-talented colored pencils are loved by children, parents, kindergarten teachers and hobby artists alike. But two items have been missing in the product line so far. STABILO is therefore pleased to announce the launch of a desk set designed to hold 15 XXL STABILO woody 3 in 1 pencils and a large container sharpener in October 2023. The set contains 12 classic STABILO woody 3 in 1 pencils and three STABILO woody 3 in 1 duo with a two-colored lead. The container sharpener is also new to the market and will be available separately starting in October 2023. This charming, compact desk set combines functionality, creativity and sustainability to provide an unrivaled drawing experience for any artist. With its timeless and ageless design inspired by an artist's palette, the desk set is not only ideal for children, but will also delight parents and creative adults who appreciate a clean and organized workspace. The desk set is manufactured from at least 92% biocomposite based on PEFC-certified material.

Versatile Uses for a Wide Target Group

The robust STABILO woody 3 in 1 pencils are also made of PEFC-certified wood. The thick shape is perfect for the little hands of children aged 3 and upwards, while its versatility in use makes it ideal for a much wider target group. Serving as a coloring pencil, wax crayon and watercolor all in one, it offers virtually limitless creative scope. With exceptional coverage and color intensity, the pencils work flawlessly on various surfaces, including dark paper or cardboard. They also work extremely well on glass, where they can be easily wiped off, allowing unbounded creativity. In addition to the classic STABILO woody 3 in 1, the set includes the STABILO woody 3 in 1 duo, which comes with the same

features plus a two-colored lead.

A Robust Container Sharpener that is Safe for Young Children to Use

As part of the desk set and as a standalone accessory, the new container sharpener boasts an array of features that solve most of the common problems faced by users of the popular woody 3 in 1 pencils. The extra-large container effortlessly collects dust and shavings, minimizing mess and keeping your workspace clean and tidy. The securely closing lid ensures that the sharpener won't open and lose dust when you carry it in a pencil case or bag. With its durable construction and timeless design, the container sharpener is a reliable accessory for both large and small hands, while the child-safe mechanism gives parents peace of mind. The sharpener module is readily replaceable with the existing woody 3 in 1 sharpener (www.stabilo.com/HowTo). This ensures continued sharpness, while the durable build guarantees longevity. Its timeless design makes it suitable for users of all ages and perfectly complements the XXL pencils.

"We are thrilled to offer this all-in-one desk set and sharpener that promotes sustainable creativity and organization," says product manager Timea Leidenfrost. "Our goal is to provide children, parents and creative adults with an exceptional drawing experience while fostering an appreciation for our environment."

Thanks to its compact size and durable value, the desk set promises to be a hit in both stationery and e-commerce stores. It offers the ultimate solution for organizing drawing essentials while offering an enriching and enjoyable experience for children: a great gift idea for Christmas or any other occasion.

For more information about the desk set and container sharpener, please visit www.stabilo.com.

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STABILO Creative Tips Open up Creative Potential and Offer Countless Ways to Make Art

The exceptional sets of STABILO Creative Tips let you experiment, boldly try something new, and expand your personal artistic expression, just like the entire STABILO ARTY product range to which they belong. Five different pen tips and 16 selected colors combine everything needed to inspire and enable creative people and artists to give their imagination free rein.

Mix-and-match with Five Different Tips

STABILO Creative Tips is a carefully selected collection of pens that offers a unique mix-and-match experience for different line widths and styles. The water-based ink and choice of five different tips make it easy to generate numerous breathtaking effects – from precise lines to bold brush strokes. Each set contains all colors with all five differently-shaped tips. These include a fiber-tip pen with a 1 mm line width for bold, expressive lines, a multi-purpose brush pen with a line width that can be adjusted with pressure, and three different fine-liners with metal-cased tips in the line widths of 0.2 mm, 0.4 mm and 0.7 mm for precise lines from extra-fine to medium. The fine-liners with 0.4 mm and 0.7 mm tips also feature Sensor technology, which means that the tip is spring-loaded to compensate for excessively firm pressure. Customers can choose between small sets with basic colors, such as black, or black and grey, as well as larger sets with six or ten colors and thus 30 or 50 pens.

Harmonious Color Palettes

The thoughtfully compiled selection of colors is another factor that makes the STABILO Creative Tips truly unique. A perfect color palette will enhance any creative project, which is why the team of STABILO experts selected a range of vibrant and harmonious shades. Whether you're interested in creative writing, drawing, sketching, calligraphy, or experimenting with various techniques – STABILO Creative Tips offer the ideal colors to let your imagination roam freely.

Creativity Without Boundaries

“Our goal with the STABILO Creative Tips is to make it easy for people to explore their creativity without

limits, regardless of their background knowledge,” says Product Manager Amelie Cheng. “We believe that every stroke tells a story and this set offers endless possibilities for authentic self-expression.”

STABILO Creative Tips has a diverse target group. They are aimed at amateur artists and people who like to get creative with pen and paper, from all walks of life: Whether you are a budding calligrapher or aspiring graphic designer, or whether you simply love to draw and explore different artistic techniques – this set combines the best tips from STABILO and is virtually custom-made for you. Boost your creativity with STABILO Creative Tips and immerse yourself in a vibrant artistic adventure unlike any other.

As of January 2024, STABILO Creative Tips are available online and in selected stores. More information on the set and the STABILO ARTY product range can be found on our website www.stabilo.com.

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New Stars for the Classroom: The STABILO EASY Start Family Has Grown

For an effortless new school year: The STABILO EASY Start product family adds color and ease to the task of learning to write.

Discovering the joy of writing – that’s what the STABILO EASY Start products, created especially for beginners, are all about. Their ergonomic shape and special grip zones for left- and right-handers give children a perfect start to school life. With new colors and new products, the successful product family is now bigger and accompanies children throughout their school years, starting with preschool.

STABILO EASYbirdy Timber With Wooden Shaft

As of January 2024, STABILO will be offering the EASYbirdy Timber, a unique fountain pen alternative. The shaft of the fountain pen is made from light maple wood and gives the pen a special charm, that comes with wood as a renewable resource. A varnish coating on the wooden barrel surface protects the wood from getting dirty. With a cap and grip zone in vibrant blue, pink, or turquoise, it is a colorful and charming fountain pen with a look and feel that both children and adults love. The soft nonslip grip zone ensures a relaxed, natural and secure grip. Like the classic EASYbirdy, the EASYbirdy Timber with ergonomic grip zone is available for left-handed or right-handed users. EASYbirdy is also the only fountain pen with a nib that can be tilted 15 degrees to the left or right. The writing angle adapts to the hand position, which means that the nib is always lying flat against the paper and there is no scratchiness or gaps in writing. This not only promotes clean and fluid handwriting, but children can also concentrate on what’s important when writing.

STABILO EASYbuddy Twilight Sky Edition

The excellent writing characteristics and stability of EASYbuddy, the successful school fountain pen for left- and right-handers, make it popular with children, parents, and teachers. Starting in January 2024, the Twilight Sky Edition will bring new ideas to the fountain pen shelf and is set to become the new fountain pen favorite for children. In a consumer test, the two new limited-edition color combinations steel blue/lime and all-black proved to be the absolute favorites for kids.

EASY buddy's universal soft grip zone guarantees a firm grip and fatigue-free writing. The robust barrel and nib are made to withstand the stresses of everyday school life. Two nib variants, "M" for right-handers and "L" for left-handers, are available to cover all writing needs. The high-quality writing system with maximum leakage protection allows for soft, clean writing; the large window makes it easy to keep an eye on the ink level.

EASYcolors Now in 24 Colors

The ergonomic colored pencils with special grip zones for left- or right-handers can be recognized from afar thanks to their bright colors and contrasting grip zones. The triangular shape and nonslip grip zones help children intuitively hold the pencils naturally and correctly. The colored pencil ends indicate which hand the pencils are designed for: yellow is for left-handers and red is for right-handers. Starting in January 2024, EASYcolors will be expanded to 24 colors to give children even more freedom to explore their imaginations. The twelve new colors include gold, silver, and white, making the pencils even more interesting for teaching of numbers in Montessori education. The rich color yield of all 24 colors is impressive not only on white but also on dark paper: saturated colors can be achieved with little effort and pressure – unlimited coloring enjoyment is guaranteed. EASYcolors are made of PEFC-certified wood.

Detailed information on all STABILO EASY and STABILO EASY Start products and news and innovations from STABILO can be found at www.stabilo.com.

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New Additions to the STABILO ARTY Range: Celebrate Your Creativity and Mix and Match Colors on Paper!

For all passionate creators, fun-lovers, and those who love to express themselves through vibrant colors on paper with STABILO products from the ARTY range, there is a new member of the crew to get to know. Designed to awaken the joy of creativity and inspire new design forms, products from the STABILO ARTY range are the perfect companions for anyone who loves to experiment and bring their imagination to life!

We at STABILO believe that creativity is not about perfection but the sheer delight of the process itself. The ARTY philosophy revolves around “colorful creativity on paper”, encouraging individuals to embrace their artistic spirit without inhibitions. Whether you are a seasoned artist or just starting out, ARTY is your gateway to a world of endless possibilities.

The ARTY Creative Sets accentuate the combination of various products, encouraging mixed media artistry. These sets combine different products in one pack, expertly curated with harmonious color combinations that invigorate your creative expression. The new 30-piece ARTY Creative Set, available from October 2023, features a blend of point 88, Pen 68, and Pen 68 brush in identical color shades across all three pens, allowing you to write or draw with different tips in the exact same hue. All bundled in a durable metal wallet adorned with the bright and shiny ARTY design.

The STABILO ARTY range brings together a carefully curated selection of top STABILO products, including Pen 68, point 88, BOSS ORIGINAL, and woody 3 in 1, in one cohesive collection. Our range of pens caters to countless drawing techniques, making it the ideal choice for all hobby artists. From delicate fine lines to vibrant explosions of color, STABILO’s ARTY range empowers you to turn your ideas into captivating works of art.

“Our goal with STABILO ARTY is to inspire creativity, to nurture the desire to try new things, and to kindle the spark of do-it-yourself ideas,” says Amelie Cheng, Product Manager at STABILO. “We believe that art should not be confined by any boundaries, and our versatile range of products ensures

that every individual can create without limits.”

The STABILO ARTY packaging line proudly offers ten different products, ensuring 100 percent versatility on paper. Our products are testament to the belief that creativity knows no bounds, and that it is the personal touch that each creative person imbues on paper that truly makes a difference. Join us on this exciting journey of colorful creativity and self-expression with STABILO ARTY. Discover the joy of creating without inhibitions and embrace the thrill of experimentation.

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