

## PRESS RELEASE

### **Two pens like a friend! BOSS MINI and STABILO MINI ballpoint pen available as Limited Edition "STABILO MINI EYE ♥ U"**

Lifestyle accessories today must fit perfectly to the personal style of its user as they play an important role to express one's individuality and personality. Even daily-life products such as highlighters or ballpoint-pens for work at school, university or in the office should offer much more than quality. Fun, easiness and coolness are obligatory product-features to become real favourites! For example "mini"-products are very successful for years. Fitting this trend, a lot of classics from STABILO are available in this cute and mobile pocket version.

As latest STABILO launched a limited edition, called "STABILO MINI EYE ♥ U" presenting its Number one Highlighter BOSS as well as a ballpoint pen in a very modern and emotional mini-style and design. How do you feel today at school and at work? You are too shy to talk about? Then show it with your pen!

STABILO's Limited Edition "STABILO MINI EYE ♥ U" offers various looks to express your mood. If flirty or happy, a bit confused or even a little bit sad - attention to the eyes and just choose the right pen from five different motifs!

Never before pens were so expressive at the first glance and told a lot about the owner's mood. This powerful duo – BOSS MINI EYE ♥ U and STABILO MINI ballpoint pen EYE ♥ U – fits in every bag, keeps you in touch easily with classmates and colleagues. Furthermore these two BOSS MINIS can be given as a present for different occasions.

STABILO BOSS MINI is a miniature version from STABILO BOSS ORIGINAL. Of course the little one - as you might expect from such a renowned brand - has all the benefits of its "big brother". It's equal in almost every way to the ORIGINAL, which is still the best selling highlighter in Europe. And that's not all: it's also a real eye catcher with five bright, fluorescent colours, water-based ink for paper, copy and fax and a long cap-off time.

'Small, colourful, handy and fun' – in short: a typical STABILO BOSS! With its Limited Edition "STABILO MINI EYE ♥ U" STABILO again presents mini products as real personalities, charged with emotion and charisma!