

PRESS RELEASE

STABILO EASYcolors and STABILO EASYgraph: The best tools for starting school in good hands!

Recommended by experts: the first ergonomic colored and graphite pencils especially for right and left-handers

Making learning child's play, supporting tasks in an intensive and yet child-oriented way – not only is this fun, it's also the most effective method. Fortunately, this is a generally recognised principle of modern education. This means that imaginative drawing and colorful scribbling at pre-school age are considered a good means of preparing for learning to write - as long as the not-yet-practised hands don't suffer from cramp resulting from the pencil being held incorrectly or too tightly, or that left-handed children don't use right-hander pencils.

That's why writing instruments developed together with experts to meet these needs precisely are ideal "training material" – for example STABILO Easycolors and STABILO Easygraph, the first ergonomic colored and graphite pencils especially for left and right-handers. The triangular shape and perfect-fitting, non-slip grip moulds for left or right-handers ensure that the correct grip is found intuitively from the start. This means that the fingers on the writing hand stay relaxed when writing is practiced intensively at school and letters and numbers have to be put on paper as uniformly as possible.

In scientific tests with experts from the fields of ergonomics, psychology and medicine, as well as studies involving children and young people, the STABILO EASYcolors performed better than the competition and was recommended to aid a successful start at school. It is suitable from pre-school age, and then for all school levels.

The best for children

This new line of wooden pencils is an addition to the ergonomic "EASY" product range from STABILO, which has enjoyed success for years. Special left and right-handed versions of the STABILO 's move easy rollerball and the STABILO Easyergo, the first learner propelling pencil, have already been a staple of children's pencil cases for some time. The reasons for this are the impressive writing qualities along with equally high popularity among children, teachers and parents. However, this meant that developing new Easy pens was no mean feat! Renowned experts used various test methods to find out if and to what extent the new colored and graphite pencils met these standards. Left-hander expert Dr. Johanna Barbara Sattler concluded: "The pen is interesting. The slightly offset moulds allow for a good finger grip. The pen also lies securely and steadily between the thumb and the index finger. The idea of having a different coloured end for left and right-handers is also very good. It makes it easy for children, parents, teachers and child care workers to tell the difference."

Ergonomics expert Professor Dr. Ing. Ralph Bruder came to the conclusion that "the established positive ergonomic features have also been successfully transferred to the new triangular pencils from STABILO. In a test, the STABILO EASYcolors performed better than the competition and offers the ideal support for pre-school children. As a scientist, I don't hesitate to recommend STABILO EASYcolors. Parents make an excellent choice with this pencil, giving their children a great start to their school career!"

Taking the greatest care of children's hands

The wood used for the twelve bright STABILO Easycolors colored pencils and the STABILO Easygraph pencil (The HB grade is equally suitable for writing and sketching) comes from guaranteed-sustainable forests and is coated with a protective varnish. The red and yellow colour code at the end of the pencil indicates at a glance whether it is a left or right-handed version. Sharpening the pencil does not affect the secure grip at all and the name tag on every pencil helps stop it accidentally falling into the wrong hands!

In a word: STABILO EASYcolors and EASYgraph, the first ergonomic colored and graphite pencils especially for left and right-handers, also have what it takes to become firm favourites in the world of writing instruments. This is more good news from an educational point of view. After all, a well-liked pen gets used enthusiastically!