

## PRESS RELEASE

### KEEP NATURE COLOURFUL!

#### **STABILO is first wooden pencil manufacturer to be FSC-certified**

**As a family company and a global brand for young consumers, STABILO has a major responsibility when it comes to protecting the environment. The latest example of the company's efforts in this respect is the new STABILO GREEN product line, which only uses 100% FSC-certified wood. FSC stands for strictly controlled, ecological and sustainable forest management. STABILO is the first manufacturer of writing instruments to be FSC-certified, making it a pioneer in the industry.**

#### **A forest is more than just trees**

Many people are sure to think that wooden pencils as such are environmentally friendly. But not all wood is the same. STABILO has supported the Forest Stewardship Council (FSC) for many years to guarantee sustainable and profitable production using renewable raw materials. The FSC is a non-governmental, not-for-profit organisation promoting the ecologically responsible use of forests. The FSC seal is awarded to both forestry enterprises and entire manufacturing processes. STABILO has been participating in the FSC programme since 1998 and is the first wooden pencil manufacturer in the world to be certified. The proportion of FSC wood used in the production of STABILO pencils has grown every year - between 2005 and 2007 it increased by 2,000%. This wood is entirely sourced from responsibly managed forests for the sake of the environment.

#### **STABILO GREEN: for the sake of the forests and the climate**

STABILO now offers a new product line for customers who value both quality and environmental awareness – the STABILO Green range: specially developed pencils that only use 100% FSC-certified wood and whose traditional striped design features natural white stripes and an environmentally-friendly matt finish.

The FSC-certified **STABILO GREENgraph** pencil is a clear commitment to environmental protection:

- Made from FSC-certified jelutong wood
- High-quality, extremely break-proof HB lead
- With optional eraser end

The FSC-certified **STABILO GREENcolors** colour pencils let you show your true colours with a clear conscience:

- Made from FSC-certified Weymouth pine
- High-quality colour lead with intensive colour application to produce powerful, brilliant colour images
- Available in wallets containing 12, 18 or 24 colours

The **STABILO GREENlighter** is a true highlight where sustainability is concerned:

- Ergonomically designed triangular highlighter - thick and short
- Manufactured from FSC-certified lime wood
- 3 neon colours: yellow, green and pink, suitable for use on a wide variety of paper
- Thick lead with 5.5 mm diameter for wide strokes – suitable for all conventional sharpeners
- Glides smoothly, allowing fast highlighting

**To sum up: STABILO Green are products for a greener world!**