

PRESS RELEASE

STABILO: from pencil factory to a lifestyle brand

Since its early days in 1865, Gustav Schwanhäußer's former "Schwan Pencil Factory" has grown into an internationally successful concern still characterized by a tradition of on-going innovation but still family-owned and now managed by the fifth generation. Products for highlighting, writing, coloring and drawing enjoy success all over the world under the STABILO brand.

The guarantee for this long success story and major driver for the future of the STABILO brand is its determination to look and feel "different". What are the main trends? What mega-movements are emerging? Questions like this and keeping an interested eye on other sectors such as automobiles, fashion, sport and wellness provide inspiration for the development of new products.

Sustainability and the use of natural resources as well as ergonomic writing implements and close cooperation with experienced scientists coupled with shapes, colours and design that hit just the right fashion note are typical attributes of all STABILO products.

Ongoing career

The introduction of the STABILO BOSS highlighter in 1971 marked a milestone in STABILO's international career as the leading manufacturer of highlighters until today. Also this product is quite literally a brilliant example of the company's innovative strength: Simple "marking over" instead of exact "underlining" made working with texts so much easier, that it soon became second nature. From students to managers – soon everyone was using the 'reading pen'. So far, over 1.7 billion STABILO BOSS highlighters have been sold – that's more than two per second. What a brilliant career, and one which has lasted until today. Currently the STABILO-highlighter-range counts about 11 different members.

The latest additions with a lot of cult potential are the first FSC-certified STABILO Green products. As well as „STABILO Easy Experts“, an ergonomic line with products specially developed for left- and right-handed users.

STABILO for life

STABILO provides customers all over the world with colourful and trailblazing products in the segments highlighting, writing and colouring and stand for ergonomics, design and lifestyle. Therefore the term "product" includes both: pens and packaging and helps to fulfil the vision "STABILO for life". Especially ergonomic products play an important role. Together with scientists, STABILO is developing innovative products for years. As a new interpretation of the fountain pen the (rollerball ink pen) STABILO 's move easy is taking over pencil cases of pupils. Also the mechanical pencil STABILO 's move ergo provides school-beginners the best start. 2009 the range will be extended by STABILO Easycolors and STABILO Easygraph, as well innovative colored lead-pencils in special left- and right-handers-version.

In a word - the rise of a small pencil manufacturer to an internationally successful brand has been a resounding success. Even after about 150 years the Swan is still young and sexy and keeps on flying around the world!