

PRESS RELEASE

Back to the 80's – STABILO 's move easy now with a chic retro look

Crazy fashion statements and even crazier hairdos (from today's point of view, of course), combined with a colorful, out-there, in-your-face, hedonistic lifestyle...? Those were the 1980s! Now, those who missed out the first time round are getting the chance to experience the era – 80's shows are TV hits, and all the familiar accessories, from badges to Rubik's cubes, are trendy again. In short, the 80's retro trend is really in.

The new Limited Edition "Back to the 80's" version of the STABILO 's move easy fits in perfectly with the colorful images of this decade. Available for just one year in typical 80's colors, there are now four more combinations of the original rollerball for right and left-handers. Also new to the range is a refill cartridge with "fine" line-width, for those who prefer a finer line.

This sure to win the "easy" even more fans. Right-handers, left-handers, children learning to write, teenagers and retro fans – the rollerball, developed together with experts, wins them all over. A relaxed hold when writing prevents muscles from cramping and aids easy, comfortable writing, whilst also improving hand writing. Right from day one, it has passed every test with flying colors, getting nothing but top marks for ergonomics, style and fun.

The original

You only have to take a look in their pencil cases – the STABILO 's move easy is already part of school kids' standard equipment. Developed just a couple of years ago together with experts as the first modern rollerball, this pioneering member of a new generation of pens is already much-copied. That's no wonder, as it combines the best features of a fountain pen and ball point pen. From the very first drops of ink out of the blot-proof refill cartridge, the pen's positive features have impressed and excited school kids, parents and teachers alike.

A classic now with a retro look

In order to appeal to the diverse tastes of both younger and older school pupils, the 's move easy is available in a variety of colors. There are four basic colors for primary school kids, a stylish black & white combination for the 's move easy 14+ line, and the brand new limited edition "Back to the 80's" - all as colorful as that 80's legend, the Rubik's cube, and sure to soon be just as popular!

Across the whole easy range there are individual versions available for right and left-handers, and of course, every pen has a space for a nametag.

What an all-rounder!

On top of good looks (which won the renowned "ISPA Product of the Year Award" for design in 2004), the pen also delivers impressively in terms of performance.

The 's move easy brings together everything you love about ink rollerballs with all the benefits of a fountain pen. Bent nibs, flattened quills, stained fingers and ink blots in the middle of your page? No chance with the 's move easy! The ink comes from a leak-proof refill cartridge. This is available in royal blue erasable ink for school, permanent black ink or red ink, ideal for corrections. Just as important as the color is the fact that the paper remains free from blots. The writing tip is automatically changed with each new cartridge, almost systematically guaranteeing an even, comfortable feeling when writing. It's also child's play to replace the cartridge.

You only have to pick up the pen to feel its clever ergonomic design, as the 's move easy simply sits comfortably in the hand. Whether left or right-handed, the different versions for each hand ensure that this is the case. The organic shape of the pen is curved like a banana, allowing it to lie gently against the back of the hand, one of the most important requirements for a relaxed hold, even during longer periods of writing. This also applies to the non-slip grip zone. Index finger and thumb fit snugly into the ergonomically designed hollows. The pen's rollerball tip glides evenly over the paper – almost without effort - resulting in light and comfortable handling and neat and tidy writing!

In a word:

With the "STABILO 's move easy", the fountain pen has been successfully re-invented! The original rollerball for left and right-handers features an impressive ergonomic design, optimal writing qualities and a trendy look. The retro-chic of the limited "Back to the 80s" line therefore has the best chance of working its magic in the 2008/2009 school year – say hello to a worthy successor to the Rubik's cube...!