

Schwan-STABILO's factory in Weißenburg celebrates its 50th anniversary

Weißenburg, Germany, July 2011. This year, the Schwan-STABILO factory in Weißenburg will celebrate its 50th anniversary. What was then the Schwan-STABILO pencil factory in Nuremberg took over the facility in Weißenburg's Industriestraße (at that time manufacturing ballpoint pens) from Quass in the summer of 1961. Starting out with a team of just 40, Schwan-STABILO has since grown successfully into a company which today employs 408 people.

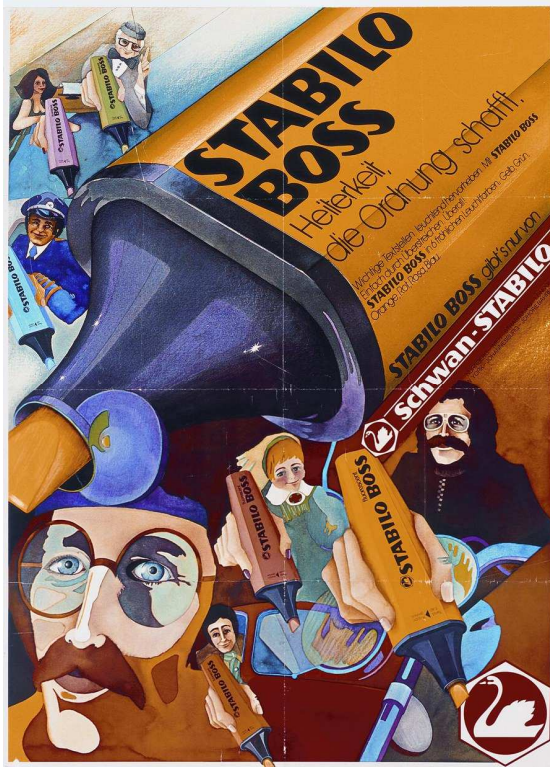
At the start, Schwan-STABILO intended to produce fountain pens and their components in Weißenburg and to launch its URANIA brand on the fountain pen market. In the mid-1960s, however, Schwan-STABILO shifted its focus to the production of injection molded plastic pen parts to meet the demands of the modern market.



STABILO BOSS was launched 40 years ago and is manufactured at the Weißenburg site *Photo: STABILO*

Another anniversary to celebrate: The world's favorite BOSS is set to turn 40

In 1971, fiber tip and felt tip markers, formerly known as "wick pens", such as the STABILO Pen 68 – the number indicates introduction to the market in 1968 – were an ideal basis for **the** product to come out of Weißenburg: the STABILO BOSS marker.



STABILO BOSS advert from the 1970s

Using fluorescent inks in a pen design had a major impact on the way that people read and work with texts.

Marking rather than underlining was a revolutionary innovation. And with great success:

Today, over 1.8 billion units have been sold worldwide. If these markers were placed end-to-end, they would form a chain that would stretch around the world four and a half times.

During the 1960s and early 1970s, Schwan-STABILO gained the expertise which has made the Weißenburg site an essential part of company's operations today.

Schwan-Stabilo's employees have gathered unparalleled knowledge in the manufacture of injection molded plastic parts.

This expertise is just as relevant for the production of writing implements of all shapes and colors as it is for the cases and precise parts that go into making a premium cosmetic pencil. In 2009, Schwan-STABILO Cosmetics built its own injection molding facility at the company's site. However, this expertise extends far beyond the manufacture of injection molded plastic parts. The tool shop not only manufactures and maintains its own injection molding tools, it also shares its expertise in support of Schwan-STABILO's global subsidiaries.

Significant investments

Over the last few years, Schwan-STABILO has invested a total of 17.2 million euros in its Weißenburg site, including the purchase of a new conveyor system for the logistics center and a new building for the Schwan-STABILO Cosmetics injection molding facility. In the current year, Schwan-STABILO is planning investments of 9.7 million euros, including a new building for manufacturing STABILO BOSS markers and a new canteen for its employees. When the new building is finished, it will also include a factory store for Schwan STABILO products – an absolute first in the history of the company.

Further information:

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