

## PRESS RELEASE

### **STABILO nova – TRENDY AND STRIKINGLY DIFFERENT ADVERTISING!**

STABILO Promotion Products GmbH | Heroldsberg, 1 March 2019

**Doubly effective advertising! The STABILO nova push-button ballpoint pen will impress you with its trendy colours and advertising space on the shaft, clip and printable inner tube, offering strikingly different advertising.**



This push-button ballpoint pen made of ABS plastic will leave nothing to be desired: a moulded grip on the shaft ensures a relaxed hold, and the extra-large push-button is convenient to use. The jumbo reservoir ensures enjoyable writing comfort.

Twice as nice: advertising messages can be printed on the shaft and the inner tube – and all around at that. This special feature makes attractive shapes and impactful advertising possible on several levels.

The STABILO nova is available in four variants. The block coloured STABILO nova color with white tube and coloured shaft for high-contrast advertising, and the STABILO nova transparent in transparent style. The STABILO nova inside and inside+ variants are particularly eye-catching with their extraordinary design: transparent shafts reveal the colourful inner tube of the STABILO nova inside and the metallic inner tube of the STABILO inside+: an absolute eyecatcher.

All variants are also available with printable plastic clip or elegant metal clip. Up to four hip and striking standard colours are available. The STABILO nova is available in your desired Pantone colour from 5,000 pieces.

**STABILO nova – SPECIAL-EFFECT PROMOTIONAL PRODUCT TO ATTRACT MORE ATTENTION.**