

PRESS RELEASE

STAND OUT WITH COLOUR, IMPRESS WITH SUSTAINABILITY.

Communication on your desk – with the STABILO pointball colourful ballpoint pen.

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Sustainability, design and suitability for everyday use are among the most important requirements for modern promotional items today. Companies are looking for products that are not only visible, but also convey values and are used in the long term. With the STABILO pointball printed ballpoint pen, STABILO Promotion Products offers a ballpoint pen that meets precisely these requirements: an eye-catching writing instrument with a sustainable ethos and high brand impact.

With the new STABILO pointball colourful variant, STABILO is expanding the popular pointball range with four modern colour schemes: ultramarine, mint green, rust red and dark grey. The new colours, inspired by the modern office environment, bring a subtle vibrancy and personality to the desk, combining a professional appearance with individual style.

The STABILO pointball colourful ballpoint pen combines ergonomic writing comfort with a modern, colourful design and sustainable materials. The barrel is made from 87% bio-based plastics in accordance with the ISCC PLUS certification, based on the mass balance approach, and thus actively contributes to the reduction of fossil resources. At the same time, the ballpoint pen impresses with its high suitability for everyday use – whether in the office, at meetings, at trade fairs, in training sessions or in daily customer interactions.

Thanks to its high-quality ink, the STABILO pointball glides particularly smoothly across the paper and is ideal for fast and intensive writing. The non-slip grip zone ensures high writing comfort even during prolonged use. Furthermore, the ballpoint pen is refillable and thus designed for long-lasting use – an additional advantage in terms of sustainable promotional items.

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It is particularly in the field of brand communication that the STABILO pointball ballpoint pen demonstrates its strength as a long-lasting promotional item. Thanks to its pleasant feel, the brand's signature design quality and reliable writing performance, it remains in constant use – and thus constantly visible. Companies benefit from a lasting brand presence exactly where communication takes place: in the day-to-day working lives of their target groups.

The STABILO pointball offers a wide range of options for customised brand presentation:

- Printing of the barrel and clip with a logo or promotional message
- An attractive combination of sustainability and modern product design
- Available as a single item or in high-quality set and packaging solutions
- Customisable packaging in the customer's design – ideal for events, onboarding packs or mailing campaigns

The STABILO pointball colorful is particularly eye-catching when presented as a high-quality set of four in a case. The combination of different ink colours not only creates an additional visual impact but also opens up further opportunities for companies to creatively showcase their brand. There is ample space for customised advertising messages both on the individual pens and on the paper insert in the case.

Pad printing and high-quality 4-colour digital printing are available for applying branding to the pens. The paper insert in the case can also be fully customised using 4-colour digital printing, offering additional space for brand messages, campaign motifs or corporate design elements. The result is a professional, consistently branded promotional item with high-quality appeal and a lasting impact.

Particularly in times of growing sustainability demands, promotional items are gaining in importance – items that not only generate short-term attention but are also used in the long term. The STABILO pointball meets this requirement thanks to proven STABILO quality. The document-proof, particularly smooth ink ensures a pleasant writing experience and supports continuous use in everyday life.

The ballpoint pen also makes a visual statement: the characteristic stripes in the STABILO pointball's design create high brand recognition and ensure a modern, appealing brand image. Thanks to the combination of sustainable materials and eye-catching design, the

ballpoint pen is ideal for companies wishing to convey their brand message in a credible and contemporary way.

In addition to its sustainable focus, the STABILO pointball also impresses economically as a durable promotional item with a wide reach. Its suitability for everyday use ensures that it is used regularly and remains visible over a long period – a decisive advantage in the field of tactile brand communication.

Whether as a high-quality giveaway, part of sustainable communication campaigns or a daily companion in the office – the STABILO pointball colorful combines functionality, design and environmental awareness into a promotional item that raises brand visibility whilst conveying a sense of responsibility.