

PRESS RELEASE

PRESENT WITH EASE, INSPIRE LASTINGLY.

STABILO MARKdry PERMANENT MARKER – BRAND PRESENCE THAT LASTS.

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Functional, sustainable and eye-catching promotional items are a key success factor in B2B communication. With the STABILO MARKdry, STABILO Promotion Products offers an innovative solution that meets several requirements of modern brand management: a customisable marker in a wooden casing that can be used on both whiteboards and paper – thereby opening up new areas of application in the promotional products market.

The STABILO MARKdry combines what was previously separate in everyday working life: writing on smooth whiteboard surfaces and on paper. The marker really comes into its own in training sessions, workshops and coaching situations, where people frequently switch between flip-charts, whiteboards and notes. Trainers, facilitators and participants benefit from a seamless writing system – without a change of medium or having to switch pens.

The special, ink-free refill ensures even ink flow without drying out – a decisive advantage in dynamic presentation situations. Whether in a seminar room, during internal training sessions or at client meetings: the MARKdry is ready for use at any time and supports a smooth workflow. For companies, this means: a durable promotional item with high visibility exactly where knowledge is imparted, ideas developed and decisions made.

Differentiation is crucial, particularly in the promotional products sector. The STABILO MARKdry offers a wide range of options for individual brand presentation:

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- High-quality printing of the wooden barrel with a logo or promotional message
- Implementation of custom colour and design concepts in line with corporate identity
- Available in various set options – from single pens to a set of six
- Fully customisable packaging solutions in the customer's design – ideal for training materials, workshop kits or onboarding packs

Particularly in training and workshop settings, this allows for the creation of professional, branded work materials that leave a lasting impression and consistently integrate the brand into the learning context.

The STABILO MARKdry is available in both classic and eye-catching neon colours. In addition to the tried-and-tested standard colours of black, blue, red and green, bright neon colours such as yellow, green, orange and pink are also available. This allows for the presentation of structured content in a business context as well as the creation of visual highlights – for example, to emphasise key points in presentations, training materials or creative workshop formats.

In addition to its versatility, the STABILO MARKdry also impresses with its sustainable design: made from 100% PEFC-certified wood and free from solvents, it meets the growing demands for environmentally friendly promotional items.

The robust, sharpenable refill ensures a long service life, whilst the consistent ink flow right down to the last stroke guarantees reliable performance. On whiteboards, the writing can be wiped off dry or wet – on paper, it remains clear and opaque.

Whether as part of training and development programmes, as a high-quality giveaway or as an integral part of modern working environments – the MARKdry creates a sustainable, visible brand presence precisely where knowledge is created and imparted, and thus stands out as an innovative promotional item that combines functionality, sustainability and customisability.