

PRESS RELEASE

COLOUR FOR IDEAS. VISIBILITY FOR BUSINESSES.

Promotional impact on the desk – with the STABILO Click-Sets Pen 68 and point 88.

STABILO Promotion Products GmbH | Heroldsberg, 1 July 2026

Today, promotional items are expected to do more than simply raise brand awareness. They should attract attention, offer practical value and, at the same time, convey a company's values. Creative writing instruments in particular can score highly here, as they combine functionality with emotional appeal and encourage active use in everyday life. With the stylish desk sets STABILO Pen 68 and STABILO point 88, STABILO Promotion Products offers two high-quality promotional items that foster creativity and ensure long-term brand visibility.

Whether in the office, when working from home, in meeting rooms, at workshops, training sessions or creative projects – coloured writing instruments accompany people through numerous communication and work processes. These practical desk sets combine tried-and-tested STABILO quality with a wide range of options for brand promotion, thereby creating a promotional item that remains in constant use.

The STABILO Pen 68 stands for intense colours, high luminosity and creative freedom. With its robust tip and water-based ink, it is ideal for sketches, visualisations, hand lettering, notes or creative workshops. The high colour brilliance ensures that ideas come to life and brand messages are linked to positive emotions. At the same time, this premium felt-tip pen impresses with its excellent protection against drying out and its reliable writing performance.

Equally iconic is the STABILO point 88. Europe's best-selling fineliner stands for precision, versatility and an unmistakable design. The metal-capped tip enables precise line work and a long service life. Whether for notes, sketches, diagrams or creative designs – the STABILO point 88 is an everyday companion for school, university, work and creative projects. Its high resistance to drying out, combined with a tip suitable for use with rulers and stencils, makes it a particularly reliable writing instrument.

Page 1 from 3

Both writing instrument ranges also utilise sustainable materials. The barrels are manufactured from 96% bio-based plastics in accordance with ISCC PLUS certification, using the mass balance approach, thereby helping to reduce the use of fossil resources. This provides companies with promotional items that visibly demonstrate sustainability whilst offering the highest product quality.

The flexible design options offered by the STABILO desk sets are particularly appealing for brand communication. Companies can customise the colour combination of the writing instruments included in the set from as few as 250 pieces, choosing from the available STABILO colours, and thus tailor the set perfectly to their brand identity or campaign. Combining different colours creates an eye-catching promotional item that encourages creativity whilst ensuring high brand visibility.

The desk set itself offers additional space for brand messages. The designated advertising space allows for the effective placement of logos, slogans or campaign messages directly at the point of use. As the sets are permanently present on desks, in meeting rooms or creative areas, they create a long-term brand presence within the target group's immediate working environment.

STABILO desk sets offer companies numerous benefits:

- High-quality writing instruments that are highly relevant to everyday use and have a long service life
- Customisable selection of ink colours from as little as 250 pieces
- Sustainable materials with ISCC PLUS certification
- Additional advertising space directly on the desk set
- Ideal for meeting rooms, creative spaces, training sessions and workshops
- High brand visibility through constant exposure in the workplace

Pad printing is available for branding the pens from as little as 1,000 units. Furthermore, the desk set itself offers space for customised branding via pad printing in up to 4 colours, thereby creating additional opportunities for eye-catching brand presentation. The result is a high-quality promotional item that effectively combines functionality, creativity and brand communication.

Creative promotional items, in particular, are very well received by recipients. They are not only kept but actively used. This generates numerous brand touchpoints over a long period of time. The combination of high-quality craftsmanship, versatility and emotional appeal makes STABILO desk sets a compelling solution for modern brand communication.

The desk sets are also economically compelling as durable promotional items. Thanks to their permanent placement at the workplace, they remain visible over a long period and ensure regular brand exposure. At the same time, the writing instruments included provide direct practical value, which further strengthens the positive perception of the brand.

Whether used to equip meeting rooms, as part of creative working environments, for training sessions and workshops, or as eye-catching promotional items in customer interactions – the STABILO Pen 68 and STABILO point 88 Click Sets combine creativity, quality and sustainability to create promotional items that raise brand visibility and leave a lasting impression.