

## PRESS RELEASE

### **FAST AVAILABILITY FOR STRONG BRAND PRESENCE SELECTED STABILO PRODUCTS NOW AVAILABLE VIA EXPRESS DELIVERY**

STABILO Promotion Products GmbH | Heroldsberg, 26 March 2026

**Efficiency and flexibility as key success factors in the promotional products market – with the expansion of its express delivery service, STABILO Promotion Products now offers a targeted selection of popular writing instruments and highlighters for particularly short-notice campaigns. Companies and promotional products retailers thus benefit from shorter delivery times whilst maintaining high product quality and brand impact.**

The express delivery service portfolio will in future include the following products:

- STABILO BOSS ORIGINAL highlighter – A classic. A record-breaker. A market leader.
- STABILO GREEN BOSS highlighter – Green conscience with full brightness.
- STABILO BOSS MINI highlighter – Small size. Big brightness.
- STABILO NEON highlighter – Stand out with bright messages.
- STABILO relax ballpoint pen – The most comfortable in its class.
- STABILO GREENfancy ballpoint pen – Out of consideration for forests and the climate.

Availability is a decisive competitive advantage, particularly for time-sensitive campaigns, last-minute events or spontaneous marketing initiatives. With its expanded express delivery service, STABILO is responding specifically to these requirements and creating new opportunities for agile brand communication.

Speed meets customisation – even within the express delivery service, key options for brand customisation remain available. Companies can effectively integrate the products into their communication strategies:

- Printing with logos, slogans or promotional messages
- Use as giveaways at trade fairs, events or promotions
- Integration into mailing campaigns or onboarding kits

The selected products stand for high brand recognition and proven STABILO brand quality. In particular, the STABILO BOSS ORIGINAL – an icon among highlighters – and sustainable alternatives such as the STABILO GREEN BOSS underline the commitment to functionality and environmental awareness.

In addition to rapid availability, the products impress with their established qualities in daily use – from comfortable and reliable writing and highlighting performance to sustainable brand quality with corresponding customisation options. This makes them ideal for professional use in offices, education, sales and events.

**By including these core products in its fast-delivery service, STABILO Promotion Products is sending a clear signal for greater responsiveness in the promotional products market – whilst also providing the foundation for eye-catching brand presentations without long lead times.**