

PRESS RELEASE

ADVERTISING WITH AN ANIMAL-THEMED TWIST.

Mini highlighters with maximum promotional impact – STABILO BOSS MINI Animal Vibes.

STABILO Promotion Products GmbH | Heroldsberg, 10 August 2026

Promotional items are most effective when they attract attention, evoke emotions and, at the same time, offer great practicality in everyday life. This is exactly where the STABILO BOSS MINI Animal Vibes come in. This limited-edition special edition combines the on-going trend for cute character designs with the tried-and-tested quality of the popular mini highlighter, creating a promotional item that showcases brands in an appealing way and remains in use for a long time.

With its lovingly designed animal motifs and little paw prints, the STABILO BOSS MINI Animal Vibes taps into the current 'cuteness' trend. The charming designs evoke positive emotions and make the highlighter a real eye-catcher. Whether as a promotional item at events, as part of promotional campaigns, as a customer gift or to kit out meeting and creative spaces – the STABILO BOSS MINI Animal Vibes generates numerous brand touchpoints and links them to a positive user experience.

The STABILO BOSS MINI Animal Vibes is available in five vibrant neon colours. Each colour is associated with its own animal motif, giving this classic product an unmistakable character. Despite its compact size, the mini highlighter offers the usual high STABILO quality with brilliant highlighting results and reliable writing performance.

For businesses, this limited edition offers attractive opportunities for brand communication. Two packaging options are available, both of which can be customised.

The **STABILO BOSS MINI 4-pack box** offers clever packaging with a customisable advertising space. Logos, slogans or campaign motifs can be positioned to attract attention, combining the emotional impact of the Animal Vibes Edition with a professional brand presence.

Page 1 from 2

The **STABILO BOSS MINI 4-pack cardboard packaging** offers even greater design freedom. Here, the entire cardboard packaging can be customised. This gives companies maximum flexibility in implementing their corporate design or campaign messaging, enabling them to create fully personalised packaging that conveys a strong brand identity.

It is precisely this combination of appealing design and customised packaging that makes the STABILO BOSS MINI Animal Vibes a particularly effective promotional tool. The emotional appeal increases acceptance among recipients, whilst the high-quality customisation conveys the brand message perfectly.

The STABILO BOSS MINI Animal Vibes offers companies numerous advantages:

- Limited special edition with high visibility
- Appealing animal motifs in the latest 'cuteness' design
- Proven STABILO quality in a handy mini format
- Box of 4 with customised branding
- Box of 4 with fully customisable packaging design
- Ideal as a high-quality promotional item for marketing campaigns, customer gifts, events and creative brand initiatives
- High brand visibility through regular use in everyday working life

Limited editions generate additional attention and enhance the perceived value of a promotional item. The STABILO BOSS MINI Animal Vibes combines this effect with a product that is used regularly, thereby generating visible brand exposure over a long period of time.

Whether as an eye-catching promotional item for marketing campaigns, a thoughtful customer gift or a creative brand ambassador at events – the STABILO BOSS MINI Animal Vibes highlighters combine emotion, quality and customised packaging design into a promotional solution that showcases brands in a particularly charming way.