

PRESS RELEASE

INSPIRED BY WILD FLOWERS – FOR SUSTAINABLE COMMUNICATION

STABILO Promotion Products GmbH | Heroldsberg, 22 December 2025

With the Wildflower Edition, STABILO Promotion Products is launching selected bestsellers in an exclusive, trend-inspired colour palette. Grey violet, burgundy red, ultramarine blue and rouge – four expressive colours inspired by wild flowers set emotional accents and open up new possibilities for eye-catching brand communication. Ideal as promotional items for the desk or on the go: high-quality, customisable and permanently present.

**STABILO BOSS ORIGINAL Wildflower Edition highlighter –
iconic classic with emotional colour effect**



For decades, the STABILO BOSS ORIGINAL has been synonymous with quality, recognition and reliability. In the Wildflower Edition, this classic product has been given a new, emotional look: four colours inspired by nature give the market leader a fresh, design-oriented appearance and make it a strong brand ambassador in everyday working life.

The wedge tip with two line widths is suitable for both underlining and highlighting. The water-based ink ensures comfortable handling, while STABILO

Anti-Dry-Out Technology allows you to work with concentration without the pen drying out – for up to four hours without the cap.

The characteristic shape prevents rolling away and ensures that the advertising message always remains in view. Large printing areas on both sides of the barrel and on the cap are available for customisation. Advertising is applied by screen or digital printing on the barrel and optionally by pad printing on the cap.

STABILO swing cool Wildflower Edition highlighter – the mobile highlighter for modern brand messages



The STABILO swing cool impresses with its slim, flat design and practical clip – perfect for on the go, at trade fairs or in modern working environments.

In the Wildflower Edition, the highlighter is available in four selected trend colours: Grey violet, burgundy red, ultramarine blue and rouge. The colour palette is stylish, contemporary and deliberately different from classic advertising colours.

The wedge tip allows for variable line widths from 1 mm to 4 mm – ideal for fine markings or large-area highlighting. The water-based ink ensures an even marking pattern. Thanks to the proven STABILO Anti-Dry-Out Technology, the marker remains protected from drying out for up to four hours, even with the cap open.

As an advertising medium, the STABILO swing cool offers generous space for individual brand messages. Advertising is applied by screen or digital printing on the barrel and optionally on the clip – for flexible and eye-catching branding solutions.

STABILO pointball Wildflower Edition ballpoint pen – sustainable, functional and brand-strong

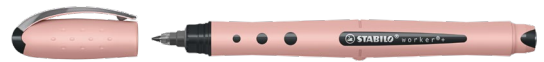


The STABILO pointball stands for long-lasting quality and responsible production. In the Wildflower Edition, the popular ballpoint pen becomes a stylish brand ambassador that visibly combines sustainability and design awareness.

The proven writing mechanism ensures a clean writing style, while the robust barrel is designed for a long service life. The four Wildflower colours give the ballpoint pen a modern, high-quality look. Customisation is achieved by printing on the barrel, which offers sufficient space for logos and brand messages.

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Rollerball STABILO worker+ Wildflower Edition – pleasant writing experience for high-quality brand appearances



The high-quality STABILO worker+ rollerball pen impresses with modern liquid ink technology and, in the Wildflower Edition, adds an aesthetic touch to any desk. The cap is equipped with a practical clip and can be securely attached to the end of the pen. A soft grip zone ensures optimum hold, while the robust tip with a comfortable 0.5 mm refill enables a pleasantly smooth writing experience. For individual brand communication, the rollerball offers space for advertising messages on the window in the barrel and on the clip. Advertising is applied precisely and to a high standard using pad printing.

Attractive sets and packaging solutions are available for all Wildflower Edition products, offering additional advertising space and rounding off the brand image. With the STABILO Promotion Products Wildflower Edition, companies are opting for a limited-time colour scheme that effectively combines emotion, design and advertising impact – for brands that want to show their colours.

The Wildflower Edition from STABILO Promotion Products activates brand communication through expressive, trendy colours and transforms tried-and-tested writing instruments into eye-catching, customisable advertising media with a lasting presence in everyday life.



AI-generated visual