

PRESS RELEASE

FROM SOCIAL MEDIA TREND TO ADVERTISING TOOL STABILO BOSS ORIGINAL REALRED

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Effective options for strong brand advertising – with the launch of **STABILO BOSS ORIGINAL REALRED**, STABILO Promotion Products is expanding its highlighter portfolio with the expressive shade of carmine red. The iconic **STABILO BOSS ORIGINAL** highlighter not only gains a much-requested colour variant, but also offers industrial companies and promotional product retailers new potential for customisation and brand presentation.

In corporate communications, red stands for attention, relevance and clear messages. With the **STABILO BOSS ORIGINAL REALRED**, STABILO is responding to strong demand from the community and consistently transferring this momentum to the B2B sector. For companies, the new colour option opens up additional design possibilities in corporate design – for example, for eye-catching mailings, trade fair giveaways, onboarding packages or POS campaigns.

With the **STABILO BOSS ORIGINAL REALRED**, STABILO is not only expanding its colour spectrum, but also creating new opportunities for individualised brand communication in the advertising materials sector.

Individualisation as strategic added value – recognition value is crucial, especially in the advertising material segment. The **STABILO BOSS ORIGINAL REALRED** can be specifically adapted to individual brand requirements:

- High-quality printing of logos, slogans or advertising messages on the barrel or cap
- Customised packaging solutions or sets
- Integration into customer-specific merchandising concepts
- Combination with other STABILO products to create branded writing sets

The strong visual presence of a red highlighter attracts a lot of attention in everyday use – in the office, in the field, in training environments or at events. This turns the classic product into a long-term brand ambassador.

In addition to the new colour scheme, the STABILO BOSS ORIGINAL REALRED also impresses with the proven product features of the classic STABILO BOSS ORIGINAL:

- Wedge tip with two line widths – 2 mm and 5 mm
- Water-based ink for clear, highly visible markings
- STABILO Anti-Dry-Out Technology:
up to 4 hours of dry-out protection
- Brand quality made in Germany



These quality features are particularly relevant for professional use in industry, administration and project environments where reliability and durability are crucial criteria.

Social media trend hits the promotional products market – demand for a red STABILO BOSS has grown steadily over the years on social networks and has developed into a real community phenomenon. With the STABILO BOSS ORIGINAL REALRED, STABILO is transforming this trend into a scalable B2B offering. Advertising material retailers benefit from a product with high brand awareness, emotional appeal and clear differentiation in the product range.