

PRESS RELEASE

18 February 2013

STABILO pointball – ADVERTISE WITH A GREEN CONSCIENCE.

As a global brand and a family company that is rich in tradition STABILO has a clear responsibility in terms of environmental protection and sustainability. As such, STABILO has long since placed emphasis on environmentally friendly solutions. 2013 sees the arrival of a new addition to the STABILO GREENline independent product line: STABILO pointball made of 79% recycled plastic wins over target groups by conveying green promotional messages.

The STABILO GREENline offers sustainable products for writing, colouring and highlighting text. Writing instruments made from FSC wood, bioplastics or those with a high proportion of recycled materials and Cradle to Cradle certification can be found in this product line. We are continuously extending our range with environmentally friendly writing implements.



The STABILO pointball is made of 79% recycled plastic. The push-button ballpoint pen in the same trusty style as the orange and white striped point 88 wins over target groups with its smooth writing experience and comfortable non-slip grip zone. The environmentally friendly promotional product is available in six popular colours and in an attractive 4 piece set with 4c inlay. There is space for promotional messages on pens and packaging. Once the ink runs out, the highlighter can be refilled simply and efficiently using STABILO Ballpoint Refill cartridges – guaranteeing long-lasting advertising effects.

Anyone who wants their marketing campaigns to reach school children, students and adults are definitely on the right track with the STABILO pointball. The convincing product story will score points with the rapidly growing target group that is highly conscious of quality and the environment.

STABILO pointball – CONVINCINGLY CONVEYS GREEN PROMOTIONAL MESSAGES.

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