



*FREE YOUR
TRUE COLORS*



CATALOGUE 2015



ACTIVATION WORLDS

In order to simplify the search for relevant promotional materials, we have arranged our products in Activation Worlds targeting areas for which our writing instruments are particularly suitable:



BE **ERGONOMIC**

Impress with ergonomic writing instruments:

Innovative ballpoint pens, rollerballs, gel pens and mechanical pencils. Under the heading STABILO EASYergonomics experts you will find all our special products for right and left-handers. STABILO is a pioneer in writing ergonomics and has been an expert for ergonomic writing instruments for 10 years. Together with the independent Schreibmotorik-Institut (www.schreibmotorik-institut.com) STABILO has been researching graphomotor skills since 2012. These products make the ideal advertising vehicle for a young target group and areas associated with ergonomics.



BE **NEON**

Promotional messages which are sure to attract attention:

Highlighters in radiant neon colors with additional space for individual decoration. As the inventor of the highlighter, NEON is, of course, very much our theme. NEON enjoys global popularity – in the worlds of fashion and lifestyle, as well as in music and sport. And, as the European number one highlighter brand, STABILO can't be beaten when it comes to luminosity. It's clear that NEON products are perfect for advertising – because they're guaranteed to grab the attention you wish for.



BE **DIFFERENT**

Uniqueness for various purposes:

Ballpoint pens, fineliners, overhead markers and mechanical pencils in all kinds of combinations. Because our products are so versatile, almost nothing is impossible. We produce everything the advertising heart desires – colors, shapes, materials, packaging and finishes. The STABILO classics are always well received when it comes to advertising. STABILO is simply different and as individual as each advertising customer.



BE **GREEN**

Sustainable products for the environmentally-conscious communication of promotional messages:

The STABILO GREEN range with environmentally-friendly writing instruments made from FSC wood, bioplastics or with a high proportion of recycled materials and Cradle to Cradle certification. STABILO has long been involved in the area of sustainability, and continually launches new, environmentally-friendly products onto the market. Those who wish to convey green messages to their target group are certain to find the right product from STABILO.



BE **SMART**

Sophisticated advertising:

With their first-class mechanics and exquisite finishes, these intelligent products promise to be particularly successful. And smart: metal writing instruments with an engraved personal name are sure to impress the recipient and are particularly durable.



Harry Saffer
Managing Director
STABILO Promotion Products

DEAR CLIENTS, DEAR PARTNERS,

FREE YOUR TRUE COLORS

STABILO is all about color. For you and your customers too. Products in company colors, striking colors to carry your promotional messages. It's all about spreading the message so that it reaches your target group too.

How do you do that? We are there to help you! With intelligent innovations, original ideas and colorful presentations. Our message to you is: bring color into play!

WORK WITH US THE EASY WAY

You are the centre of our attention and we wish to make things easy for you. In each and every way. We are developing new products for you which can be successfully utilised for your promotional purposes, we are optimising our service, consistently monitoring our quality and always get quicker for you.

We have tested new decoration options for you and here's the good news: you can impressively advertise with image motifs on nearly all STABILO products by means of 4c digital printing. And with 360° photo printing, you can take things one step further, with all-round advertising on ballpoint pens, fineliners and overhead markers.

Are you familiar with our gift boxes? Get to know the diverse design options of this clever, inexpensive way of presenting products, with additional space for your promotional message. A small, well-presented thank-you that has a lasting effect on your target group. More information can be found on the next page.

FIND THE PERFECT FIT FOR YOUR CUSTOMER

Trying to find the perfect product for a certain purpose is a challenge. Our newly created Activation Worlds will carry you off to a world in which you and your company feel at ease – and thus the promotional material will suit you and your strategy. We've organised the 2015 catalogue accordingly, making it even more client-friendly.

On the left-hand side you will find more information about our Activation Worlds and the potential advertising customer areas. If you have any question, just give us a call; one of our experts will be there to give you the advice you require.

STABILO continues to impress its fans with innovative, colorful products. This is something which you can benefit from when you use our products for your advertising. Use the power of color for your advertising and delight your customers with STABILO products!

Harry Saffer, Managing Director
STABILO Promotion Products



STABILO GIFT BOXES

EVEN MORE EFFECTIVE GIVE-AWAYS.

The new STABILO Gift Boxes are the perfect add-ons for virtually all STABILO promotional pens. Attractive packaging – individually customisable design and finish. STABILO 4c digital print facilitates brand-consistent designing, as well as the realisation of complex motifs or subjects relating to particular occasions – for example: Christmas, anniversaries or birthdays.

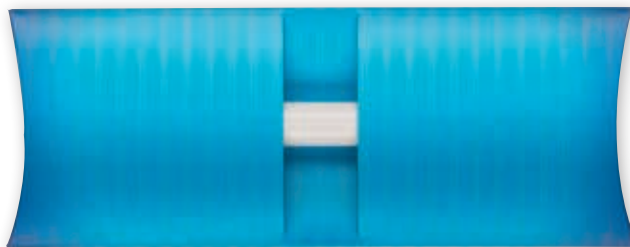
Your give-aways will easily attract more attention – creating a long lasting impression.

FRONT



STABILO Gift Box 16,5 x 6,5 cm

BACK



Integrated flap for securing your STABILO pen – also enabling a view of the contents.



STABILO GIFT BOX STANDARD

Attractive design and text variants.



STABILO GIFT BOX STANDARD PLUS

Design variants with customer logo and/or customised text*.

*Unprinted also possible – for personal inscriptions



STABILO GIFT BOX FLEX

Design and text according to your wishes. If you do not have your own graphics department or advertising agency, we will be happy to do your designing for you.

ORDER A SAMPLE BOOKLET FOR VIEWING NOW:

All variations, all designs, all finishes.

www.stabilo-promotion.com/en/giftboxes



BE *ERGONOMIC*
Ergonomic writing instruments.

Page 6 – 15



BE *NEON*
Highlighters in eye-catching colors and shapes.

Page 16 – 25



BE *DIFFERENT*
Pens in all kinds of combination.

Page 26 – 45




BE *GREEN*
Environmentally-friendly writing instruments.

Page 46 – 59




BE *SMART*
High-quality metal writing instruments.

Page 60 – 71



GIFT BOXES

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SERVICE

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BE **ERGONOMIC**

Impress with ergonomic writing instruments:

Innovative ballpoint pens, rollerballs, gel pens and mechanical pencils – also in special versions for left and right-handers.





STABILO EASYergo

160/7882 Mechanical pencil for right-handers, 1.4 mm lead



reddot design award



ERGONOMIC MECHANICAL LEARNER PENCIL FOR STARTER WRITERS.



The target group: Anyone who wants to reach pre-school children and school pupils with their marketing campaigns.

The pencil: HB mechanical pencil specially developed for learner writers in two versions for right and left-handers. Non-slip grip zone.

The advantages: Carry advertising messages on the case. Unique ergonomic promotional gift with emotional selling points creates strong customer loyalty.

With extra thick tip (3.15 mm) for children learning to write or fine tip (1.4 mm) for advanced writers.

Current colours are available at: www.stabilo-promotion.com



160/7881 + 7891 for left-handers



138/990 Felt wallet



Print: case 60 x 12 mm 1c | case 50 x 15 mm 1c | Further colours from 500 pcs.



138/300 EASYergo in zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim

STABILO EASYoriginal

150/6892 Rollerball for right-handers



BE ERGONOMIC



ERGONOMIC PEN DESIGN FOR LEARNER WRITERS AND HIGH-VOLUME WRITERS.



The target group: Anyone who wants to reach pre-school children and school pupils with their marketing campaigns.

The pen: A new take on the fountain pen: refillable rollerball in special versions for right and left-handers. Non-slip grip zone.

The advantages: Carry advertising messages on the case. Unique ergonomic promotional gift with emotional selling points creates strong customer loyalty.

Current colours are available at: www.stabilo-promotion.com



150/6891 Rollerball for left-handers



138/990 Felt wallet



Print: case 60 x 12 mm 1c | case 50 x 15 mm 1c | Further colours from 500 pcs.



138/300 EASYoriginal in zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim





STABILO EASYpod

138/400 Desk stands for EASY pens



A HOME FOR THE EASY FAMILY.

The target group: Anyone who wants to reach young people and fashion conscious young adults with their marketing campaigns.

The product: Desk stand suitable for all writing instruments in the EASY family, available in fashionable colour combinations. Available with writing instrument in attractive packaging.

The advantages: Original desk stands in numerous combinations to suit your pens perfectly – the innovative give-away for fashion-conscious people. Positioning of advertising possible on desk stands and packaging. Advertising for the place of honour on a desk.



Print: desk stand 40 x 20 mm multiple col.



138/401 EASYpod Box



Print: gift box 100 x 50 mm 1c

STABILO EASYgel

150/5892 Gel rollerball for right-handers



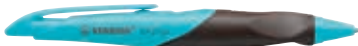
ERGONOMICS FOR GO-GETTERS.

The pencil: Ergonomic gel rollerball for high-volume writers in left and right-hander versions. Innovative moulded grip. Sits perfectly in the hand and guarantees a fluid script with minimal pressure.

Gel refi II in blue, black or red.

BE ERGONOMIC

150/5891 EASYgel for left-handers



138/990 Felt wallet



Print: case 60 x 12 mm 1c | case 50 x 15 mm 1c | Further colours from 500 pcs.



138/300 EASYgel in zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim

STABILO EASYball

128/2892 Ballpoint pen for right-handers



BE ON THE BALL FOR LONGER WITH YOUR TARGET GROUP.

The pen: Ergonomic ballpoint pen with click mechanism, especially for high-volume writers in left and right-hander versions. Extremely smooth, comfortable feel when writing. Clip for increased mobility.

Giant refill in blue, black or red.

128/2891 EASYball for left-handers



138/300 EASYball in zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim



STABILO SMARTball 2.0

128/1832 Ballpoint pen for right-handers



reddot design award
reddot product design



from 5,000 pcs.



Print: shaft component 25 x 7 mm multiple col. | upper component 11 x 7 mm multiple col.

PROMOTIONAL GIFT 2.0: THE PEN FOR THE SMARTPHONE-GENERATION.

The target group: Anyone who wants to reach smartphone owners who love technology with their marketing campaigns.

The pen: Ergonomic ballpoint pen with touch screen function. The ultimate ballpoint pen, which connects the analogue and digital worlds. Relaxed writing comfort thanks to the ergonomic soft grip zone. Touch-screen tip for operating smartphones and tablet PCs. Avoids unsightly finger marks. Special versions for left and right-handers. Clip can be rotated 360°.

128/1831 SMARTball 2.0 for lefthanders



Print: shaft component 25 x 7 mm multiple col. | upper component 11 x 7 mm multiple col.



from 5,000 pcs.

138/100 Smartphone case STABILO SMARTcase + 138/101 in gift box



Print: case P on request

STABILO SMARTgraph

160/1822 Mechanical pencil for right-handers



BE ERGONOMIC



from 5,000 pcs.



Print: shaft component 25 x 7 mm multiple col. | upper component 11 x 7 mm multiple col.

A SMART PERSON DOESN'T JUST PICK UP ANY OLD PENCIL.

The target group: Anyone who wants their marketing campaigns to reach consumers who use mechanical pencils to write quickly.

The pen: Bang on trend, ergonomic pencil with a click mechanism and eraser. Relaxed writing comfort thanks to the ergonomic soft grip zone. Special versions for left and right-handers. HB pencil leads – diameter 0.7 mm. Clip can be rotated 360°.

The advantages: Writing comfort for left and right-handers. Attractive packaging and sets ideal as gift. Promotional imprint possible on clip, packaging and case.

160/1821 SMARTgraph for left-handers



Print: shaft component 25 x 7 mm multiple col. | upper component 11 x 7 mm multiple col.



from 5,000 pcs.

128/1832/2 Set of 2



Print: gift box 80 x 30 mm 1c | Want to see the STABILO SMARTball in action? ^ Scan here!



STABILO worker

150/2016 Rollerball 0.3 mm tip

Non-slip
body sleeve
=
Complete
writing control

Reliable
office tool
=
Never
lets you down



Print: pen 25 x 3 mm 2 col. | clip 20 x 4 mm 4 col.



SEND THE RIGHT SIGNAL FROM EVERY DESK.

The target group: Anyone looking for something out of the ordinary for discerning professional users.

The pen: High-quality rollerball in traffic light orange with cutting-edge liquid ink technology.

Also available with a 0.5mm tip (150/2018)



STABILO worker colorful

150/2019 Rollerball 0.5 mm tip

Non-slip
body sleeve
=
Complete
writing control

Reliable
office tool
=
Never
lets you down



Print: pen 25 x 3 mm 2 col. | clip 20 x 4 mm 4 col.



A WELCOME CHANGE FOR ANY DESK.

The pen: Offers all the advantages of the well-known model – now in ink colour design, too. High-quality rollerball with cutting-edge liquid ink technology. Available in the four most popular colours. Soft grip zone for perfect hold.

The advantages: Put an end to office boredom. Outstanding accessories for writing pros. Promotional imprint on either the oval on the shaft or the inlay of the 4 piece set.

150/2018/4 Set of 4



60 x 65 mm

Print: case 60 x 65 mm 4-colour process / plus 3 mm trim

150/2019/4 Set of 4



60 x 65 mm

Print: case 60 x 65 mm 4-colour process / plus 3 mm trim



BE ERGONOMIC

STABILO 's move FESTIVAL SPIRIT

150/3894 Rollerball



REACH TRENDSETTERS WITH A YOUNG DESIGN.

The target group: Anyone who wants their marketing campaign to reach a young target group that appreciates trendy design.

The pen: A festival-look rollerball printed with on-trend tribal prints and a cool, removable accessory. Ergonomic shaft for relaxed writing in two design variations.

The advantages: The pen that's a lifestyle accessory. An attractive gift idea and collector's item. Highly desirable 2015/2016 limited edition. Promotional imprint on the case.

138/990 Felt wallet



60 x 12 mm

50 x 15 mm

Print: case 60 x 12 mm 1c | case 50 x 15 mm 1c | Further colours from 500 pcs.



138/300 's move FESTIVAL SPIRIT in zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim



BE NEON

Promotional messages that are sure to attract attention:

Highlighters in radiant neon colors with additional space for individual decoration.



BE NEON – ATTENTION PLEASE!

PUT PROMOTIONAL MESSAGES IN THE LIMELIGHT.

Be noticed with neon colors.

The neon trend continues and the STABILO neon-portfolio is now being extended to a new member. The new STABILO NEON is simply different and is guaranteed to reach trend oriented target groups. The innovative Textmarker not only stands out thanks to vibrant colors but also delights with its cool, minimalist tube design with lots of space for advertising.

ALLOW YOURSELF
TO BENEFIT FROM THE
NEON-TREND AND
STAND OUT WITH
VIBRANT COLORS!



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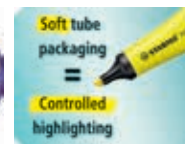


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STABILO NEON

140/60 Highlighter



BE NOTICED WITH SHINING SLOGANS ON THE TUBE.

The target group: Anyone who wants their marketing campaign to reach a trend-aware target group that appreciates original products and fun design.

The pen: Modern highlighter in a stylish, minimalistic tube design with a smooth finish, providing a comfortable, pleasant grip. Hip neon look in four colour variants with two line widths. Water-based ink with anti-dry-out technology: 4 hours protection from drying-out makes concentrated work possible.

The advantages: Be noticed thanks to the unique design with an unusual tube look. Space for advertising on both sides of the highlighter! The neon fashion trend makes them ideally suited to lifestyle-oriented uses. STABILO QUALITY with perfect value for money.



Print: pen 40 x 10 mm 1 to 4 col.



STABILO BOSS ORIGINAL

140/70 Highlighter



52 with yellow ink



from 5,000 pcs.



Print: pen 53 x 12 mm multiple col. | pen 71 x 18 mm 4-colour process

A CLASSIC. A RECORD HOLDER. A MARKET LEADER.

The target group: Anyone who wants their marketing campaigns to reach professional readers who concentrate on the essential.

The pen: On the market since 1971 and still the undisputed market leader. Two line widths, refillable ink. Long cap-off time - up to 4 hours.

The advantages: Advertising in brand quality from the inventors of highlighting. Distinctive design stops the pen from rolling away and provides constant visibility of the advertising message. Ideal instrument for intensive reading and studying thanks to its long cap-off time. Ample space for conspicuous advertising on both sides of the pen.

We deliver the STABILO BOSS ORIGINAL in yellow especially fast – read more about the rapid delivery service in the service section of the catalogue.

140/70/4 Set of 4



Print: case 80 x 50 mm multiple col.

140/70/3 Set of 3



Print: case 60 x 50 mm multiple col.

140/70/2 Set of 2



Print: case 40 x 50 mm multiple col.

140/7001 STABILO tumbler swinging desk-set

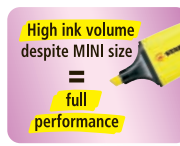


Print: desk stand 40 x 20 mm multiple col. | desk stand 55 x 38 mm 4-colour process



from 500 pcs.

STABILO BOSS MINI 140/07 Highlighter



Design Center
Stuttgart



Print: pen 30 x 12 mm multiple col. | pen 40 x 17,50 mm 4-colour process

SO SMALL AND ALREADY CROWNED WITH SUCCESS.

The target group: Anyone who wants their marketing campaigns to reach people who are often on the go and see a pocket highlighter as cute, fun or simply practical.

The pen: The classic STABILO BOSS as a mini. STABILO quality workmanship, ink and writing comfort. Long cap-off time prevents drying out.

The advantages: Mobile advertising - fits into the smallest pocket. Attractive, hip pens for school or on the go that people will love to carry with them. Flat design prevents rolling away and ensures constant visibility of the advertising message. Attractive packaging options for more pens and even more cool advertising surfaces.



BOSS MINI Heroes



140/07/2 Set of 2



140/07/4 Set of 4



140/07/04-01 Box for 4



Print: box 35 x 30mm multiple col. |
box 40 x 35 mm 4-colour process



STABILO GREEN BOSS

140/72 Highlighter made of 83% recycled plastics



24 33 54 56



Print: pen 53 x 10 mm multiple col. | pen 68 x 13 mm 4-colour process

A GLOWING GREEN CONSCIENCE.

The target group: Anyone who wants their marketing campaigns to reach school children, students and adults with a modern, environmentally-conscious lifestyle.

The pen: Highlighter made of 83% recycled plastics; classic STABILO BOSS shape with soft ergonomic grip zone. Two line widths, refillable ink. Long cap-off time – up to four hours.

The advantages: Advertising in brand quality from the inventors of highlighting. Rapidly growing target group; conscious of quality and the environment. Ideal instrument for intensive reading and studying thanks to its long cap-off time. Ample space for advertising on both sides of the pen.

Also available in sets of 2, 3 or 4.

140/72/04 Desk-Set for 4 made of 98% recycled plastics

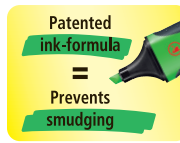


Print: desk stand 45 x 12 mm multiple col.

140/72/4 GREEN BOSS
Box of 4



STABILO BOSS EXECUTIVE 140/73 Highlighter



53 x 10 mm

Print: pen 53 x 10 mm multiple col. | pen 68 x 13 mm 4-colour process

THE WORLD'S GREATEST BOSS.

The target group: Anyone who wants their marketing campaigns to reach professional readers who concentrate on the essential.

The pen: Highlighter in classic STABILO BOSS shape with soft ergonomic grip zone. Unique patented anti-smudge ink with special pigments. Long cap-off time.

The advantages: Brand quality from the inventors of highlighting. Distinctive design stops the pen from rolling away. Ideal instrument for intensive reading and studying thanks to its long cap-off time. Lots of space for your promotional message.

THE PRINT SPECIALIST

Conventional highlighters can smear the print-outs of ink-jet printers.

THE PRINT SPECIALIST

The special ink of STABILO BOSS EXECUTIVE prevents smudging and the print-out remains legible.

The STABILO BOSS EXECUTIVE in fluorescent green (52) can also still be seen after photocopying:



Wherever it highlights the original in fluorescent green ...



... the copy is highlighted a solid gray.

140/7304 Desk-Set for 4



Print: desk stand 80 x 6 mm 1 to 2 col.





STABILO LUMINATOR

140/71 Highlighter



reddot design award



ANYTHING BUT ORDINARY.

The target group: Anyone who wants their marketing campaigns to reach professional high-volume highlighters who value design and brand.

The pen: Highlighter with larger liquid ink reservoir than traditional highlighters. Uniform ink application right down to the last drop – doesn't fade gradually. Multi-award winning design. Long cap-off time.

The advantages: Lasts considerably longer. Better quality, comfort and design when highlighting. The premium product for every highlighter assortment.

Print: pen 29 x 15 mm 1c | pen 29 x 10 mm multiple col.

140/71/4002 Desk-Set for 2



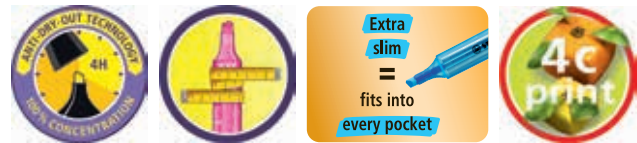
Print: desk stand 25 x 5 mm multiple col. | desk stand 25 x 8 mm multiple col. | desk stand 15 x 15 mm multiple col.

140/71/404 Desk-Set for 4



Print: desk stand 35 x 10 mm multiple col.

STABILO swing cool 140/275 Highlighter



COOL AND HANDY TO GO.

The target group: All those who want to reach people with their marketing campaigns who are frequently on the go and who find a pocket highlighter practical.

The pen: Flat pocket-sized model with a practical clip. Two line widths for different highlighting methods.

The advantages: Fits into the smallest of pockets. Attractive, hip pens for school or on the go. Flat design stops the pen from rolling away. Attractive packaging options with additional advertising surfaces.



Print: clip 20 x 4 mm multiple col. | clip 33 x 6 mm 4-colour process | pen 36 x 6 mm multiple col. | pen 70 x 6 mm multiple col. | pen 80 x 8 mm 4-colour process

140/275/2 Set of 2



Print: case 70 x 10 mm 1c | case 30 x 10 mm multiple col.

140/275/4 Set of 4

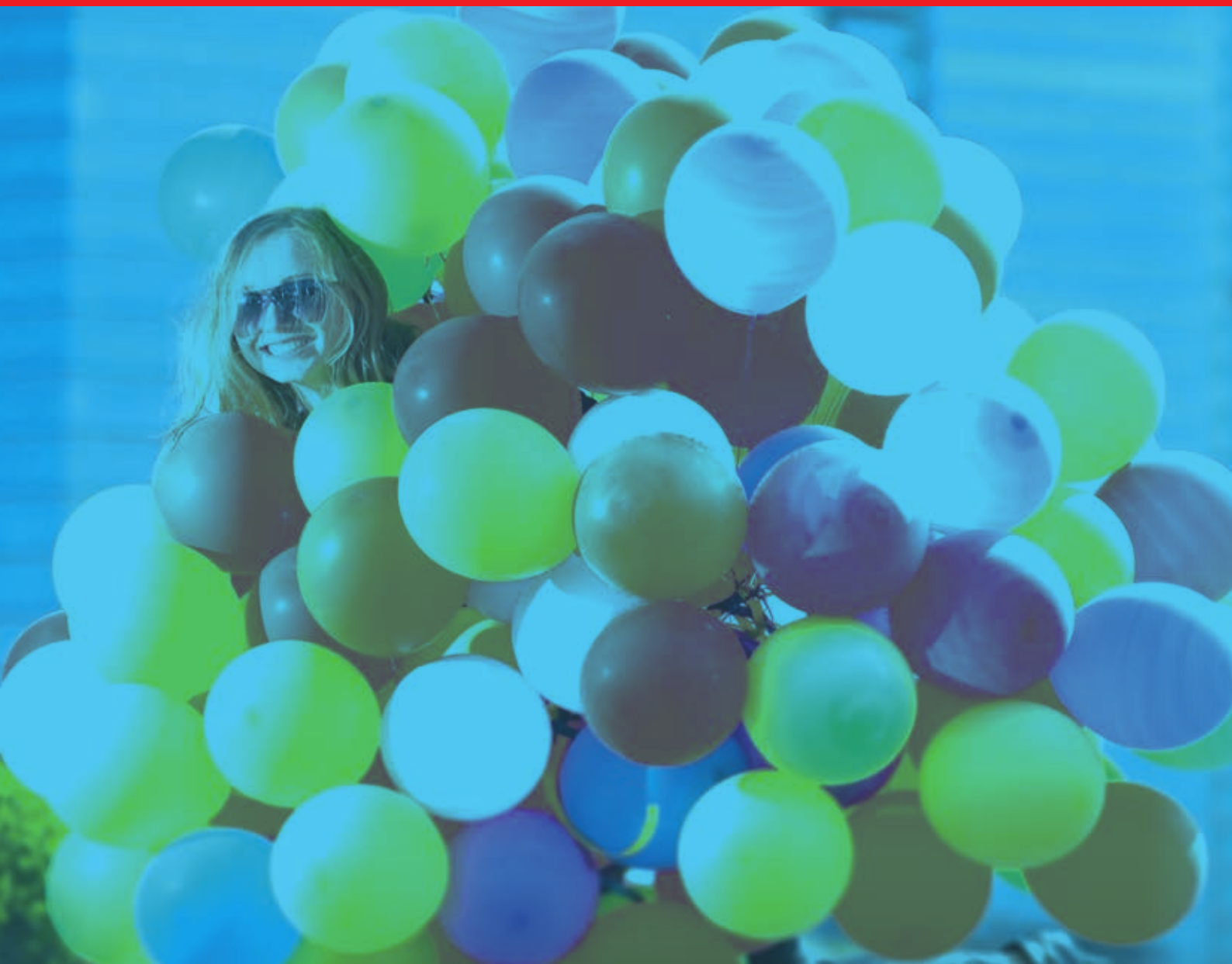


Print: case 70 x 40 mm 1c | case 30 x 30 mm multiple col.

140/275/06 Box for 6



Print: case 35 x 30 mm multiple col. | case 10 x 32 mm multiple colours on the clip, max. broad 10-20 mm | Clip 4-colour process / less 2 mm edge distance



BE DIFFERENT

Uniqueness for various purposes:

Ballpoint pens, fineliners, overhead markers and mechanical pencils in all kinds of combinations.





STRIPE UP YOUR PROMOTION BUSINESS!

ALLOW YOUR ADVERTISING CAMPAIGN TO BENEFIT FROM THE STRIPE HYPE.



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DISCOVER THE ADVERTISING
IMPACT OF THE
STABILO MEGA SELLERS

Use the recognition value of the STABILO point 88 family's unmistakable stripes.

Anybody wanting to reach the target group of schoolchildren, students and young-at-heart professionals is guaranteed to be right on track with these popular STABILO products.

STABILO point 88

150/88 Fineliner



Print: pen 100 x 2,50 mm 1 to 2 col. | pen 50 x 2,50 mm up to 4 col. | shaft 70 x 2,50 mm 1c

EUROPE'S NUMBER ONE FINELINER – THE CLASSIC AMONG FINELINERS.

The target group: Anyone who wants to reach school children and professionals with their marketing campaigns.

The pen: Europe's number one fineliner in 30 vibrant colours. Unmistakable hexagonal striped design. Metal-enclosed tip for a long lifespan. Long cap-off time and ventilated cap.

The advantages: Advertise with Europe's number one! Promotional imprint possible on pen and packaging.

Available in five additional neon colors.

BE DIFFERENT

STABILO point 88 Mini

150/688 Fineliner



Print: pen 50 x 2,50 mm 1 to 4 col.

ADVERTISE WITH EUROPE'S NUMBER ONE FINELINER IN CUTE MINI FORMAT.

The target group: Anyone who wants to reach school children and professionals with their marketing campaigns.

The pen: The miniature edition of Europe's number one fineliner in 18 vibrant colours. Unmistakable hexagonal striped design. Metal-enclosed tip for a long lifespan. Long cap-off time and ventilated cap.

The advantages: Cute advertising with Europe's number one fineliner in mini form. Promotional imprint possible on pen and packaging.

150/88/6 Set of 6



Print: case 55 x 130 mm 4-colour process / plus 3 mm trim



STABILO point 88 Mini XTREME 150/688/18-01 Fineliner box



Print: case 70 x 100 mm 4-colour process / plus 3 mm trim



ADVERTISE WITH EUROPE'S NUMBER ONE FINELINER IN AN ORIGINAL MINI BOX

The product: Cool plastic can design packaging for the STABILO point 88 Mini. Room for 18 colours.

The advantages: Promotional imprint possible on pens and packaging using innovative sleeve technology.

Also available with Pen 68 mini.

150/688/18-01 Sleeve



4c sleeve surface on request.

STABILO CD-BOX Color Hits 150/688/15-02 Fineliner



Print: case 153 x 118 mm 4-colour process / plus 3 mm trim



ADVERTISE WITH EUROPE'S NUMBER ONE FINELINER IN A SMART CD BOX.

The target group: Anyone who wants their marketing campaigns to reach school children and professionals.

The product: Practical plastic CD-style packaging for Europe's number one fineliner in cute mini format. Room for 15 colours.

The advantages: Promotional imprint on pens and a number of surfaces suitable for advertisements on the 4c Inlay.

Also available with Pen 68 mini 150/668/15-02



STABILO Pen 68

150/68 Fibre pen



neon colours: 024 to 033



Print: pen 100 x 2,50 mm 1 to 2 col. | pen 50 x 2,50 mm up to 4 col.

OTHERS PALE IN COMPARISON.

The target group: Anyone who wants to reach school children and students, as well as office professionals and ambitious amateur artists.

The pen: Colour-intensive premium fibre pen for thick lines and large areas. Selected pigments for high brilliance and luminosity. Unmistakable hexagonal striped design. Robust tip ensures uniform colour application. Odourless, water-based ink. Long cap-off time and ventilated cap. Available in 40 colours and 6 fluorescent colours.

The advantages: STABILO quality at a glance – now with even more advertising potential on pens and packaging.

BE DIFFERENT

150/68/6 Set of 6



Print: case 55 x 130 mm 4-colour process / plus 3 mm trim



GOOD ADVERTISING ALL ROUND WITH 360° PHOTO PRINTING.



STABILO myclip

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Prolong the effect of your campaigns with STABILO advertising pens.

Be it with key visuals or product images – full-wrap printing opens up completely new design possibilities. Campaign motifs can now be printed on writing instruments, perfectly integrating the promotional product into the overall communication concept.

With digital foil transfer printing, this new high-gloss finish will impress even the most demanding of advertising customers.

**TEST OUR
360° PRODUCTS
NOW!**



STABILO prime

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STABILO free

Page 35



STABILO sensor

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STABILO Universal Pen

Page 45





STABILO myclip

128/27 Twist-action ballpoint pen in transparent and block colour



BE DIFFERENT



from 5,000 pcs.



THE PERFECT CLIP FOR BRAND MESSAGES.

The target group: All those who are looking for communication tools to reach a large group, in the design of their choice.

The pen: Twist-action ballpoint pen with innovative clip construction in classic STABILO design. Standard versions available in translucent and unicolour, each with 8 colour combinations.

The advantages: The clever clip with increased visibility for every promotional message. Attractive colours in numerous combinations and in individual company colours, from 5,000 pcs. Numerous possibilities for promotional imprints.

Now also available in three smart block colour versions with high-quality metal nib: 128/270 STABILO myclip plus



Print: clip 27 x 3 mm multiple col. | pen 50 x 25 mm multiple col. | pen 25 x 3,50 mm multiple col.



STABILO prime

128/23 Twist-action ballpoint pen



from 10,000 pcs.



LIFE-STYLE LOOK YOU CAN FEEL.

The target group: All those who want to reach modern users who value design with their marketing campaigns.

The pen: Modern twist-action ABS plastic ballpoint pen and metal tip with tried and tested giant refill. Six transparent rainbow colours with superior colour brilliance and two block colours for an elegant premium look.

The advantages: On-trend aesthetics with straight design look. Vibrant colours and many options for your promotional imprint.

Now also with 360° photo printing in sophisticated high-gloss finish.





STABILO free

128/95 Ballpoint pen



tip



| from 5,000 pcs.

grip zone



clip



push button



ADVERTISING SURFACE WRITTEN LARGE.

The target group: Anyone who wants to send their promotional message in no less than four colours.

The pen: Push-button ABS plastic ballpoint pen and soft Santoprene grip zone. 4c promotional imprint on paper inlay in transparent shaft, or with 360° photo printing in sophisticated high-gloss finish.

The advantages: Large 4c advertising surface. Soft grip zone for superior comfort. Individual parts in a large variety of colours for customised combination.

Please find more information about the 360° photo print and the 4-colour process print in the service section of the catalogue.



Print: clip 30 x 6 mm multiple col. | pen 50 x 10 mm max. 4 col. | clip 38 x 6 mm 4-colour process





STABILO concept-line

LIMITLESS POSSIBILITIES.

Design your own unique push-button ballpoint pen from numerous colour, shape and material options.

From as few as 5,000 pcs you can choose from the entire Pantone colour palette for almost all pens.

Create your own pen at:

www.stabilo-promotion.com/DYP



STABILO concept fancy

128/40 Ballpoint pen



front part with grip zone



shaft



push button



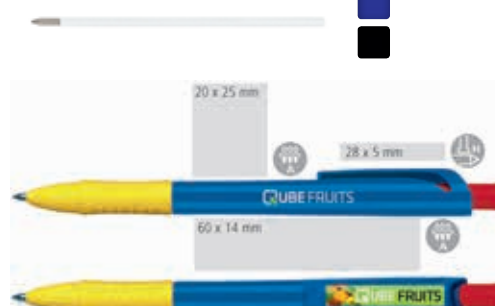
from 5,000 pcs.

A ROUND OF APPLAUSE FOR ADAPTABILITY.

The target group: All those who are looking for communication tools in keeping with their company design to reach a large group.

The pen: Customisable ABS plastic push-button ballpoint pen. All individual parts can be combined in many standard and special colours.

The advantages: Individual advertising surfaces and colour combinations to suit your company design, making sure your message really hits home for a wide audience.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process

STABILO concept fancy neon

128/41 Ballpoint pen



front part with grip zone



shaft



push button



from 5,000 pcs.

TRANSPARENT NEON LOOK IN MANY VARIATIONS.

The pen: Customisable ABS plastic push-button ballpoint pen in transparent neon look. All individual parts can be combined in five standard and numerous special colours.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process

STABILO concept frozen

128/420 Ballpoint pen



shaft



COOL FROZEN-LOOK WITH HIGH-COMFORT ZONE.

The target group: All those who want to reach high-volume writers with an individual combined product.

The pen: Customisable ABS plastic push-button ballpoint pen and soft Santoprene grip zone. All individual parts can be combined in many standard and special colours and materials.

The advantages: Effective advertising surfaces and individual colour combinations allow you to create an individual promotional ballpoint pen for any purpose. The soft grip zone provides essential comfort and long-lasting value for high-volume writers.

Different tip sizes on request.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process



STABILO concept prestige

128/42 Ballpoint pen



tip



grip zone



Transparent grip zone available from 5,000 pcs.

shaft



push button



from 5,000 pcs.

COMFORT OF USE FOR HIGH-VOLUME WRITERS.

The pen: Customisable ABS plastic push-button ballpoint pen and soft Santoprene grip zone. All individual parts can be combined in many standard and special colours and materials.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process

STABILO concept image

128/46 Ballpoint pen



shaft



push button



from 5,000 pcs.

DELUXE COMFORT OF USE.

The pen: Customisable ABS plastic push-button ballpoint pen in chic glossy finish. With metal clip and soft Santoprene grip zone. All individual parts can be combined in many standard and special colours and materials. Nickel-plated tip and metal clip.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 25 x 3.5 mm max. 2 col. black or white | clip 20 x 4 mm J

STABILO concept cashmere

128/44 Ballpoint pen



shaft



SOFT-TOUCH FOR GREAT COMFORT WHEN WRITING.

The target group: All those who want to reach modern users focused on comfort with their marketing campaigns.

The pen: Push-button ballpoint pen with shaft in six soft-touch colours and comfortable black Santoprene grip zone (other colours available on request). High-quality ABS plastic with soft-touch finish, nickel-plated front part and push button.

The advantages: Write in comfort with tried-and-tested giant refill. Smooth soft-touch shaft. Many options for promotional imprints.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process

STABILO concept soft rhapsody

128/45 Ballpoint pen



SOFT-TOUCH DELUXE FOR THE DISCERNING CUSTOMER.

The target group: Anyone who wants their marketing campaigns to reach discerning modern customers.

The pen: Push-button ballpoint pen with solid appearance and soft touch surface. Blue soft-touch shaft, black grip-sleeve made from smooth Santoprene, nickel-plated metal tip and clip. High-quality, shock-resistant ABS plastic with soft touch finish.

The advantages: The most elegant pen in its class turns writing into a real experience. Long-lasting writing performance and promotional presence thanks to giant metal refill. The metal clip offers additional, elegant advertising space that catches the eye.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 25 x 3.5 mm max. 2 col. black or white | clip 20 x 4 mm J

STABILO concept metallic

128/444 Ballpoint pen



shaft



METALLIC LOOK IN COOL MATT AESTHETIC.

The target group: Anyone who wants their marketing campaigns to reach discerning modern consumers.

The pen: ABS plastic push-button ballpoint pen with metallic finish in anthracite or black. Nickel-plated tip and push button, comfortable Santoprene grip zone in black.

The advantages: Cool look with writing comfort thanks to giant plastic refill. Many options for promotional imprints.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process

STABILO concept spotlight

128/48 Ballpoint pen



GLOSSY METALLIC LOOK.

The target group: Anyone who wants their marketing campaigns to reach discerning modern consumers.

The pen: Push-button ballpoint pen made from high-quality ABS plastic with a metallic finish and metallic silver shaft. Nickel-plated tip and push button, smooth Santoprene grip zone. Black grip zone, blue giant plastic ink refill.

The advantages: High-quality metal finish. Comfort of use with giant plastic refill. Many options for promotional imprints.



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 39 x 7 mm 4-colour process



STABILO relax

128/22 Ballpoint pen



Special colours for push-button and shaft from 25,000 pcs.



Print: pen 50 x 8 mm multiple colours on request | pen 18 x 25 mm multiple col. | clip 27 x 4 mm multiple col. | clip 43 x 6 mm 4-colour process

THE MOST COMFORTABLE IN ITS CLASS.

The target group: All those who want to reach modern users focused on comfort with their marketing campaigns.

The pen: Push-button ABS plastic ballpoint pen, soft Santoprene grip zone, nickel-plated front part and push button.

The advantages: Comfortable grip zone and tried and tested giant refill. Promotional imprint easy to see on white clip and shaft.

We deliver the STABILO relax especially fast – read more about the rapid delivery service in the service section of the catalogue.



STABILO arc

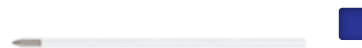
128/24 Ballpoint pen



Also available in block colours from 25,000 pcs.



from 25,000 pcs.



HEAVENS ABOVE – THATS BUSINESS SENSE.

The target group: All those who want to reach as many people as possible with their marketing campaign.

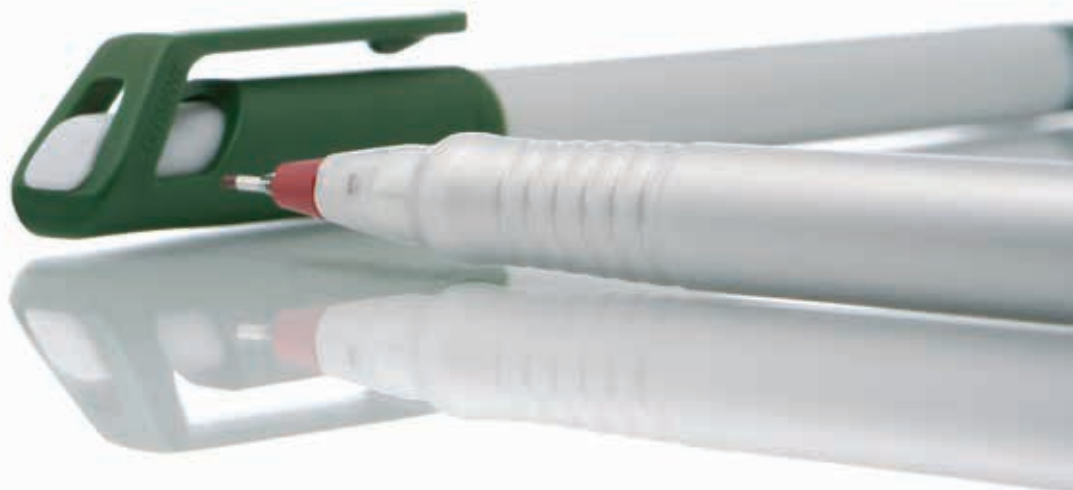
The pen: Transparent push-button ABS plastic ballpoint pen in seven on-trend standard colours.

The advantages: Brand alternative and ideal promotional gift at great price-performance ratio. Indispensable in ensuring that your promotional message reaches a wide audience at trade fairs and large events.



Print: pen 80 x 15 mm multiple col. | pen 50 x 25 mm multiple col. | clip 25 x 5 mm multiple col. | clip 43 x 7 mm 4-colour process





STABILO sensor

150/191 Fineliner

Tip adjusts to writing pressure
=
it won't bend or break

unique cushioned tip
=
adapts to every writing pressure



| from 10,000 pcs. Ink colour, cap and tip available in 56 + 55.



HIGH PERFORMANCE – EVEN UNDER PRESSURE.

The target group: Anyone who wants their marketing campaign to hit home with specialists.

The pen: Fineliner with unique tip technology and elegant aluminium look. Available in the most popular colours.

The advantages: Superior writing comfort thanks to cushioned tip in brand quality. Many options for promotional imprints.

Print: pen 63 x 26 mm multiple col. | pen 75 x 7 mm multiple col. | pen 72 x 33.4 mm 360° photo print / incl. 1 mm trim in height | clip 20 x 4 mm multiple col. | cap 21 x 5 mm multiple col.

150/191/2 Set of 2



Print: case 80 x 25 mm multiple col.

150/191/4 Set of 4



Print: case 80 x 40 mm multiple col.

STABILO Universal-Pen

150/842 Overhead marker permanent, white end plug



| Available with tips S and M/ ink colours 18, 45, 40, 55, 36 and 56 and shaft in 46 from 5,000 pcs.



from 20,000
pcs. (cap,
shaft, end
plug)



QUALITY RIGHT DOWN THE LINE.

The target group: Anyone who wants to reach experts with their marketing campaign.

The pen: Polypropylene overhead marker with permanent ink. Writes on almost all smooth surfaces.

The advantages: Multiple application possibilities thanks to different line widths. Advertising surface with lasting profile.

Also available in water soluble (150/852), end plug in ink colour.

BE DIFFERENT

Print: pen 63 x 26 mm multiple col. | pen 75 x 7 mm multiple col. | pen 72 x 33.4 mm 360° photo printing / incl. 1 mm trim in height | clip 20 x 4 mm multiple col. | cap 21 x 5 mm multiple col.

150/842/2 + 150/852/2 Set of 2



Print: case 80 x 25 mm multiple col.

150/842/4 + 150/852/4 Set of 4



Print: case 80 x 40 mm multiple col.





BE GREEN

Sustainable products for the environmentally-conscious communication of promotional messages:

The STABILO GREEN range with environmentally-friendly writing instruments made from FSC® wood, bioplastics or with a high proportion of recycled materials and Cradle to Cradle certification.



The mark of
responsible forestry



STABILO EASYcolors

332 Ergonomic Coloured pencil for right-handers



Focus Open
Silver 2009

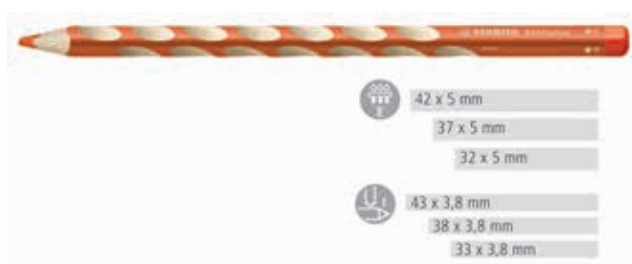


ATTRACTING NEW FANS IS CHILD'S PLAY.

The target group: Anyone who wants to reach pre-school children and school pupils with their marketing campaigns.

The pencil: The first ergonomic coloured pencil especially for left and right-handers. Triangular design and non-slip moulded grip ensure a relaxed hand posture. 12 brilliant colours are encased in wood from sustainable forests.

The advantages: Ergonomics and environmental awareness go hand in hand. Fast growing target group with high expectations of quality. Coloured pencils in cardboard box in individual company design and with promotional imprint on the pencils.



Print: pen 42 x 5 mm multiple col. | pen 43 x 3,80 mm multiple col.

331 for left-handers



332/6 + 331/6 Set of 6



332/12 + 331/12 Set of 12



STABILO EASYgraph

321 Ergonomic Graphite pencil for left-handers



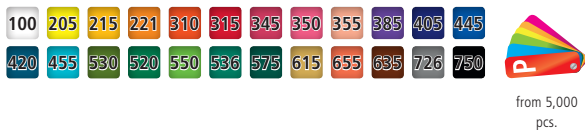
ATTRACTING NEW FANS IS CHILD'S PLAY.

The pencil: The first ergonomic graphite pencil especially for left and right-handers. Triangular design and non-slip moulded grip ensure a relaxed hand posture. HB-grade lead for both writing and sketching. From sustainable forests.

Print: pen 42 x 5 mm multiple col. | pen 43 x 3,80 mm multiple col.

STABILO GREENcolors

251 Coloured pencil FSC® certified



Print: pen 110 x 2,65 mm 1c | pen 110 x 3 mm multiple col.

TAKE A STAND WITH A CLEAR CONSCIENCE.

The target group: Anyone who wants their marketing campaigns to reach people with a modern, environmentally-conscious lifestyle – regardless of age.

The pencil: Classic edged, coloured pencil with natural white edge stripes and matt finish. Made from 100% FSC® certified wood. Superior coloured lead.

The advantages: Rapidly growing target group; conscious of quality and the environment. Convincing and distinctive promotional story. Attracts a great deal of attention.

Advertising message on the pencils and cardboard packaging in customised customer design.

251/12 Set of 12



STABILO GREENgraph

245 + 245 GK Graphite pencil FSC® certified



FOR THE FORESTS AND THE CLIMATE.

The pencil: Classic edged, graphite pencil with natural white edge stripes and matt finish. Made from 100% FSC® certified wood. HB lead with extremely high break resistance. Available with and without eraser.

Print: pen 110 x 2,65 mm 1c | pen 110 x 3 mm multiple col.

STABILO GREENtrio

261 Triangular Coloured pencil FSC® certified



from 5,000 pcs.



Print: pen 110 x 3,80 mm 1c | pen 130 x 5 mm multiple col. | pen 130 x 5 mm 3c | pen 157 x 6 mm 4-colour process

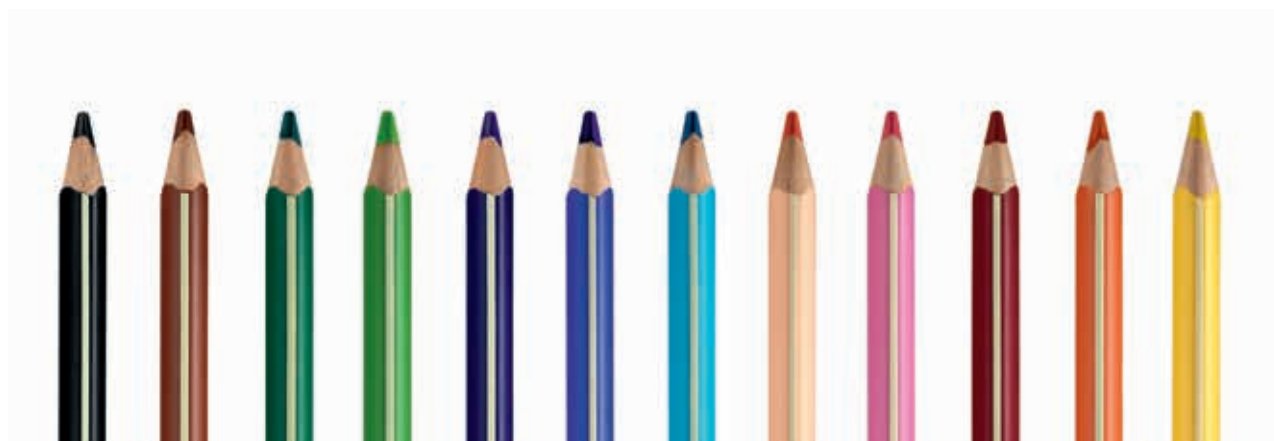
ENVIRONMENTAL PROTECTION IN OUR CHILDREN'S HANDS.

The target group: Anyone who wants to reach environmentalists, young and old, with their marketing campaigns.

The pencil: Tried-and-tested triangular ergonomic shape – ideal for children's hands. With natural white striped edges and matt finish. Rich, intense colour application. Made from 100% FSC® certified wood.

The advantages: Colour brilliance and environmental consciousness go hand in hand. Fast growing target group with high expectations of quality and a preference for green products. Convincing sales pitch sure to attract a great deal of interest. Advertising message on the pencils and cardboard packaging in customised customer design.

261/12 Set of 12





STABILO GREENlighter

140/6007 Triangular Highlighter FSC® certified



24 33 54



Print: pen 80 x 5 mm 1c | pen 80 x 5 mm 4c | pen 100 x 8 mm 4-colour process

SHINING EXAMPLE FOR SUSTAINABILITY.

The target group: Anyone who wants to reach environmentalists of every age with interest in modern, sustainable writing instruments.

The pen: Ergonomic, triangular shaped highlighter with natural white edge stripes and matt finish, available in three fluorescent colours. Made from 100% FSC® certified wood.

The advantages: Luminosity and environmental consciousness go hand in hand. Rapidly growing target group with high expectations of quality and a preference for green products. Convincing sales pitch sure to attract a great deal of interest. Advertising message on the pencils and card-board packaging in customised customer design.

140/6007/3 Set of 3





STABILO GREENpoint

150/6088 Fibre pen made of 96% recycled plastics



Print: pen 50 x 3,50 mm multiple col. | pen 98 x 6 mm 4-colour process

96% RECYCLED, 100% CLEAR CONSCIENCE.

The target group: Anyone who wants their marketing campaigns to reach people with an environmental conscience.

The pen: Fibre pen made from 96% recycled plastics in six popular colours. Robust, broad tip; practical pen length and clip for increased mobility. Also available in attractive 4 and 6 piece set with inlay.

The advantages: Rapidly growing target group; highly conscious of quality and the environment. Convincing product story. Promotional imprint on pens or packaging.

150/6088/4 STABILO GREENpoint set of 4



Print: case 40 x 50 mm 4-colour process / plus 3 mm trim

128/6088/4 STABILO pointball set of 4



Print: case 40 x 50 mm 4-colour process / plus 3 mm trim

STABILO pointball

128/6088 Ballpoint pen made of 79% recycled plastics



Print: shaft 60 x 4 mm 1c | shaft 40 x 4 mm 1 to 4 col. | pen 82 x 7 mm 4-colour process

ADVERTISE WITH A GREEN CONSCIENCE.

The target group: Anyone who wants their marketing campaigns to reach school children, students and adults with an environmental conscience.

The pen: Push-button ballpoint pen made of 79% recycled plastics in six popular colours and in the same trusty style as the point 88. Smooth writing experience and comfortable non-slip grip zone. Also available in attractive 4 piece set with inlay.

The advantages: Rapidly growing target group; highly conscious of quality and the environment. Convincing product story. Promotional imprint on pens or packaging.

STABILO GREENfancy

128/400 Ballpoint pen made of bioplastics



Print: pen 60 x 14 mm multiple col. | pen 20 x 25 mm multiple col. | clip 28 x 5 mm multiple col. | clip 38 x 7 mm 4-colour process

FOR THE FORESTS AND THE CLIMATE.

The target group: Anyone who wants their marketing campaigns to reach people with a modern, environmentally-conscious lifestyle.

The pen: Push-button ballpoint pen with casing primarily made of biologically degradable plastics, which is composed of renewable raw materials based on cellulose.

The advantages: Rapidly growing target group; conscious of quality and the environment. Distinctive and convincing sales pitch and sure to attract a great deal of interest.

STABILO Graphite pencil

246 Graphite pencil natural



Print: pen 110 x 20 mm multiple col. | pen 40 x 4 mm 1c

NATURAL LOOK FOR LOVERS OF NATURE.

The target group: Anyone who wants their marketing campaigns to reach people with a modern, environmentally-conscious lifestyle.

The pencil: Graphite pencil in natural wood. Quality HB lead, sharpened. Available from 5,000 pieces in environmentally-friendly FSC® wood.

The advantages: Rapidly growing target group; conscious of quality and the environment. Convincing and distinctive promotional story. Personalised name embossing on round pencils for a personalised promotional gift!

Personalised name embossing on all rounded pencils.

246 GK Graphite pencil with eraser



The mark of responsible forestry



247 Graphite pencil



Print: pen 110 x 2,65 mm 1c | pen 120 x 3 mm multiple col.

247 GK Graphite pencil with eraser



STABILO Graphite pencil

242 Graphite pencil lacquered



A WELL-ROUNDED PENCIL MADE OF FSC® WOOD.

The pencil: Lacquered pencil from 5,000 pieces in environmentally-friendly FSC® wood. Quality HB lead, sharpened.

Personalised name embossing on all rounded pencils.



from 5,000 pcs.

Print: pen 110 x 20 mm multiple col. | pen 40 x 4 mm 1c

242 GK Graphite pencil with eraser



243 Graphite pencil



Print: pen 110 x 2,65 mm 1c |
pen 110 x 3 mm multiple col.



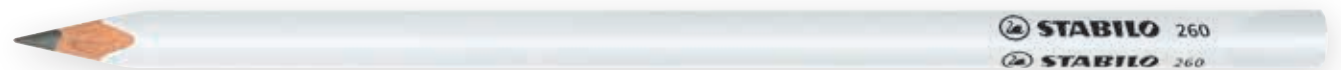
from 5,000 pcs.

243 GK Graphite pencil with eraser



STABILO Graphite pencil

260 Graphite pencil triangular



ENVIRONMENTALLY FRIENDLY WITH TRIANGULAR SHAFT.

The pencil: Lacquered pencil from 5,000 pieces, also available in environmentally-friendly FSC® wood. Quality HB lead, sharpened.



from 5,000 pcs.

Print: pen 120 x 4 mm up to 3 col. | pen 110 x 3,80 mm multiple col. | pen 157 x 5 mm 4-colour process



STABILO Graphite pencil

244 Graphite pencil black dyed



Print: pen 110 x 20 mm multiple col. | pen 40 x 4 mm 1c

COOL BLACK FOR DESIGN AFICIONADOS.



The target group: All those who want their marketing campaigns to reach young adults who value design.



The pencil: Graphite pencil in black dyed wood with matt finish. Also available with metal cap or eraser. Available as a set and in attractive packaging.

We deliver the STABILO 244 especially fast – read more about the rapid delivery service in the service section of the catalogue.



STABILO Graphite pencil

244 MK Graphite pencil black dyed with metal cap



Print: pen 110 x 20 mm multiple col. | pen 40 x 4 mm 1c



The pencil: Graphite pencil in black dyed wood with matt finish. Available with metal cap or eraser.

The advantages: Designer feel and elegant aesthetics. Attractive packaging and set ideal as gift. Promotional imprint on pencil and packaging.

244 MK/3 Graphite pencil set



Print: gift box 70 x 17 mm 1c | gift box 70 x 6 mm 1c

244 MK/6 Graphite pencil set



Print: gift box 60 x 25 mm multiple col. | gift box 196 x 50 mm 4-colour process

STABILO classic box

244 MK/7 Set Writing set of 3 graphite pencils + 1 cap sharpener + 3 erasers



CLASSIC IN THE CASE.

The product: Writing set of 3 graphite pencils made of black dyed wood with a matt finish and silver metal cap. Transparent slide case with black inlay. With 3 erasers in white, and black cap sharpener in aluminium with matt silver clip.

The advantages: Attractive set, ideal as a gift. Promotional imprint on pens, cap sharpener and case.



Print: gift box 100 x 50 mm 1c | cap 30 x 4 mm 1c | cap 30 x 7 mm multiple col.

STABILO black box

244 MK/8 Set Writing set of 6 graphite pencils + 1 eraser + 1 sharpener

Promotional
Gift Award



BLACK BEAUTY.

The product: Award-winning (Promotional Gift Award 2005) writing set of 6 graphite pencils made of black dyed wood with a matt finish and silver metal cap. With metal sharpener and black eraser in a metal case.

The advantages: Attractive set, ideal as a gift. Promotional imprint on pens and box.



Print: gift box 60 x 25 mm multiple col. | gift box 196 x 50 mm 4-colour process



ALL-STABILO Giant graphite pencil

5430 Graphite pencil



Special colour for paint, end cap & decorative ring from 5,000 pcs.



from 5,000 pcs.



WRITES ON ALMOST ANY SURFACE.

The target group: Anyone who wants to reach professional users with specific requirements with their marketing campaigns.

The pencil: Giant graphite pencil made of lacquered wood. ALL-STABILO graphite lead writes on almost any surface, e.g. wood, metal, plastic, paper. Large advertising surfaces thanks to triangular shaft. Pencil length: 23 cm.

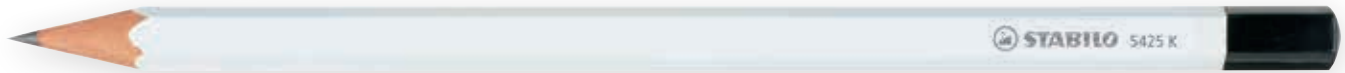
The advantages: Made to stand up to the demands of engineers and craftsmen. Sits comfortably in the hand; a reliable companion for every craftsman.



Print: pen 130 x 7,50 mm multiple col. | pen 185 x 7 mm 4-colour process

STABILO Giant graphite pencil

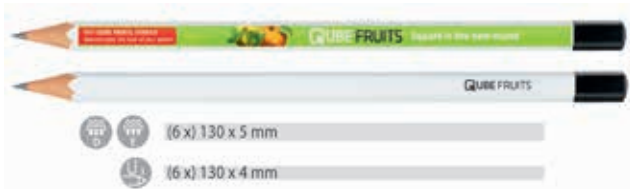
5425 K Graphite pencil



Special colour for paint & end cap from 5,000 pcs.



from 5,000 pcs.



Print: pen 130 x 4 mm multiple col. | pen 130 x 5 mm multiple col. | pen 190 x 5 mm 4-colour process

POWERFUL COMPANION FOR EVERY DAY.

The target group: Anyone who wants to reach craftsmen with their marketing campaigns.

The pencil: Giant graphite pencil made of lacquered wood. With sharpened 2B graphite lead. Pencil length: 23 cm.

The advantages: Made to stand up to the demands of engineers and craftsmen. Sits comfortably in the hand and shows off your promotional message day after day.

STABILO Carpenter pencil

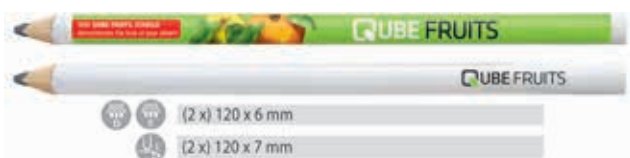
36/155 Graphite pencil



Special colour for paint from 5,000 pcs.



from 5,000 pcs.



Print: pen 120 x 6 mm multiple col. | pen 120 x 7 mm multiple col. | pen 219 x 12 mm 4-colour process

WITHSTANDS THE MOST TESTING OF CIRCUMSTANCES.

The target group: Anyone who wants to reach carpenters and craftsmen with their marketing campaigns.

The pencil: Carpenter pencil made of lacquered wood. Solid wood pencil end. Sharpened 2H graphite lead. Available from 1,000 pcs. with ALL STABILO lead. Pencil length: 24 cm.

The advantages: Made to stand up to the demands of engineers and craftsmen. Sits comfortably in the hand; a powerful companion for every day. Clearly visible promotional imprint thanks to oval shaft.

Simply practical! Now also available with magnetic end (36/156).



BE SMART

Sophisticated advertising:

High-quality metal writing instruments in typical STABILO design.





BE SMART – BUSINESS COLLECTION

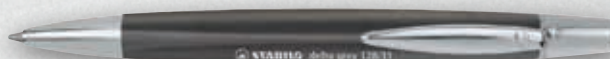
REACH YOUR PREMIUM TARGET GROUP
WITH THE STABILO BUSINESS COLLECTION



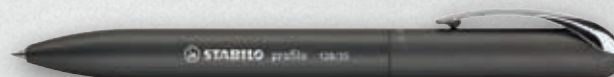
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Stylishly spread the message to your most sophisticated customers. With the new STABILO Business Collection your advertising is guaranteed to attract attention thanks to its modern finish in matt-anthracite and its unusual form.

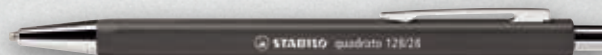
Win over customers thanks to brand quality with premium STABILO tips for great comfort when writing. Guaranteed to give your premium target group a lasting impression.



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Page 63



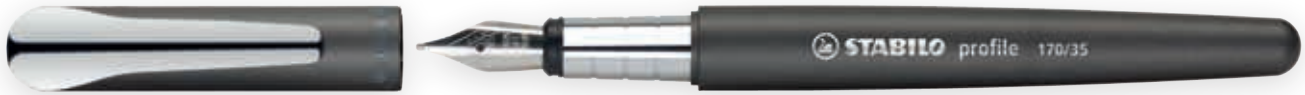
Page 68



Page 65

USE THE STABILO
BUSINESS COLLECTION
FOR YOUR PREMIUM
CUSTOMERS!

STABILO profile 170/35 Fountain pen



Print: pen 45 x 25 mm 1c | pen 45 x 5 mm multiple col. | cap 25 x 15 mm multiple col. | clip 25 x 2 mm 1c

ADVERTISE WITH STYLE.

The target group: Anyone who wants their marketing campaigns to reach discerning professional and modern customers.

The pen: High quality writing instrument in matt silver or anthracite satin. Its slim, elegant design means that this writing instrument from the STABILO profile series meets the requirements of the modern writer. Available as a fountain pen, ballpoint pen, rollerball and twist-action pencil.

The advantages: High-quality writing instruments for convenient use and special marketing messages. Four products from the STABILO profile series are available for personalised set combinations. Attractive packaging and sets ideal as a promotional gift. Promotional imprint possible on writing instrument and wallets.

150/35 Rollerball



128/35 Twist-action ballpoint pen



160/35 Twist-action pencil



138/800/1 Leather zip box



Print: gift box 100 x 35 mm 1c

STABILO delta

128/31 Twist-action ballpoint pen



Print: pen 50 x 5 mm multiple col. | pen 88 x 9 mm 4-colour process | clip J on request

ENHANCES EVERY DESK.

The target group: All those who want to reach modern users who value design with their marketing campaigns.

The pen: Twist-action ballpoint pen and twist-action pencil with triangular aluminium shaft. Blue, black or matt silver finish, matt silver satin finishings. On-trend model in matt satin in anthracite or high gloss white finish with high gloss chrome-plated finishings.

The advantages: An eye-catching unusual form. Twist-action ballpoint pen – the perfect companion for long meetings.

Mechanical pencil with two 0.7 mm graphite HB leads.



160/31 Twist-action pencil



138/26/1 Cardboard box black



Print: gift box 80 x 20 mm 1c

128/31/2 delta Set



Print: gift box 100 x 35 mm 1c

STABILO noble

128/774 Ballpoint pen grey



from 5,000 pcs.



THE BUSINESS CLASS PEN OF CHOICE.

The target group: Anyone who wants their marketing campaigns to reach professional decision-makers with exacting requirements..

The pen: Superior push-button ballpoint pen with brass shaft, matt satin in anthracite and high-gloss chrome-plated fittings.

The advantages: The classic among noble writing instruments with an exquisitely elegant appearance. Optimal writing comfort for the discerning consumer. Unbeatable as a team, and ideal as gift.

Print: pen 40 x 18 mm 1c | pen 25 x 28 mm multiple col. | clip J on request

128/777 Ballpoint pen + 160/777 Mechanical pencil black



from 1,000 pcs.

160/777 Mechanical pencil blue



from 1,000 pcs.

128/77 Ballpoint pen blue



from 1,000 pcs.

128/777/2 noble black Set



Print: gift box 100 x 35 mm 1c

138/26/2 Cardboard box black



Print: gift box 80 x 30 mm 1c

STABILO cigarro

170/89 Fountain pen



from 1,000 pcs.



Print: pen 35 x 35 mm multiple col. | cap 20 x 20 mm multiple col. | clip 20 x 5 mm multiple col. / J on request

SUCCESS SHOWS.

The target group: Anyone who wants their marketing campaigns to reach professional decision-makers with exacting requirements.

The pen: Superior fountain pen with aluminium shaft, matt satin in anthracite or gloss in red or black. High-gloss chrome plated finishings. With iridium nib "Made in Germany".

The advantages: A real head-turner with its unusual cigar form and impressive weight. Four products from the cigarro series are available for personalised set combinations. Creative packaging options.

150/89 Rollerball



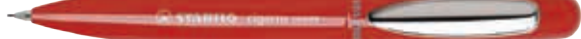
from 1,000 pcs.

128/89 Twist-action ballpoint pen



from 1,000 pcs.

160/89 Twist-action pencil



from 1,000 pcs.

138/72/1 Leather wallet



Print: gift box 35 x 10 mm 1c

STABILO cigarro box

138/890 cigarro box



BOX TO COMMAND GENUINE RESPECT.

The target group: Anyone who wants their marketing campaigns to reach valued customers who enjoy a good Cuban.

The product: Unique, high-quality packaging in 182 x 77 mm format for all writing instruments in the cigarro range. Suitable for individual set combinations.

The advantages: The promotional item for managers! Original idea that makes a great gift and isn't easily forgotten. Promotional imprint on the writing instruments and laser stamping on the wooden case.



Print: gift box 80 x 30 mm 1c

STABILO cigarro tube

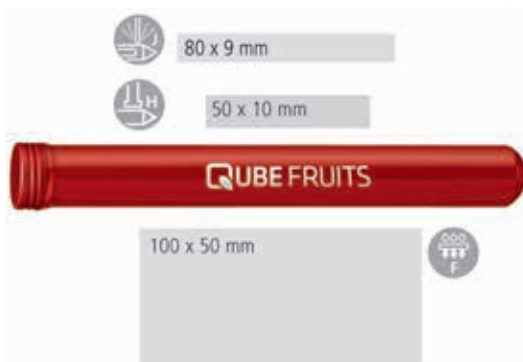
138/895/1 cigarro tube



BE SMART



from 20.000 pcs.



Print: gift box 50 x 10 mm up to 5 col. | gift box 80 x 9 mm 1c | gift box 100 x 50 mm 1c

CIGAR TUBE WITH ADDED WOW FACTOR.

The target group: Anyone who wants their marketing campaigns to reach discerning professional users with original streak.

The product: Original cigar case-look tube, suitable as packaging with added wow factor for all individual pens from the cigarro series.

The advantages: Elegant yet fun writing accessory for lovers of the Cuban. Promotional imprint on writing instrument and tube.



STABILO STABILO quadrato

128/28 Ballpoint pen



Print: pen 70 x 4 mm multiple col. | pen 45 x 4 mm multiple col.

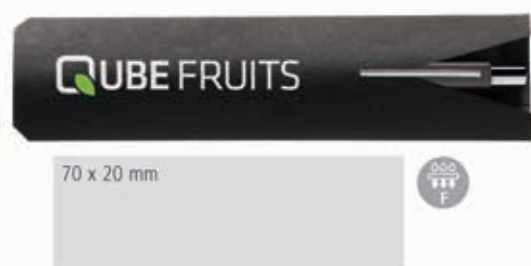
SPREAD YOUR MESSAGE ON ALL FOUR SIDES.

The target group: Anyone who wants their marketing campaign to reach professional high-volume writers who appreciate unusual design.

The pen: Angular ballpoint pen in aluminium housing with a modern matt anthracite finish. Super size tip for great comfort when writing. STABILO QUALITY with attractive value for money.

The advantages:: Be noticed thanks to angular pen shape. Space for promotional messages on all four sides of the pen. Attractive packaging options.

138/50/1 Cardboard wallet



Print: gift box 70 x 20 mm multiple col.

138/150/1 Leather wallet



Print: gift box 35 x 10 mm 1c

STABILO steel 128/66 Ballpoint pen



Print: pen 70 x 10 mm 1c | pen 60 x 10 mm multiple col. | pen 30 x 20 mm multiple col. | clip J on request

TECHNOLOGY BROUGHT TO THE POINT.

The target group: Anyone who wants their marketing campaigns to reach professional users with technical requirements.

The pen: Modern push-button ballpoint pen with stainless steel casing. Tip, clip and push-button in chrome-plated metal.

The advantages: Superior writing instruments for technologically minded writers with professional requirements. Sustainable purchase incentive thanks to high-quality material and comfort of use.

Mechanical pencil with two 0.7 mm graphite leads, HB; eraser integrated in push-button.

160/66 Mechanical pencil



128/66/2 steel Set



Print: gift box 80 x 30 mm 1c



STABILO prime metal

128/26 Twist-action ballpoint pen



HEAVY METAL FOR THE DESK.

The target group: Anyone who wants to reach business writers with a sense of style.

The pen: Twist-action ballpoint pen with anodised aluminium shaft. In silver and black, matt satin and high gloss finishings.

The advantages: Cool metal look and elegant line. Twist-action ballpoint pen – the perfect companion for long meetings.

Print: pen 50 x 25 mm 1c | pen 24 x 14 mm multiple col. | clip 30 x 4 mm multiple col. | clip 25 x 4 mm J on request

138/72/1 Leather wallet



Print: gift box 35 x 10 mm 1c

STABILO attraction

128/61 Ballpoint pen



ATTRACTIVE PROMOTIONAL PEN.

The target group: Anyone who wants to reach dedicated high-volume writers with their marketing campaigns.

The pen: Push-button ballpoint pen with brass shaft in white, blue or black finish or chrome-plated silver.

The advantages: The STABILO attraction brings tangible benefits to classic paperwork. Choice of four colours – from just 250 pcs.



Print: pen 65 x 14 mm multiple col. | pen 25 x 25 mm multiple col. | clip J on request



138/50/1 Cardboard wallet



Print: gift box 70 x 20 mm multiple col.



GIFT BOXES





STABILO compact wallet

138/700 Gift box

COMPACT. PRACTICAL. WITH DUAL FUNCTIONALITY.

The target group: Anyone who wants to reach discerning people who place value on dual functionality with an original and practical packaging design.

The product: Sporty DEUTER compact case in 185 x 74 mm format with dual functionality. Provides room for two pens or pencils and can also be used as an outdoor case for other much-loved objects.

The advantages: Can be combined with many STABILO writing instruments. Promotional imprint on the case. Superior Deuter outdoor wallet for STABILO promotional pens.

All gift boxes are sold only in combination with writing instruments.



70 x 10 mm



50 x 10 mm



Print: gift box 70 x 10 mm 1c | gift box 50 x 10 mm multiple col.

138/800/1 Leather zip box



Print: gift box 100 x 35 mm 1c

138/800/2 Leather zip box



Print: gift box 100 x 35 mm 1c

138/150/1 Leather wallet



Print: gift box 35 x 10 mm 1c

138/72/1 + /2 + /3 Leather wallet



Print: gift box 35 x 10 mm 1c | gift box 35 x 20 mm 1c | gift box 35 x 30 mm 1c

138/100 Smartphone case STABILO SMARTcase + 138/101 in gift box



Print: case P on request

138/990 Felt wallet



Print: gift box 60 x 12 mm 1c | gift box 50 x 15 mm 1c | Further colours from 500 pcs.



138/890 cigarro box



Print: gift box 80 x 30 mm 1c

138/895/1 cigarro tube



Print: gift box 50 x 10 mm up to 5 col. | gift box 80 x 9 mm 1c | gift box 100 x 50 mm 1c



138/09 Transparent square box



Print: gift box 120 x 10 mm multiple col. | gift box 150 x 18 mm 4-colour process

138/300 Zip-lock bag



Print: case 145 x 38 mm 4-colour process on the inlay / plus 3 mm trim

138/43/2 + /4 Transparent wallet



Print: gift box 80 x 25 mm multiple col. | gift box 80 x 40 mm multiple col.

138/50/1 Cardboard wallet



Print: gift box 70 x 20 mm multiple col.

138/90 Cardboard box



Print: gift box 80 x 20 mm 1c

138/26/1 + /2 Cardboard box black



Print: gift box 80 x 20 mm 1c | gift box 80 x 30 mm 1c

138/26/1 Cardboard box white



Print: gift box 80 x 20 mm 1c | gift box 150 x 30 mm 4-colour process

138/26/2 Cardboard box white



Print: gift box 80 x 30 mm 1c | gift box 153 x 51 mm 4-colour process



STABILO *SERVICE*

Our customers say, our service is unbeatable. We are not sure if this is right, but anyway we are committed to a professional and kind consultation – particularly for special requests – and to an efficient and reliable execution of your wishes and orders. That in combination with the high quality of our branded products guarantees our and your success.

SERVICE

Consulting

We are at your disposal for help and advice at any time. We are happy to discuss your wishes and ideas and try to bring out the best for you.

Quantity Tolerances

For technical reasons, we reserve the right to ship and invoice up to 10% over or under the ordered quantity.

Changes

We ask for your understanding that we have to charge a lump-sum of EUR 15,– if you modify an already confirmed order.

THE STABILO QUICK DELIVERY SERVICE

We can now send the STABILO BOSS ORIGINAL in yellow, all standard versions of the STABILO relax with push-button shaft and graphite pencil 244 in black to you faster than ever: in just one week or even within 2 working days of print approval.

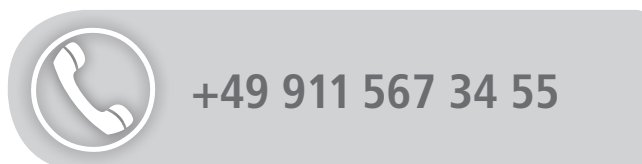


Delivery service within 5 working days

Screen printed promotional message, 2 colour max., up to 5,000 pcs. No additional charge.

Delivery service within 2 working days

Screen printed promotional message, 1 colour max., up to 2,500 pcs. Additional charge EUR100,–



Our team is at your disposal for any further questions. Just give us a call!

You can find your local contact person at www.stabilo-promotion.com

A DIFFERENT INK?

You would like to give a certain pen a different ink? No problem. For the respecting minimum order quantity and above, not only you can choose from the ink colours blue and black, but also from different models. This applies for almost all pens.



Giant metal refill 042

with blue or black ink



Giant plastic refill 045

white housing for transparent pens, blue or black ink



X-20 refill 043

white housing, blue or black ink



INDIVIDUAL NAMES

All round wooden pencils can be laser stamped with individual names in the beneath mentioned fonts.

Further colours on request.



Standard fonts			laser engraving on metal	laser stamping on wood
1	Arial	Harry Saffer Evelyn Gravurmuster	×	—
2	Garamond	Harry Saffer Evelyn Gravurmuster	×	×
3	Monotype	<i>Harry Saffer Evelyn Gravurmuster</i>	×	×

ARTWORK

Films

- For screen printing we need emulsion side up and a minimum line width of 0.2 mm
- For screen printing on felt a minimum line width of 0.5 mm
- For tampon printing we need emulsion side down and a minimum line width of 0.1 mm

The pictograms in the catalogue show the respective procedure.

- Halftone printing of pictures on request

Files

We need an editable vector image as EPS, CorelDRAW X5, Adobe Illustrator up to version CS5.5 or PDF-file. All texts have to be converted in paths. Embedded mono chromatic objects as pixel images need a minimum resolution of 1,800 dpi.

Please use WIN-ZIP for the reduction of file size and for the reliability of file transfer – especially with Mac files. And please send us always a print out of your artwork for control purposes.

4-COLOUR PROCESS PRINT

Illustration: 1:1
 Texte: Has to be converted in paths
 Images: European CMYK-mode (res. see print method)
 images have to be embedded

360° photo printing

STABILO sensor + STABILO Universal Pen:
 72 x 33,4 mm (incl. 1 mm bleed top + bottom)

STABILO myclip + STABILO prime:
 82 x 38 mm (incl. 1 mm bleed all around)

STABILO free:
 72,4 x 42,5 (incl. 1 mm bleed all around)

Data Format: TIFF, JPG or EPS
 minimum resolution
 600–1,200 dpi

4c digital printing

See the product pages for 4c printable surfaces

Data Format: TIFF or AI (up to version CS 5.5)
 minimum resolution 1,200 dpi

STABILO free 4c digital printing

General area: 75 x 40 mm (= minimum area needed)
 Punch area: 68 x 35 mm
 Design area: 61,5 x 30 mm (= maximum visible area)
 Data format: EPS, PDF, TIFF, PSD or AI
 (up to version CS 5.5)
 minimum resolution 300 dpi

Please no QuarkXPress- or InDesign-files. Gold and silver are not printable. No colour specifications in Pantone, HKS or RAL. No RGB Images.

DATA

Via e-mail

service@stabilo-promotion.com

On CD-ROM

Schwan-STABILO Promotion Products GmbH & Co. KG
 Schwanweg 1
 90562 Heroldsberg / Germany

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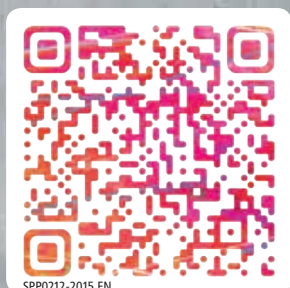
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SPP0212-2015 EN

