



STABILO Chooses AI Content Automation Solution textengine.io to Automate Its Product Descriptions

Heroldsberg/Berlin, 18 February 2025 – [STABILO](https://stabilo.com), one of Europe’s leading writing instrument manufacturers, has chosen [Retresco’s](https://retresco.com) AI-powered content automation solution textengine.io to optimize the creation of product descriptions on an international scale. With textengine.io, STABILO is adopting a modern digital solution that enables automated generation, updating, and differentiation of product texts across various pen categories. This marks a significant step for STABILO in embracing the capabilities of AI to redefine its text creation processes while ensuring consistency with its brand tone and voice.

Boosting Efficiency through Artificial Intelligence

Retresco’s textengine.io empowers STABILO’s Product Content Team to streamline the generation of international product descriptions while maintaining the necessary flexibility. Thanks to its “Human-in-the-Loop” approach, the solution allows employees to intervene in the automated processes whenever required. Adjustments can be made to ensure tailored and precise product communication before the final product texts are distributed through the company’s Product Information Management (PIM) system across various channels.

Accelerated Text Creation and Targeted Audience Communication

By deploying textengine.io, STABILO has significantly reduced the lead time for creating targeted product texts. Audience targeting also becomes more specific: STABILO can now more easily and effectively distinguish between B2C and B2B channels, tailoring its product communication accordingly. textengine.io ensures a consistent brand tone and voice across all channels, regardless of the team members involved in the process.

Hannah Vogt, Product Content Manager at STABILO, comments on the decision to partner with Retresco: “With textengine.io, we’ve found a solution that not only automates our text creation process but rather takes it to a new level. The solution allows us to work more efficiently while guaranteeing high quality and consistency in our product texts. The ability to intervene and adjust the process at any time is particularly valuable, enabling us to remain flexible and aligned with our communication goals.”

Johannes Sommer, CEO of Retresco, adds: “We are delighted to welcome STABILO, a leading manufacturer of writing instruments, as a user of textengine.io. This collaboration highlights the significant value our AI-powered content automation delivers. With textengine.io, we’re enabling STABILO to produce product texts faster, more flexibly, and more efficiently – all while ensuring top-tier quality.”

About STABILO

STABILO International is one of the leading manufacturers of writing instruments in Europe and continually sets new standards with products for writing, painting & drawing, and highlighting. Examples include the STABILO BOSS highlighter and the STABILO point 88 fineliner, both classics sold billions of times worldwide, as well as many other pens and pencils for colorful and creative design pursuits. Most recently, our digital expertise has yielded a diagnostic tool consisting of a pen and an app that teachers can use to analyze and improve children’s writing skills.

<https://www.stabilo.com>

About Retresco

The AI specialist Retresco targets companies in the media, digital commerce, and similar industries that require customised and effective AI solutions. As a pioneer in the field of AI-based language technologies, the Berlin-based company has successfully completed over 250 client projects since 2008, empowering businesses to optimise their processes for greater efficiency and profitability.

<https://www.retresco.com>