

STABILO is Looking Forward to Returning to Insights-X and Presenting Itself in a New Light



After a three-year break, STABILO is returning to Insights-X full of excitement and with a fresh trade fair look. The innovatively designed booth offers a glimpse of upcoming changes in STABILO's look and feel.

In June 2023, a new brand strategy for STABILO was unveiled, which is now being put into action step by step, positioning STABILO perfectly for a secure future. The strategic realignment has the clear objective of establishing an even closer connection with consumers and offering products that are tailored to their individual needs.

CEO Horst Brinkmann explains: "Our new brand strategy is a key step towards better understanding our customers and meeting their expectations. We want to build an even closer bond with our target

groups and present innovative solutions that enrich their lives."

During the trade fair, the STABILO team is looking forward to engaging in many exciting discussions and having the opportunity to present a variety of new products to our customers.

The last financial year 22/23 was quite challenging for STABILO. Price fluctuations for many raw materials, uncertainty among consumers and the resulting reluctance to buy, as well as ongoing price negotiations with retailers were noticeable and required smart business action. In the end, the strength of the brand prevailed.

In view of the current financial year, STABILO is confident that it has overcome the challenges of the past financial year and is looking to the future with optimism.

The results of the past financial year will be announced at the annual press conference in November 2023.

About STABILO

STABILO is one of Europe's leading manufacturers of writing instruments and is part of the Schwan-STABILO Group. The company was founded in 1855, acquired by Gustav Adam Schwanhäußer in 1865 and is still 100% family-owned today. The brand name STABILO was created in 1925 as a product name for an extra-strong colored pencil. The STABILO product portfolio includes classics such as the STABILO BOSS ORIGINAL highlighter and the STABILO point 88 fineliner, which have been shaping the writing instruments market since the 1970s. Learning to write and writing motor skills are key topics for STABILO. The company therefore invests in this area in order to develop innovative products based on the latest scientific findings that support children and teachers in learning to write. As a responsible family company, sustainability has always been close to STABILO's heart. Since 2020, the sustainability initiative Together has been working as an interdisciplinary team on the goal of reducing CO₂ emissions and becoming a climate-neutral company by 2025. In 2023, STABILO was nominated for the prestigious German Sustainability Award and is one of three finalists in the office supplies and promotional products sector.

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