

PRESS RELEASE



# STABILO Creative Tips Open up Creative Potential and Offer Countless Ways to Make Art

The exceptional sets of STABILO Creative Tips let you experiment, boldly try something new, and expand your personal artistic expression, just like the entire STABILO ARTY product range to which they belong. Five different pen tips and 16 selected colors combine everything needed to inspire and enable creative people and artists to give their imagination free rein.

## **Mix-and-match with Five Different Tips**

STABILO Creative Tips is a carefully selected collection of pens that offers a unique mix-and-match experience for different line widths and styles. The water-based ink and choice of five different tips make it easy to generate numerous breathtaking effects – from precise lines to bold brush strokes. Each set contains all colors with all five differently-shaped tips. These include a fiber-tip pen with a 1 mm line width for bold, expressive lines, a multi-purpose brush pen with a line width that can be adjusted with pressure, and three different fine-liners with metal-cased tips in the line widths of 0.2 mm, 0.4 mm and 0.7 mm for precise lines from extra-fine to medium. The fine-liners with 0.4 mm and 0.7 mm tips also feature Sensor technology, which means that the tip is spring-loaded to compensate for excessively firm pressure. Customers can choose between small sets with basic colors, such as black, or black and grey, as well as larger sets with six or ten colors and thus 30 or 50 pens.

## **Harmonious Color Palettes**

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The thoughtfully compiled selection of colors is another factor that makes the STABILO Creative Tips truly unique. A perfect color palette will enhance any creative project, which is why the team of STABILO experts selected a range of vibrant and harmonious shades. Whether you're interested in creative writing, drawing, sketching, calligraphy, or experimenting with various techniques – STABILO Creative Tips offer the ideal colors to let your imagination roam freely.

#### **Creativity Without Boundaries**

"Our goal with the STABILO Creative Tips is to make it easy for people to explore their creativity without limits, regardless of their background knowledge," says Product Manager Amelie Cheng. "We believe that every stroke tells a story and this set offers endless possibilities for authentic self-expression."

STABILO Creative Tips has a diverse target group. They are aimed at amateur artists and people who like to get creative with pen and paper, from all walks of life: Whether you are a budding calligrapher or aspiring graphic designer, or whether you simply love to draw and explore different artistic techniques – this set combines the best tips from STABILO and is virtually custom-made for you. Boost your creativity with STABILO Creative Tips and immerse yourself in a vibrant artistic adventure unlike any other.

As of January 2024, STABILO Creative Tips are available online and in selected stores. More information on the set and the STABILO ARTY product range can be found on our website <u>www.stabilo.com</u>.

#### 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.