

PRESS RELEASE

TURN WRITING INTO AN EXPERIENCE WITH THE NEW STABILÒ EASYORIGINAL 3D DREAMWORLD



With the EASYoriginal 3D DreamWorld, STABILÒ is launching a vibrant splash of creativity for your pencil case. Available in two captivating designs – in pink with fairies and unicorns and in blue with outer space and rockets – this new edition reflects popular lifestyle trends that celebrate fantasy, exploration, and self-expression. Designed especially for students and writing beginners, the EASYoriginal 3D DreamWorld is more than just a pen – it's a statement.

Ergonomics Tailored to You

Comfort meets precision with a specially designed ergonomic grip zone, available in versions for both left- and right-handed users. Whether you're writing your first letters or using the pen at school on a daily basis, the pen's shape supports relaxed writing and helps prevent hand fatigue.

The ergonomic design ideally supports children while writing and results in clean handwriting – no scratching, no ink blots.

Tactile Design That Inspires

The standout feature of the STABILo EASYoriginal 3D DreamWorld is its tactile 3D design. Each pen body is adorned with touchable motifs that bring either fairies and unicorns or rockets and planets to life. These textured elements not only enhance visual appeal but also offer a sensory writing experience that engages and delights.

“With STABILo EASYoriginal 3D DreamWorld, we wanted to create a writing instrument that not only performs well but also sparks imagination,” says Leandra Vuynovich, Product Manager Learning to Write. “The tactile 3D designs and ergonomic features are tailored to support young writers in expressing themselves comfortably and confidently — whether in the classroom or at home.”

Smart Details for Everyday Use

The EASYoriginal 3D DreamWorld is refillable, with each refill including a fresh writing tip to ensure consistent performance. For added convenience, the cap can be securely stacked on the end of the pen – a small but thoughtful detail that helps keep your workspace tidy and your pen always ready to use.

For more information on all STABILo products and the latest news, please visit www.stabilo.com.

About STABILo

STABILo International is one of the leading manufacturers of writing instruments in Europe and continues to set standards with products for writing, painting & drawing and highlighting. Examples include the classics sold by the billions worldwide, such as the STABILo BOSS highlighter, the STABILo point 88 fine liner and many other pens for colorful and creative design. Recently, our expertise in the digital field has resulted in the STABILo LUNIS range – a pen, that connects to specific apps to help either learning to write or studying vocabulary.