

FOR IMMEDIATE RELEASE

STABILO and Royal Talens North America Announce Exclusive U.S. Distribution Partnership

Shared cultural values, mission, and passion for creativity drive new alliance between two iconic brands

Heroldsberg, Germany — 04.11.2025 — STABILO International GmbH is proud to announce an **exclusive U.S. distribution partnership with Royal Talens North America**, expanding access to one of the world's most recognized and trusted creative brands.

Effective November 1st, 2025 **Royal Talens North America** will distribute STABILO's full range of products — including the iconic **STABILO point 88 fineliner**, **STABILO BOSS ORIGINAL highlighter**, **STABILO Pen 68 fiber-tip pen**, **STABILO EASY range of ergonomic handwriting pens**, and other core writing and coloring tools — across the United States.

"This partnership brings together two companies that share more than just product adjacencies— we share a culture of creativity, quality, and integrity," said Kyle Richardson, President of Royal Talens North America. "Both Royal Talens and STABILO believe that art and design are essential parts of human expression which begins a journey that spans our entire lives, and that we have a responsibility to empower creativity through sustainable innovation and exceptional service. Since our first introduction to the team at STABILO, these shared core values have been at the center of our discussions."

Founded in Germany in 1855, **STABILO** has inspired generations with its commitment to design, color, and function. From the classroom to the design studio, STABILO's products are synonymous with precision, reliability, and creativity.

Likewise, **Royal Talens**, established in 1899 in the Netherlands, has spent more than a century helping artists and creatives worldwide express their imagination with brands such as **Amsterdam, Rembrandt, Van Gogh, and Talens Art Creation**.

The alignment between the two companies runs deep: both share a **mission to inspire creativity, support artistic growth, and act responsibly toward people and planet**. This partnership unites two European heritage brands under one North American strategy — offering retailers streamlined access, marketing support, a unified

pricing and distribution control model, as well as consistent supply across the STABILO portfolio.

“We are delighted to partner with Royal Talens North America,” said Horst Brinkmann, CEO of STABILO International GmbH. “Their reputation for integrity, market knowledge, preferred supplier status with retailers big and small, coupled with a passion for the creative community make them the ideal partner to represent STABILO in the United States.”

Customers can expect products to begin shipping, new merchandising programs, expanded marketing initiatives, and a strong pipeline of product introductions as of January 2026.

For trade inquiries and partnership information, please contact:

orders.na@royaltalens.com

Royal Talens North America

About Royal Talens North America

Royal Talens North America, based in Northampton, Massachusetts, is a subsidiary of Royal Talens B.V., a global leader in fine art and creative materials since 1899. The company manages distribution and brand development for a portfolio of premium art and creative brands across the U.S. and Canada.

About STABILO International GmbH

Part of the Schwan-STABILO Group, STABILO is one of the world’s leading manufacturers of writing instruments, known for its innovation, ergonomic design, and bold use of color. With a legacy spanning over 170 years, STABILO products are trusted in over 180 countries worldwide. [STABILO | Homepage USA - www.stabilo.us](https://www.stabilo.us)

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