PRESS RELEASE

STABILO LAUNCHES STABILO ICONS: A NEW CULTURAL PROGRAM CELEBRATING THE PEOPLE WHO HIGHLIGHT WHAT MATTERS



Milan, Italy, 18 November 2026: Launching with a limited-edition collaboration with global superstar Laura Pausini, STABILO introduces STABILO icons, a new long term brand program that connects color, creativity, confidence and culture through one shared story.

Since the first pencil rolled off the production line in Nuremberg in 1855, STABILO has earned generations of trust for its commitment to quality and innovation. Today, the company moves beyond just the products people know into new and meaningful cultural spaces. By bringing together remarkable people, stories and experiences, the new program aims to champion self-expression and connect across difference.

Highlight What Matters

At its heart is Highlight What Matters, STABILO's global brand platform and a simple belief: what we choose to give our attention to says something about who we are. Highlight What Matters is

not a tagline or a seasonal campaign; it is a statement of intent and a creative thread that runs through everything STABILO does, from product and retail to partnerships and community. It is an opportunity for reflection and a call to action: what deserves your attention? STABILO icons brings that idea to life by celebrating distinctive voices and the confidence to follow your own path.

STABILO icons x Laura Pausini

To mark the launch of STABILO icons, STABILO and Laura Pausini have created a limited edition collection that unites the worlds of music, color and self-expression.

The internationally-acclaimed Italian singer-songwriter makes a powerful first STABILO icon. She possesses an ability to connect across cultures, languages and generations without compromising her artistic voice. Her confidence and persistence is evident, being the first and only Italian female artist to win a Grammy Award and a tireless advocate for multiple social causes.

Each highlighter carries Laura's signature and comes in premium packaging inspired by the stage design of her *Io Canto* tour, creating a collectible expression of her creative world and the values shared by Laura and STABILO. An everyday creative tool becomes a personal object that celebrates Laura's story, inviting people to highlight what matters in their own lives.

Following its launch into the world of Pop with Laura Pausini, STABILO icons will explore the fields of Design, Fashion, Art and Education.

The STABILO icons x Laura Pausini collection is presented in Milan on 18th November. Available from mid-November in Italy and through STABILO.com, with further markets to follow.

About STABILO

STABILO is one of Europe's leading writing instrument brands and part of the Schwan-STABILO Group, headquartered in Heroldsberg near Nuremberg, Germany. With more than 1,500 colleagues, the company develops and produces writing, coloring, drawing and highlighting tools that are sold in more than 150 countries. Its manufacturing sites in Weissenburg (Germany), Český Krumlov (Czech Republic) and Johor Bahru (Malaysia) supply products to customers around the world.

Under its brand values "Color, Creativity, Confidence," STABILO is evolving into a lifestyle brand with global ambition. Driven by innovation and a passion for color, it champions individuality and creativity, celebrating difference and encouraging people to express and highlight what matters to them.