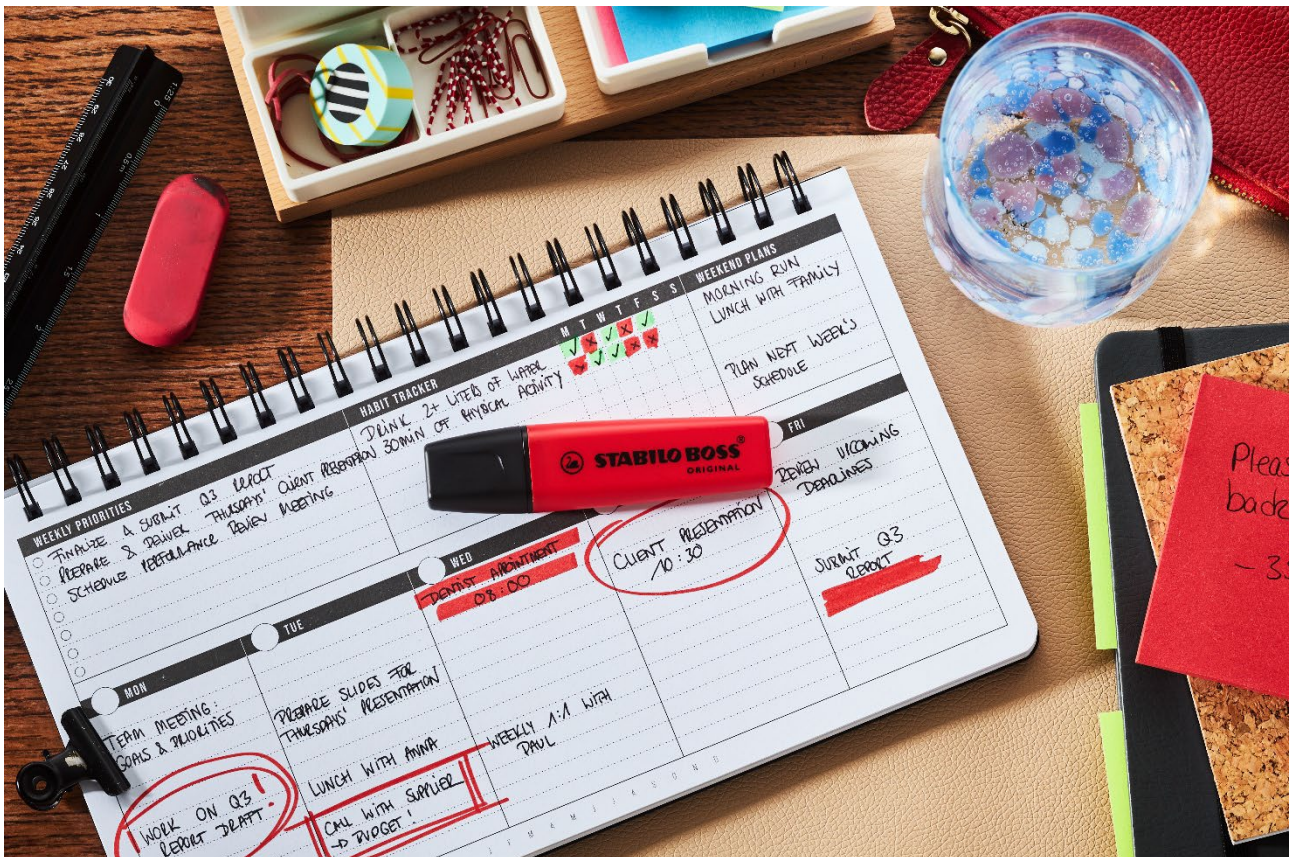


STABILO BOSS ORIGINAL REALRED: A BOLD NEW ADDITION IN HIGHLIGHTING



STABILO, a leading name in writing instruments, is proud to announce the upcoming launch of the STABILO BOSS ORIGINAL REALRED in January 2026. As part of the iconic STABILO BOSS ORIGINAL highlighter family, this new addition brings a vibrant red to a beloved classic, answering a long-standing demand from fans and creatives worldwide.

Color Meets Functionality

The STABILO BOSS ORIGINAL REALRED joins a palette of 33 existing neon, pastel and nature-inspired colors of the iconic highlighter. The new red variant taps into current design and lifestyle trends that favor bold, expressive tones—perfect for journaling, study notes, and visual planning. Whether you're a student looking to color-code efficiently, a professional organizing complex documents, or a creative mind sketching ideas, STABILO BOSS ORIGINAL REALRED adds a striking accent that stands out.

“With STABILO BOSS ORIGINAL REALRED, we’re not just introducing a new color –we’re responding to

a passionate and persistent demand from our community,” says Franca Hildebrandt, Product Manager Highlighting. “Red has always been a powerful color in communication, and now it finally has its place in our iconic highlighter range.”

Bold yet Practical

Featuring a chisel tip that offers two line widths – 2 mm and 5 mm – the STABILO BOSS ORIGINAL REALRED offers versatility for both fine underlining and broad highlighting. Its water-based red ink is specially formulated for optimal visibility without overpowering the page, making it ideal for redlining, editing, and emphasis. With the STABILO Anti-Dry-Out Technology, users can work uninterrupted for up to 4 hours.

A Testament to Community

Crafted with precision and care in Germany, the STABILO BOSS ORIGINAL REALRED is an embodiment of STABILO as a brand: High quality pens, bold colors and listening to the creative community. This launch is more than just a new color – it’s a response to a loud and clear wish from our community, amplified across social media platforms. The red BOSS has become a social media phenomenon, and STABILO is proud to deliver.

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 a diagnostic tool with pen and app that help teachers analyze and improve writing skills.