

PRESS RELEASE

STABILO × *KPOP DEMON HUNTERS*: A FANDOM-FIRST COLLECTION FOR HUNTERS, THE PRIDE AND BEYOND

Heroldsberg, June 2026 – STABILO is bringing the energy of Netflix’s record-breaking cultural phenomenon *KPop Demon Hunters* to desks, pencil cases, school bags, and creative spaces around the world. The STABILO x *KPop Demon Hunters* drop launching in summer/fall 2026 celebrates the one-year anniversary of the fierce world of HUNTR/X, the irresistible pull of Saja Boys and the passionate spirit that connects fans across the globe.

Designed for fans of all ages, the limited edition *KPop Demon Hunters* collection turns selected STABILO favorites into fandom-ready writing and creativity essentials. Bold character artwork, statement designs and playful details bring the style, attitude, and storytelling of *KPop Demon Hunters* into everyday creative routines, from school and university to off duty moments at home like journaling, doodling, or fan art.

Charms with meaning: STABILO products inspired by Norigae

In *KPop Demon Hunters*, Norigae, traditional Korean decorative charms, are more than accessories. They are part of the visual identity of HUNTR/X, adding cultural depth, personal symbolism, and fierce individuality to each Idol’s look. Inspired by this important detail from the film, charms play a key role in the STABILO × *KPop Demon Hunters* collection, appearing on selected products and turning everyday stationery into statement pieces for fans.

Put your light sticks up: celebrate the movie all over again with STABILO stationery.

The presented assortment includes iconic highlighter STABILO swing cool with charm on the clip, STABILO superstars point 88 and Pen 68 with charm on the cap, as well as the STABILO Pen 68 metallic metal case in a special “Golden” style. Also, part of the drop is the beloved roller set packaging in HUNTR/X design and graphite pencils featuring all Idols and fan favorites: HUNTR/X, Saja Boys, Sussie Bird and Derpy Tiger. Whether fans are backing HUNTR/X, joining The Pride for the Saja Boys, or celebrating scene-stealers Sussie Bird and Derpy Tiger, the products give them new ways to carry their favorite universe into everyday life.

Pre-Sales from August, in stores from October 1, 2026

The first STABILO × *KPop Demon Hunters* drop will be available for Pre-Sale from August 2026 via the STABILO Online Shops and will be available in stores from October 1, 2026. Fans who do not want to miss the first release can sign up for the STABILO newsletter.

Alongside the first wave of fandom-ready writing and creativity essentials, fans can look forward to further STABILO classics reimagined in *KPop Demon Hunters* style following in a second release in 2027.

With this cooperation, STABILO and *KPop Demon Hunters* bring together color, creativity, fandom, and pop-culture energy — for HUNTR/X fans, for The Pride and for every creative mission that deserves a little extra stage presence.

About STABILO

STABILO International is one of Europe's leading manufacturers of writing instruments. The company sets benchmarks in writing, coloring, drawing, and highlighting. Its iconic products, including the STABILO BOSS highlighter and the STABILO point 88 fineliner, have sold billions worldwide. STABILO continues to innovate with colorful tools that make writing and creativity fun. A recent example is STABILO LUNIS, a pen that combines analog writing with digital feedback to support playful learning for children and parents.

ABOUT *KPOP DEMON HUNTERS*:

From directors Maggie Kang and Chris Appelhans, KPop Demon Hunters follows K-pop superstars HUNTR/X, who, when they aren't selling out stadiums, use their secret identities as badass demon hunters to protect their fans from an ever-present supernatural threat. Together, they must face their biggest enemy yet – an irresistible rival boy band of demons in disguise. KPop Demon Hunters is a Netflix film produced in partnership with Sony Pictures Animation.