PRESS RELEASE

STABILO BOSS ORIGINAL PLUSH : WHO KNEW A BOSS COULD BE THIS CUDDLY?



STABILO is expanding its range with the STABILO BOSS ORIGINAL Plush, an edition that gives the familiar highlighter an unexpectedly soft makeover. A plush tactile finish and gentle pastel colors turn an everyday classic into a playful design object made to touch, to collect and to give.

A Familiar Icon Shows Its Softer Side

Few writing instruments are as recognizable as the STABILO BOSS ORIGINAL. The Plush edition keeps that silhouette and changes one thing only: the way it feels. A soft, fluffy surface and gentle pastel shades give the familiar design a new personality, playful and contemporary, and the appeal is immediate. People reach out and touch it before they think about using it.

Underneath the soft finish, nothing about the performance has changed. STABILO BOSS ORIGINAL Plush offers a chisel tip with two line widths (2 mm and 5 mm) for both highlighting and

underlining, as well as up to 4 hours of dry-out protection. The ink is odorless and water-based, making it gentle on paper. It is a highlighter that happens to be lovely to hold, not an ornament that happens to write.

People are drawn to small things that stand out, something a little quirky, a little special, something that says who they are. A plush BOSS is exactly that kind of object. It still does its job. It just does it with a lot more character.

Made to Touch, Collect and Give

Collecting has become a way of expressing personal taste, and the objects people choose to display say as much about them as the ones they wear. STABILO BOSS ORIGINAL Plush is made for that moment: a familiar icon with an unexpected twist, distinctive enough to show off, easy enough to give, and useful enough to stay on a desk instead of on a shelf.

The pastel palette and the clean, detailed finish keep the edition on the right side of playful. Soft, yes, and cute, but never childish. For design and trend-conscious collectors, it is a characterful piece with real emotional value. For everyone else, it is simply the nicest highlighter they have ever picked up.

The STABILO BOSS Plush will be available from October 21 through the STABILO eCom platforms and at selected retailers.

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 180 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.