PRESS RELEASE

THE STABILO 'S MOVE IS BACK. WHATEVER YOUR GAME IS, MAKE IT YOUR STYLE



STABILO is proud to share the return of STABILO 's move, the sports-inspired fineliner that became a cult favorite in the early 2000s. It comes back as the original, in four designs that capture the spirit of basketball, golf, motorsport and tennis.

A Classic Comes Back as the Original

Some products stay in people's memories long after they disappear from the shelf. STABILO 's move is one of them. Its distinctive sporty looks, the extraordinary shape and the smooth writing feel made it stand out then, and its fans never quite let it go. Many of them asked for it to come back. Now it returns as the original, for those who remember it and for a generation about to discover it.

Each of the four designs is built around one sport. Signature colors and the patterns of courts, tracks and playing fields turn the fineliner into a visible expression of a personal passion, whether that passion belongs on a basketball court, a golf course, a race track or a tennis court. Made to match your passion, as the line goes.

Beyond the look, the writing experience is the one people know STABILO for. The ergonomic shape sits comfortably in the hand and delivers the dependable, precise performance that everyday writing calls for, at a desk, in a notebook or on the move. The sturdy tip and a smooth ink laydown make the fineliner perfect even for heavy writing. All four designs come with black ink. Sport is part of who people are, and they want to see that in the things they use every day. That is exactly what 's move did back then, and it is the reason so many people asked us to bring it back.

One for Your Sport, or All Four

STABILO 's move returns at a moment when the design language of the early 2000s is being rediscovered, and it arrives with the advantage of not having to imitate anything. The look is genuinely its own, and the nostalgia comes with it rather than being added on.

The four editions are designed to work as a set as much as on their own. Many people will pick the one that matches their sport. Others will want the whole collection, which turns a writing instrument into a small lifestyle piece with collectible appeal, for longtime fans and new discoverers alike.

The STABILO 's move will be available worldwide in selected stores and online shops as of mid-November 2026.

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.