

## PRESS RELEASE



## Enlighten yourself – think in color!

**The best ideas are full of color: STABILO is letting their creativity flow with the new “Colorful Ideas” Mini World Edition for Pen 68 Mini and point 88 Mini**

**One of the most popular creative and decorative trends that you can find around today: light bulbs. STABILO has snapped up this it-piece and is making it the star of the new Colorful Ideas Edition. The STABILO point 88 and STABILO Pen 68 are now available in a handy mini format in a striking and practical light bulb for creative minds and mobile idea collectors.**

### **Light bulbs everywhere.**

Whether on Pinterest, Facebook, Instagram or on DIY blogs, the classic light bulb is experiencing a real revival. Not as a lamp, but as a stylish accessory! The latest craze in New York and Asia is drinking cocktails or bubble tea out of light-bulb-shaped glasses. DIY vases made from discarded light bulbs lend urban apartments a touch of charm.

With this packaging design, STABILO is once again introducing a popular lifestyle trend to the writing instruments industry. The sturdy light bulb turns the STABILO point 88 Mini and the STABILO Pen 68 Mini into a faithful companion when you’re on the go. It keeps the 12 pens in good order and ensures that the brilliant colors are always ready for use. Whether for school, uni, the office or your desk at home: the Colorful Ideas Edition of the little STABILO classics makes sure your favorite pens are always with you – and in real eye-catching packaging, too.

**Sketch notes made easy.**

Light bulbs stand for cleverness and ingenuity when it comes to the creative trend of making sketch notes. This involves putting visual notes onto paper in a logical and structured way using little illustrations or elements such as arrows, boxes and banners, so that you can better remember them later. As such, the light bulb is the classic symbol for a brilliant idea or a flash of creative inspiration.

The STABILO point 88 Mini and the STABILO Pen 68 Mini complement each other perfectly when used for sketch notes. While the fine tip of the classic fineliner is particularly suited for visualizing details, the premium felt-tip pen emphasizes colorful illustrations. The four neon colors included in the Edition can be used to make ideas and content jump right off the page – and stay in your memory.

**Creativity is what happens when thoughts get colorful.**

Take away. Write. Draw. Color. Let ideas flow. All of this is made easy by the Pen 68 Mini and point 88 Mini in the practical Colorful Ideas Edition in light bulb format.