



**STABILOs road to a more sustainable world  
with widely distributed certified products**

Dr. Thomas Herbst & Daniel Melzer

Brussels, February 20<sup>th</sup>, 2025

**Together**

**creating  
a better  
tomorrow**



# WE WANT A GOOD FUTURE FOR PEOPLE AND NATURE



In a globalized world, sustainability is not just an option but an indispensable responsibility. Together, we are on a journey to a sustainable future and are working on a good future for people & planet.

creating  
a better  
tomorrow

Together

## 100% green electricity

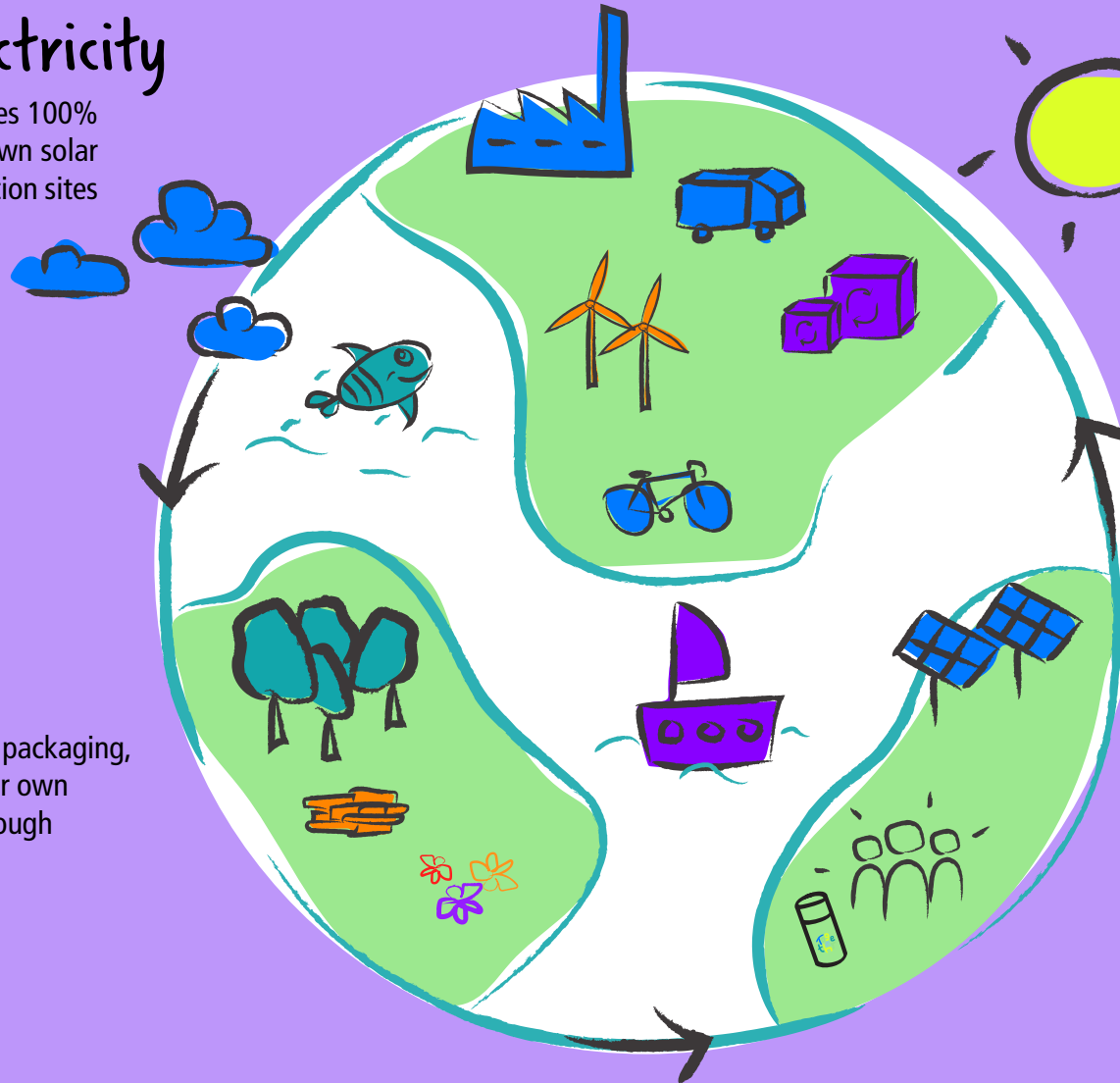
Energy supply for all production sites 100% from renewable sources including own solar power on all production sites

## 100% certified wood

for our own manufactured pencils

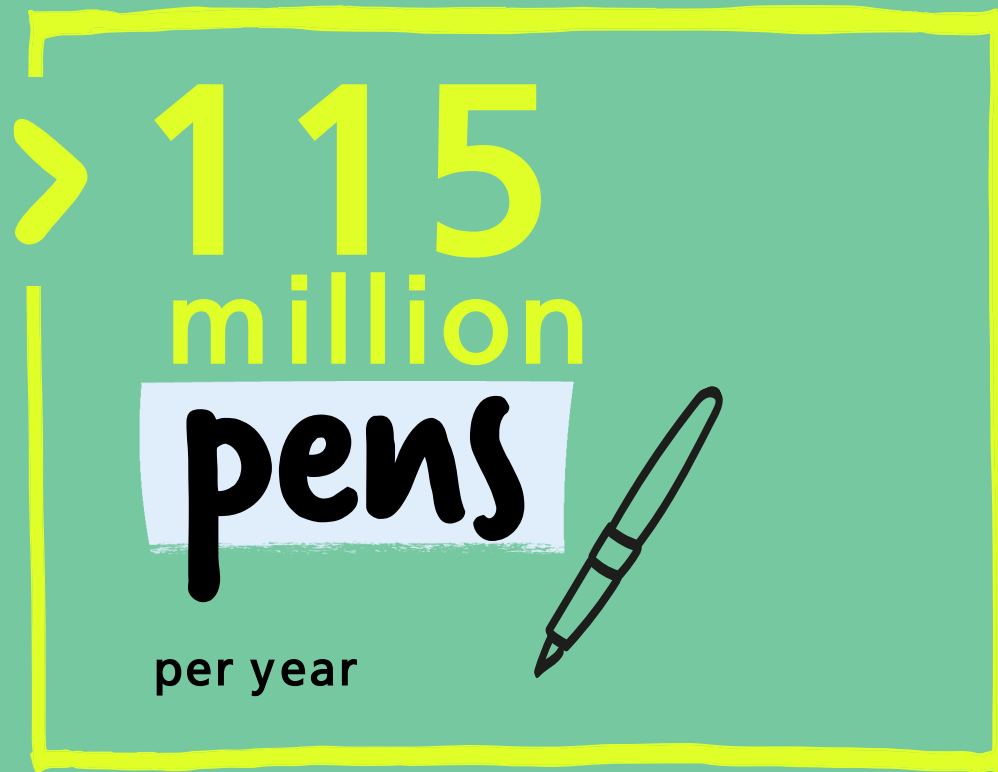
## waste reduction

We are continuing to improve our packaging, focusing on mono-materials. In our own production, we minimize waste through reduction, recycling, and re-use.

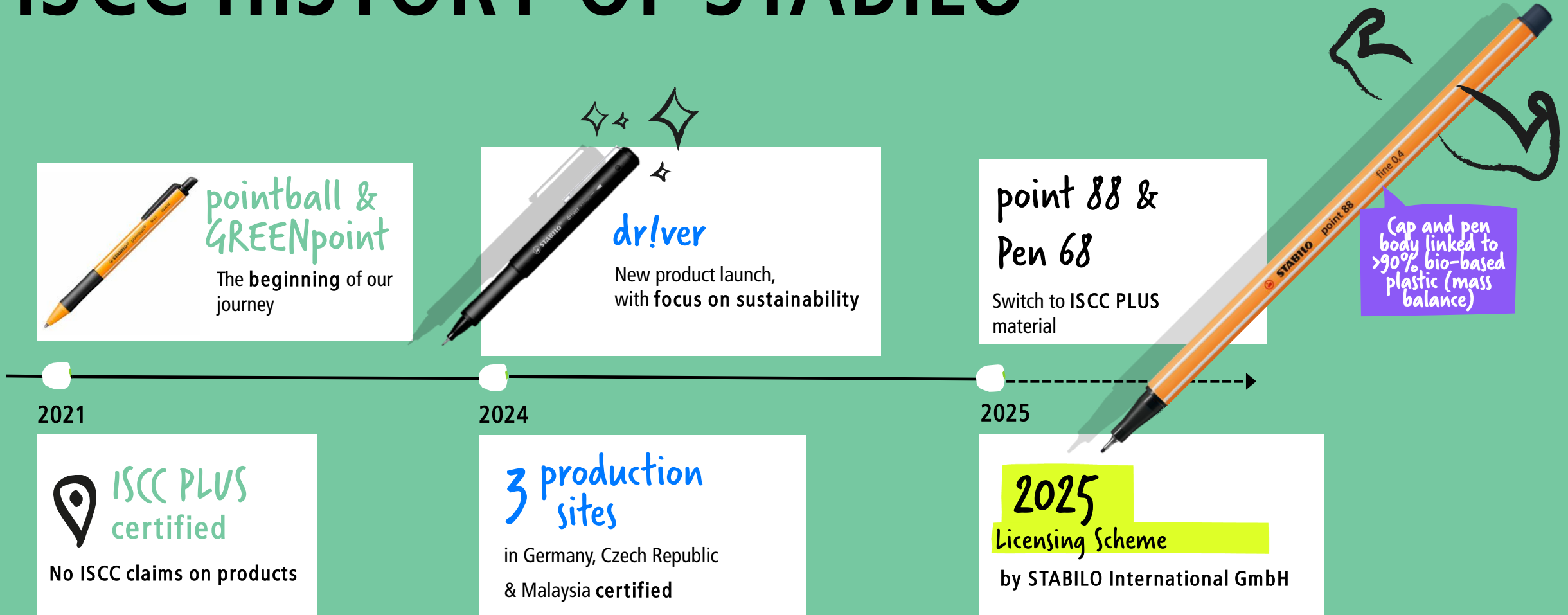


plastic products?

# PENS THAT MAKE AN **IMPACT**



# ISCC HISTORY OF STABILO





# WHAT DOES THAT MEAN?



In total 7 products with >1.000 color & packaging variants

# CHALLENGES IMPLEMENTING ISCC PLUS @ STABILO



- **Massbalances** must be site & scope specific
- Integration in **ERP Systems**
- Distribution of **Sustainability Declarations**

# CHALLENGES

## of ISCC PLUS in the market (B2B, B2C)

- Trust in the ISCC PLUS logo (B2C)
- Understanding of mass balance (B2C)
- Logo usage in catalogues and online-shops (B2B)
- Acceptance as a sustainability claim (B2B)
- Printing data (change management)
- Price (raw material and product)





# RESPONSIBILITY. PART OF OUR DNA SINCE 1855



As a family-owned company for 170 years, we feel a responsibility towards people and our planet. Which is why we prefer to think in generations rather than quarterly periods.

STABILO continues to focus on sustainability. In 1998 STABILO is the first pen and pencil manufacturer to be FSC®-certified worldwide.

This is followed by being frontrunners with the first ISCC PLUS certification in the pen and pencil manufacturing by STABILO.

*Thank you  
and let's...*



**START  
BEGINNING**