Sub-Regional Meeting on Industrial Designs

The Importance of Industrial Designs – Innovating through Designs

Marina Foschi, Legal Officer, WIPO
Product features:

- An incomparable design classic – since 1971
- STABILO Anti-Dry-Out technology: 4 hours dry-out protection for concentrated work
- The only highlighter available in 9 attractive fluorescent colors
- 2 line widths 2 + 5 mm - ideal for highlighting texts of various sizes as well as for drawing lines of different thicknesses
- Refillable
- Water-based ink
- Low-cost and easy to refill
- Strong build quality means the tip will last for a very long time
Design is everywhere
Design drives consumer’s choice
«Between two products equal in price, function and quality, the **better looking** will out sell the other»

Raymond Loewy