

Stabilo France SA in Personal Accessories (France)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S02C750BA5EEN

Abstracts

The change in learning tools for writing in France will continue to impact the performance of fountain pens. Such a trend is expected to boost the performance of colouring due to comfort and writing quality, therefore giving the opportunity to Stabilo to consolidate its leading positioning within colouring. The company is expected to invest in research and development for strengthening its product offer.

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