



**NEW!** Features

**NEW COLORS!**

**BIC® Media Max™**

- Item# **MMAx**
- Extra-wide barrel for maximum imprint area
  - Innovative retracting mechanism
  - Soft, sleek gripping section

Screen Printing: Price includes a 1-color barrel imprint. 4 colors available on barrel, 1 color on clip. Add \$.12(C) per pen for each additional imprint color or clip imprint.

**Trim Colors**

Black	Navy	Forest Green*	Purple*
Blue	Red	Orange*	Yellow*

Choose 1 trim color. All include white barrel and section.



**BIC® 4-Color™ Pen with Lanyard**



**NEW!** Break-Away Lanyard!  
Black lanyard with white stripe, 3/8"W x 35 3/8"L

- Item# **4CL**
- Attached lanyard with break-away feature
  - Four different ink colors in one pen!
  - Multi-functional design

Screen Printing: Price includes a 1-color barrel imprint. 2 colors available. Add \$.12(C) per pen for second imprint color.

**Ink Colors**

Black	Green
Blue	Red

Pen color is white. Includes all 4 ink colors.



**NEW LARGER** Laser Engraving areas on BIC Select™ pens!



**330° LASER ENGRAVE OPTION**  
**NEW**  
330° Laser Engraving option on BIC Select™ pens!  
\$50(G) set-up charge.  
Add \$.60(G) per pen.

**SHEAFFER.** Optional gift packaging!  
Available for all Sheaffer® Writing Instruments



Small Optional Packaging \$2.50(G)

Large Optional Packaging - \$3.50(G)

QTY	300	500	1000	2500	5000	10000	
MMAx	\$1.20	1.18	1.16	1.10	1.08	.98	SBC

QTY	150	250	500	1000	2500	5000	
4CL	\$2.99	2.97	2.95	2.93	2.91	2.65	SBC



**2012 New Products**

Introducing...

**SHEAFFER.** padfolios!  
& leather accessories



**25<sup>th</sup>**  
**Anniversary**  
BIC® CLIC STIC®

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**BIC® Mini Clic Stic®**

- Item# **CSM**
- New mini version of our popular BIC® Clic Stic®
- Always in stock

Trim Colors



Choose 1 trim color and 1 barrel color. Barrel colors are limited to: White, Black, Blue, Red, Forest Green, Yellow.

Please note that barrel and trim colors may not be an exact color match.

Screen Printing: Price includes a 1-color barrel imprint. 4 colors available on barrel opposite clip. 1-color imprint when aligned with clip. 1 color available on clip. Add \$.12(C) per pen for each additional imprint color or clip imprint.



Blue with Orange Trim



**BIC® Triumph® 537R**

- Item#: **T537R5** .5mm **T537R7** .7mm
- Available in .5mm (ultra-fine point) with silver cap and .7mm (fine point) with charcoal cap featuring ultra-smooth ink system for effortless writing
- Modern and professional design
- Metallic wrapped barrel
- Jewel-tone accent

Trim/Ink Colors



Choose 1 trim/ink color. All include silver wrapped barrel and clear rubber grip. Ink color matches trim color.



Blue

**BIC® Ecolutions® Matic**

- Item# **PMRMECO**
- Provides write-out equivalent to 2 1/2 woodcase pencils
- Scantron-certified\*
- Three .7mm #2 graphite leads



Choose 1 barrel color. All include a white eraser and lime green trim.

Screen Printing: Price includes a 1-color barrel imprint. 2 colors available on barrel, 1 color on clip. Add \$.12(C) per pencil for second imprint color or clip imprint.



**BIC® Ecolutions® Matic** is made with 65% recycled plastic.

Blue with Lime Green Trim



Introducing...



**SHEAFFER.**  
padfolios!

100% full grain leather and 1680D ballistic nylon

Sheaffer® Classic Tablet Holder



- Item#: **SHATH1**
- Open main compartment
- Interior pockets for business cards and documents
- Protective case for tablet of choice
- Custom Sheaffer® liner and exterior rivet
- Gift box included



Sheaffer® Classic Padfolio

- Item#: **SHAP1**
- Zippered main compartment
- Interior organizing pockets for business cards and documents
- Loop for Sheaffer® pen or USB
- Custom Sheaffer® paper pad included
- Custom Sheaffer® liner and exterior rivet
- Gift box included



Sheaffer® Classic Junior Padfolio

- Item#: **SHAJP1**
- Zippered main compartment
- Interior organizing pockets for business cards and documents
- Custom Sheaffer® paper pad included
- Custom Sheaffer® liner and exterior rivet



Sheaffer® Classic Mini Pad

- Item#: **SHAJ1**
- Dual interior business card pockets
- Loop for Sheaffer® pen or USB
- Custom Sheaffer® paper pad included
- Custom Sheaffer® liner and exterior rivet



Sheaffer® Classic Travel Wallet

- Item#: **SHATW1**
- Zippered closure on main compartment
- Interior organizing pockets for tickets and passport
- Interior full length slip pocket
- Multiple business card pockets
- Custom Sheaffer® liner and exterior rivet
- Loop for Sheaffer® pen



**SHEAFFER.** VFM

- Item# **VFM**
- Comfortable streamlined profile
- Modern finishes
- Convenient push-button mechanism
- Sheaffer Limited 1-Year Warranty
- Packaged in Sheaffer's standard gift box

Finishes



Choose from selection shown. All include nickel plate trim.

Screen Printing: Price includes a 1-color cap or barrel imprint. Laser Engraving: Price includes 1 line of repeating copy or personalization on cap or barrel. Gray colorfill included on silver finish only. Add \$.60(G) per pen for second location or personalization.



Ultra Mint



Rose Gold Shimmer Finish with Nickel Plate Trim

**SHEAFFER.** Prelude® Mini

- Item# **PLM**
- Mini, portable version of the classic, best-selling Prelude Collection
- Easy twist-action mechanism
- Sheaffer Limited 3-Year Warranty
- Packaged in Sheaffer's luxury gift box

Finishes



Laser Engraving: Price includes 1 line of repeating copy or personalization on cap. Gray colorfill included on the Brushed Chrome, Gloss White and Rose Gold Shimmer finishes. Add \$.60(G) per pen for second location or personalization.



Please refer to the 2012 BIC Graphic catalog or visit [www.bicgraphic.com](http://www.bicgraphic.com) for complete product and order information.

QTY	300	500	1000	2500	5000	10000
<b>CSM</b>	\$.84	.82	.79	.71	.69	.62
<b>T537R5</b>	\$1.79	1.75	1.70	1.67	1.64	1.49
<b>T537R7</b>	\$1.79	1.75	1.70	1.67	1.64	1.49

QTY	25-99	100-249	250-500
<b>VFM</b>	\$12.25	11.50	10.00
<b>PLM</b>	\$28.00	25.00	

QTY	300	500	1000	2500	5000	10000
<b>PMRMECO</b>	\$.87	.84	.82	.80	.78	.69

QTY	10	25	50	150
<b>SHATH1</b>	\$52.39	50.99	45.29	39.99
<b>SHAP1</b>	\$105.99	94.25	85.99	78.00
<b>SHAJP1</b>	\$56.29	53.75	48.99	45.22
<b>SHATW1</b>	\$52.55	47.99	41.83	38.29

QTY	25	50	100	250
<b>SHAJ1</b>	\$32.45	\$29.99	24.85	23.99

All Sheaffer Padfolios: Foil Stamp/Deboss: \$50(G) set-up charge includes a 1-color foil stamp or deboss. Sheaffer® Writing Instruments sold and shipped separately.

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