

NEWS



FOR IMMEDIATE RELEASE

BIC GRAPHIC USA 2007 AWARD ANNOUNCEMENTS

BIC Graphic USA was recently honored with the top award for Best Full Line Catalog in 2007, receiving the Gold Award by the Promotional Products Association International (PPAI). This full-line catalog is viewed as a model within the Promotional Products industry, providing distributors with the one-stop-shop resource for all your promotional products needs including writing instruments, flashlights, magnets, mouse pads, notebooks and adhesive and non-adhesive notepads and cubes; plus, a full line of bags, padfolios, coolers and jotters!

In addition to winning the Gold Award for Best Full Line Catalog, Atchison by BIC received 2 silver awards from PPAI for exceptional screen imprinting. The first silver award was for screen imprinting on textiles. The second award was for a decal transfer on textiles.

The Advertising Specialty Institute (ASI) also acknowledged BIC Graphic USA in 2007 with a high mark of excellence winning Distributors' Choice Awards in the categories of *Pens* and *Pencils & Erasers*. ASI Distributors' Choice Awards are voted on by distributors and recognize outstanding suppliers in the most popular product categories.

BIC Graphic USA is proud to recognize these awards and is committed to making 2008 another award winning year!

BIC Graphic USA (UPIC: BIC, ASI: 40480), a division of BIC USA Inc., is a leading, world-class supplier of custom-imprinted products for the promotional products industry. BIC Graphic USA sells exclusively through distributors of promotional products/advertising specialties. Established in 1969 under the name BIC Special Markets Division, BIC Graphic USA now offers a wide variety of high quality, innovative custom-imprinted writing instruments and complementary products including flashlights, adhesive notes and paper products, magnets, mouse pads, notebooks, key rings and new Atchison by BIC totes, bags, coolers, backpacks, pad folios and jotters. All products from BIC Graphic USA are imprinted with the highest quality and the utmost attention to detail. Customer service is also a cornerstone of BIC Graphic USA. Products are backed by services and programs that lead the industry. Visit BIC Graphic USA at www.bicgraphic.com