

NEWS



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BIC GRAPHIC USA SHOWS COMMITMENT TO SUSTAINABLE DEVELOPMENT THROUGH BIC ECOLUTIONS DAY!

Clearwater, Florida – December 6, 2007 – On Friday, November 30, 2007, BIC Graphic USA celebrated BIC Ecolutions Day!

“This day was dedicated to celebrating our Company’s new green product line for 2008, called BIC Ecolutions,” said BIC Group Graphic President Jack Teague. “This launch further illustrates our continued commitment to Sustainable Development.”

As part of BIC Ecolutions Day, both Progress Energy and Pinellas County Recycling visited BIC Graphic USA’s headquarters to educate employees on the different types of actions they can put in place at home in order to conserve energy and improve recycling methods.

BIC has always been committed to safeguarding natural resources for future generations and is pleased to offer the following new products and features for 2008:

1. BIC Round Stic® Ecolutions™, made with 76% pre-consumer recycled plastic.
2. BIC Clic Stic® Ecolutions™, made with 67% pre-consumer recycled plastic.
3. BIC Tri-Stic® Ecolutions™ and BIC Tri-Stic® WideBody® Ecolutions™, made with 19% pre-consumer recycled plastic. The barrel, section and clip are made from a material containing an average of 40% pre-consumer recycled content.
4. BIC Sticky® Note Ecolutions™, made with paper stock containing 30% recycled post-consumer fiber and certified by independent organizations, including Green Seal.
5. Our popular BIC Clic® pen is produced using plastic made from a renewable resource: softwood forests, harvested under a program of sustainable yield that represents environmentally responsible management of our natural resources.

6. BIC Graphic USA prints sales materials on recycled paper containing 10% post-consumer fiber.

“In addition to these new products and features, BIC Graphic USA continues to minimize the environmental impact of our products and manufacturing processes through our day-to-day initiatives,” added Teague. “For example, our corrugated shipping boxes are comprised of a minimum of 30% recycled paper, of which 70% is from post-consumer waste. In addition, by developing long-lasting and lightweight products, like our BIC Clic Stic and Round Stic® with over 1 mile of writing ink, there is less impact on the environment. These are just a few examples of how our voluntary approach to social responsibility and sustainable development proves our commitment to ethical and responsible business practices around the world.”

Please visit www.bicgraphic.com/ecolutions for additional information.

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