

BIC® LIGHTERS

PRODUCT ADVANTAGES

- Stable flame thanks to the pure isobutane fuel
- Safety hood made of strong steel material with locking feature
- High resistance reservoir made of resin (Delrin®)
- Child-resistant safety guard compliant with EN 13869 Standard
- Long-lasting lighters
- Manufactured and printed in BIC® factories.
- Made in Europe
- 100% recycled tray
- Outer box: FSC certified cardboard



UP TO 1800

UP TO 1450

UP TO 3000

UP TO 1800

BIC® COMMITS TO LIGHTERS SAFETY

Commitment 1: All BIC® pocket lighters meet or exceed the ISO 9994 European safety standards.

Commitment 2: Each BIC® lighter undergoes more than 50 quality checks.

Commitment 3: BIC guarantees an integrated production process in its European factories.

Commitment 4: BIC puts safety at the heart of continuous research and development.

Commitment 5: BIC collaborators in plants spend 25% of their time in quality controls.

Commitment 6: BIC is an active member of associations for lighters safety.

Commitment 7: BIC has been committed to sustainable, long-term safety programs for over 30 years.

FLAME OCCASIONS ~ 50% OF FLAMES ARE FOR NON-SMOKING PURPOSES¹



HEATING



COOKING



EMERGENCY SITUATIONS



LEISURE & OUTER ACTIVITIES



RELAXING



PROFESSIONAL USAGES



SPIRITUALITY



CELEBRATIONS



RESTAURANTS

UNPARALLELED PROMOTIONAL IMPACT

DAILY EXPOSURE

UP TO 35 IMPRESSIONS TO MORE THAN 10 PEOPLE PER DAY

An advertisement may appear on TV only 3 times per day²

UP TO 40 TIMES CHEAPER

COST OF 1,000 IMPRESSIONS (CPM) OF A BIC® LIGHTER; € 0.20-0.30

CPM of a primer-time TV advertisement: € 8²

<1,000 LIGHTERS = ONE TV AD

UP TO 5 MILLION IMPRESSIONS WITH AS FEW AS 950 LIGHTERS²

BIC® LIGHTERS ARE

UNIQUE

USEFUL

ESSENTIAL

PROFITABLE

¹ Strategir – Usage & Attitudes – 2016 – 33 countries - Data restated with equal splitting of the number of flames between smoking and non-smoking usages used by the flame users who answered they use flames “equally” for smoking purpose & others than smoking purpose

² Data followed with 1 is indicative and based only in empirical sources of knowledge (lighter example: BIC® J26, 20 usages per day, 35 impressions per day, Maximum recommended Price TV example: audience of 5 million people, 40,000€ per insertion).