



## A Message from our Chairman...

**Product Quality • Selection • Affordability • Service • Sustainable Development • BIC® Ecolutions™**

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It has always been our goal to provide you with world-class quality products, affordable price points, high levels of service and a large product selection to meet all of your promotional needs.

Our commitment to **Sustainable Development** continues to be a top priority within our organization. We are committed to minimising the environmental impact of our products and manufacturing processes to safeguard natural resources for future generations. By developing long lasting and lightweight products, such as the BIC® Clic® with over 1.93 kilometres of writing ink, and the BIC® Lighter with over 3,000 lights, there is less impact on the environment.

The new **BIC® Ecolutions™** product line offers items made from recycled materials. We will continue to expand this line by developing products using renewable resources and recycled materials. In addition, our 2008/09 catalogue and marketing materials are printed on recycled paper.

BIC® products are designed and produced to be safe for your health. During BIC®'s new product development process, we conduct a series of safety tests to evaluate potential physical and chemical hazards and flammability. We demand that product formulations and designs meet the highest **International Safety Standards**.

As we move forward into 2008 and offering more new products across all our brands, it is important to mention that the core of BIC® is our customers. I would like to personally say "Thank You" to all of you. Our promise is to offer simple, inventive and reliable choices for everyone, everywhere, every time. Our dedication to meet the needs of our customers will always be our principal focus.

Sincerely,

Bruno Bich