

BIC Celebrates Its Flicktacular 40th Birthday!

BIC Lighter celebrates its 40th birthday with the exciting “Flicktacular” consumer promotion, featuring golden-hood Special Edition® Series Birthday Lighters and includes one of the top-selling Special Edition® design series: Tattoos. From March through July 2013, lighters in this limited edition series will have an instant game code that consumers can enter online through www.facebook.com/bicflickers for instant-win prizes and a chance to win the ultimate grand prize, an upscale three-day, two-night Las Vegas birthday bash for four people. SRP of \$1.69.

Category of product: Merchandise

1-800-546-1111 ext. 2461; biclighter.com

Image feature: One 40th Birthday Tattoos Lighter and 40th Emblem



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BIC Lighter celebrates its 40th birthday with the exciting “Flicktacular” consumer promotion, featuring golden-hood Special Edition® Series Birthday Lighters and includes one of the top-selling Special Edition® series: Flick My BIC. March through July 2013, lighters in this limited edition series will have an instant game code that consumers can enter online through www.facebook.com/bicflickers for instant-win prizes and a chance to win the ultimate grand prize, an upscale three-day, two-night Las Vegas birthday bash for four people. SRP of \$1.69.

Category of product: Merchandise

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Image feature: One 40th Birthday Flick My BIC Lighter and 40th Emblem



BIC Celebrates Its Flicktacular 40th Birthday!

During 2013, the iconic BIC Pocket Lighter will celebrate its 40th birthday with the exciting “Flicktacular” consumer promotion! BIC is creating excitement about the “Flicktacular” promotion

through online and social media programs, driving consumers to seek out the birthday series lighters. Retailers can take advantage of this limited-time offer with a special three-tier display featuring Tattoos, Flick My BIC and Favorites also with a dangler communicating the program in stores. 40th Birthday Lighters have a suggested retail price of \$1.69.

Category of product: Merchandise

Contact info: 1-800-546-1111 ext. 2461; biclighter.com

Image feature: 40th Birthday Lighter Tier

