

## Category Outlook

Lighters

# Celebrate 40 Years of Front-Counter Profits with Pocket Lighters

Retailers need to maximize front-counter sales, while providing their customers with products that offer value, quality and reliability. One front-counter necessity is a high-quality disposable pocket lighter. BIC® Pocket Lighters offer quality, value and performance, while allowing consumers to express their lifestyle interests with Special Edition® lighters.

BIC plays a particularly important role in the category, offering increased rings and sales velocity, and delivering consumer value. Sales in the disposable pocket lighter segment are strong, growing 5.0% in dollar sales vs. a year ago. BIC drives this growth!



## BIC is America's #1 Lighter Brand\*

As a worldwide leader and growth driver of the lighter category, BIC's products are known for their unsurpassed quality, meeting or exceeding the lighter safety standards established by the International Standards Organization (ISO), the American Society for Testing and Materials (ASTM), the U.S. Consumer Product Safety Commission (CPSC), and all other government agencies. Every BIC lighter undergoes more than 50 separate, automatic quality checks during the manufacturing process.

BIC Lighters should be showcased on the front counter close to the register in a 6-tier Powerhouse display with a variety of lighters that cater to the diverse tastes of consumers, generating higher rings, greater sales velocity and resulting in a strong profit. To deliver strong dollar sales and margins in a very economical footprint, the must-have BIC lighters include Classic®, Mini and Special Edition.

BIC offers a wide range of designs capturing current trends in fashion, body art and graphic design, as well as popular lifestyle, professional sports teams and rock bands licenses.

## BIC Lighter Celebrates Its 40th Birthday

In 2013, BIC Lighter celebrates its 40th birthday with the exciting "Flicktacular" consumer promotion. This promotion features limited-time-only golden hooded lighters in the three top-selling Special Edition® series: Tattoos, Flick My BIC® and Favorites. Each historical design in these series was selected online by consumers and showcases a 40th birthday emblem. In addition, designs in the Favorites series include consumer-created designs that were entered through an online contest.

From March through June, each lighter in this series will have an instant game code that consumers can enter online through [www.facebook.com/bicflickers](http://www.facebook.com/bicflickers) for instant win prizes and a chance for the ultimate grand prize, a Las Vegas birthday bash for four people.

BIC is creating excitement about the "Flicktacular" promotion through online and social media programs, driving consumers to seek out the special lighters. Retailers can take advantage of this limited-time offer with a special three-tier display with a dangler communicating the program in stores.

*\*Source: IRI InfoScan POS Data – Latest 52 Weeks Ending October 28, 2012*

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