



QUALITY, VALUE & SAFETY

BIC® Lighters are built with HIGH QUALITY
Guaranteed to meet or exceed all standards for safety



CUSTOMER SUPPORT

Custom Programs
Category Management
Merchandising Solutions



National Marketing Campaign
Social | Facebook | Digital

CONSUMER PREFERENCE

BIC® Lighters score highest on consumer awareness*
Desirable Accessory appealing to lifestyles & interests



5 Points of DIFFERENCE™

EDUCATION

BIC supports fire-safety education.

play safe! be safe!*

Flick it Safely



Visit to Retailer Leadership Forum

MARKET LEADERSHIP

BIC leads in non-refillable pocket lighter dollar share, 90.5%**



6.8% CAGR

