



October 1, 2021

BIC® BRAND PRODUCT TRANSITION FAQ

Q: Why are you making these changes to BIC® products?

A: After being sold to H.I.G. Capital in 2017, our relationship with BIC® Consumer Products evolved into a vendor *partnership* similar to the way Koozie Group works with brands like Titleist® and Tervis®. We develop agreements with these retail brand partners that identify which of their products we can supply to the promotional products industry. With this partnership, we agreed that the BIC® products sold at retail would retain the BIC® branding, while the other products that are sold only into the promotional products industry would transition away from the traditional BIC® branding. Any items we manufactured domestically will continue to be produced in our FL or MN facilities.

Q: Which products will remain in your assortment?

A: All the products will remain in our overall assortment. Many items will remain BIC® branded while others will either become part of the Classic Collection, Souvenir® brand, or Good Value™ brand items. A quick-view chart outlining all the changes is available as a supplement to this FAQ.

Q. Which BIC® branded products will remain in your product assortment?

A: Over 30 top-selling BIC writing instruments, including:

- BIC® Clic Stic® family
- BIC® Round Stic® family
- BIC® Intensity Clic™ Gel Pen
- BIC® Grip Roller family
- BIC® Media Clic® family
- BIC® Brite Liner Grip™ family
- BIC® Matic® family
- BIC® Triumph® family
- BIC® 4-Color Pen
- BIC® Velocity Ballpoint Pen
- BIC® Gel-ocity Pen
- BIC® Great Erase Whiteboard Marker
- BIC® Mark-It™ Permanent Marker
- BIC® Z4+ Pen

Q: When do these changes go into effect?

A: January 2022.

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Q: What is the last day you will accept orders for the old versions of the items that are changing?

A: Orders must be production ready by December 15th for the old versions of these items or we will fulfill the order with the newly branded item. After that date, any orders will fall under the new brand/name as outlined on the quick-view chart that is available as a supplement to this FAQ.

Q: What is the last day you will accept random sample orders for the old versions of the items that are changing?

A: December 1st is the last day we will accept random sample orders for these items.

Q: Can I get a sample of the new items?

A: Yes. Please contact your Sales Rep, the Koozie Group Care Krew or send your sample order to samples@kooziegroup.com. Samples will be available by January 1st.

Q: Will the prices be adjusted for the items that will no longer be branded BIC®?

A: We will continue to aggressively promote these items throughout the year. These items are produced in the same factories with the same raw materials and labor producing these items. They are the same high-quality items they have always been. We have held pricing on BIC branded writing instruments for over five years while these costs did rise.

Q: For the items that will no longer be branded BIC®, will the product names and item numbers change?

A: Customers know these product names and item numbers, so we will be keeping them the same - only the brand name will change. For example, the current BIC Clic™ Pen will still be named the Clic™ Pen (without BIC) and the item number will remain #CL, as it is today.

WRITING INSTRUMENTS

Q: What will happen to other BIC® promotional writing instrument styles?

A: 20 writing instruments will transition to the Souvenir® brand because they fit with the Souvenir® brand style. Classics like the Clic™, Pivo®, Tri-Stic®, and WideBody® families will transition to the Classic Collection and will look exactly the same, but without BIC® branding. A quick-view chart outlining the changes is available as a supplement to this FAQ.

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Q: What do you mean by “without BIC® Branding”?

A: These items will no longer include the BIC® logo or BIC® Boy icon molded into the writing instruments. Aside from this branding change, the product features, imprint methods and high-quality materials will remain exactly the same.

Q: Can I get BIC® promotional writing instruments from a different supplier?

A: No. Koozie Group remains the exclusive supplier of BIC® branded promotional writing instruments.

Q: Why are some writing instruments moving to the Souvenir® brand and others are not?

A: The features and style of these writing instruments align with the ethos of the Souvenir® brand which is known for telling modern stories with a fresh and imaginative twist. The Classic Collection includes tried-and-true promo best sellers that are highly recognizable and have proven longevity in the industry.

Q: Can you tell me more about the Classic Collection?

A: These writing instruments feature the family name molded into the pen’s components to capitalize on the familiarity of the Clic™, Pivo®, Tri-Stic®, and WideBody® names in the promotional products industry. Each of these families will continue to be manufactured domestically by our team in Clearwater, FL, allowing for quick turnaround times and competitive pricing, even on large orders. These items are exactly the same quality as they were under the BIC® brand name.

Q: Now that they are not part of the BIC® brand, can the writing instruments that are transitioning to the Souvenir® brand and the Classic Collection be sold internationally and/or be sold blank?

A: Yes. Both imprinted and blank Classic Collection items and Souvenir® branded items can be sold outside of the United States.

OFFICE PRODUCTS (Sticky Notes, Mouse Pads, Magnets)

Q: Will you still supply BIC® brand office products?

A: We will still offer these items, however, they will no longer be branded as BIC® items. They will transition to either Good Value™ or the Souvenir® brand to align with our rebranding efforts. We will continue to manufacture these items with the same high-quality materials and processes as we do today.

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Q: Which items are transitioning to the Souvenir® brand?

A: We will now supply Souvenir® Sticky Note™ products. These will include Souvenir® branding on the backer paper, as well as upgraded stickier adhesive. Additionally, all Souvenir® Sticky Note™ products' paper will be FSC-certified product with 100% of the paper sources from FSC and SFI certified mills.

Q. What does FSC and SFI certified paper mean?

A: FSC stands for Forest Stewardship Council. FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. SFI stands for Sustainable Forestry Initiative and it is also an independent auditor of good forestry practices.

Q: Which items will be Good Value™ branded?

A: Magnets and Mouse Pads will all be Good Value™ branded. Additionally, paper Mouse Pads will be made with paper sourced from FSC and SFI certified paper mills.

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