

keepin' the  *brand in*

kooziegroup[®]

what does that mean?

It means we'll be:

✓ **Exclusive**

promotional products supplier
of the BIC[®] brand in the US and Canada

✓ **Expanding**

the Souvenir[®] & Good Value[™] lines

✓ **Introducing**

the Classic Collection

**look inside
for everything
you need to
know!**

scan
for details



what's changin' & what's stayin'



In January 2022, you will see changes to some of our BIC®-branded writing instruments, Sticky Note™ products, magnets and mouse pads. Nothing major! We're just swapping one logo for another.

That's it! Everything else will remain the same. Still uncertain? Could use a little reassurance? We understand. **Scan the QR code on the cover of this brochure or contact your sales representative for details.**

- Koozie Group remains the **exclusive promotional products supplier** of the BIC® brand in the US and Canada.
- All Sticky Note™ notepads and scratch pads will be produced using **FSC-certified** paper stock.
- Paper mouse pads will be made with paper sourced from **FSC- & SFI-certified** paper mills.
- Koozie Group is **committed to building a sustainable future** and will continue to include a minimum of 70% recycled materials in all magnets.
- **Item names and item numbers are not changing.**
- **Product features, high-quality materials and imprint methods will remain the same.**
- These changes will be in effect **beginning January 2022.**
- Complete details can be found at **kooziegroup.com** or **scan the QR code on the cover of this brochure.**



Classic Collection



Exclusive promotional products supplier

of the  brand in the US and Canada



Koozie Group continues to be the exclusive promotional products supplier of BIC®-branded writing instruments in the US and Canada!

- This includes the popular BIC® Clic Stic®, BIC® Round Stic®, BIC® Intensity® Clic™ Gel, BIC® Grip Roller Pen, BIC® Brite Liner Grip™ & BIC® Media Clic™ Pen families and more!
- These iconic BIC® writing instruments continue to be produced in our Clearwater, FL factory using all the same high-quality materials you've come to expect!



Introducing the Classic Collection



These timeless pens are moving to the Classic Collection.

- The Clic™, WideBody®, Tri-Stic® and Pivo® families will display updated branding.
- Their high-quality materials, features and imprint methods remain the same.
- Item names and item numbers will **remain the same** as they are today.
- These items will continue to be produced in our Clearwater, FL facility.



CL | Clic™ Pen



NEW branding



CSWBCG | WideBody® Color Grip Pen



NEW branding



TS | Tri-Stic® Pen



NEW branding



TWP | Pivo® Pen



NEW branding

Updated product images are for illustration purposes only. Actual product may vary.

Expanding souvenir® & GoodValue. lines



Select BIC® writing instrument families and the iconic BIC® Sticky Note™ brand are transitioning to the distinctive Souvenir® line.

- Pen families like the Anthem, Image, Emblem, Honor, Rize, Worthington, Avenue, Lyric, Verse, and Esteem will add to the uniqueness of the Souvenir® collection.
- Writing instrument high-quality materials, features and imprint methods remain the same.
- Sticky Note™ products are moving to Souvenir®-branding too! Sticky Note™ notepads and scratch pads will be produced using FSC- & SFI-certified paper stock.
- Item names and item numbers will **remain the same** as they are today.



Updated product images are for illustration purposes only. Actual product may vary.

NEW Souvenir®-branded backer sheet!



NEW P4A3A25
Souvenir® 4" x 3"
Sticky Note™ Pad,
25 Sheet



Made with FSC-certified paper stock!



Affordable BIC®-branded magnets and mouse pads will become part of the popular Good Value™ line.



MGBC
30 Mil 4-Color
Process
Business
Card Magnet

MP1A | 1/8" Fabric Surface
Mouse Pad

kooziegroup®

keepin' the  *brand in*
kooziegroup[®]

 US: 40480 | CANADA: 40481 |  KOOZIEGP | PPC: 560705 | ©2020 Koozie Group | kooziegroup.com

 Printed in USA on recycled paper. Contains 10% recycled fiber. | Part #: 91550

Koozie Group[®] products are rigorously tested to confirm compliance with CPSIA and other North American product safety laws and standards. The majority of Koozie Group's product SKUs are Prop 65 compliant and do not require a Prop 65 label when shipping to California. Visit kooziegroup.com for complete details. Koozie Group, the Koozie Group[®] logo, kooziegroup.com, Souvenir[®], Good Value[™], BIC[®] and all related trademarks, logos, and trade dress are trademarks or registered trademarks of Koozie Group and/or its affiliates or licensors and may not be used without written permission. ©2021 Koozie Group, Clearwater, FL 33760. Prices in USD.