# keepin' the **Bic** brand in kooziegroup®

### what does that mean?



look inside for everything you need to know!

**scan** for details



#### what's changin' & what's stayin'

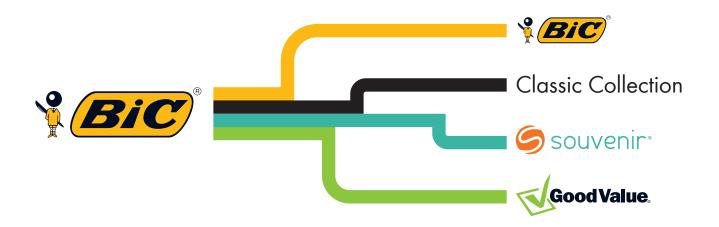


In January 2022, you will see changes to some of our BIC®-branded writing instruments, Sticky Note™ products, magnets and mouse pads. Nothing major! We're just swapping one logo for another.

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<sup>™</sup> 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.



#### **Exclusive** promotional products supplier





#### 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<sup>®</sup> Clic Stic<sup>®</sup>, BIC<sup>®</sup> Round Stic<sup>®</sup>, BIC<sup>®</sup> Intensity<sup>®</sup> Clic<sup>™</sup> Gel, BIC<sup>®</sup> Grip Roller Pen, BIC<sup>®</sup> Brite Liner Grip<sup>™</sup> & BIC<sup>®</sup> Media Clic<sup>™</sup> 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<sup>™</sup>, WideBody<sup>®</sup>, Tri-Stic<sup>®</sup> and Pivo<sup>®</sup> 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.









#### 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<sup>™</sup> products are moving to Souvenir®-branding too! Sticky Note<sup>™</sup> 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.



 $\label{thm:continuous} \textbf{Updated product images are for illustration purposes only.} \textbf{Actual product may vary}.$ 

#### **NEW Souvenir®-branded backer sheet!**





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