

Company Name Change FAQ's

Q: What is the new company name?

A: Koozie Group

Q: Why are you changing the company name?

A: We are evolving as a company, so it makes sense to change our name now to best reflect our vision and mission. The name change is part of the agreement put in place when BIC Consumer sold BIC Graphic to H.I.G. Capital in 2017. Our new name separates us from our old parent company and aligns with our future business goals.

Q: Why was Koozie Group selected?

A: After internal surveys, focus groups (internal and customer) and working with outside agencies, the team leading the project had over 800 names to consider. Koozie® is a flagship brand for our organization and the spirit of the Koozie® brand clearly aligns with our company goal of providing useful solutions that evoke positive vibes and spark lasting memories. Koozie Group resonates with our employees who feel proud to manufacture and/or print Koozie® brand products domestically at our sites in Florida and Minnesota.

Q: Will you still sell BIC® branded products?

A: Yes. BIC® will continue to be considered a partner brand like Hanes®, Tervis® and Osprey®.

Q: Does this mean you are only going to sell can coolers/drinkware and cooler bags?

A: Our marketing strategy will continue to focus on priority brands and key categories. This includes products that are currently sold within the Koozie® brand as well as items across 10+ categories and 40+ brands you have come to expect – especially BIC®.

Q: What are the benefits of having a new name?

A: Our new name separates us from our old parent company and aligns with our future company goals. Operating under a new name will also permit us to ship and/or sell most items outside the US, Canada and approved territories.

Q: Will you still use BIC Graphic anywhere after December 2020?

A: There are some instances where a transition period will be required to move to the new name. Our email addresses, website and social media pages will switch on December 14th, but redirects will be in place for a period of time. Also, our industry portal listings will be under *Koozie*

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Group (previously BIC Graphic) beginning in January. These are examples of instances where you will still see the BIC Graphic name throughout 2021 as it is phased out.

Q: What if I need time to change the name in my system?

A: We understand that you may need time to change our name in their system. We are happy to work with you on those changes as necessary to be sure you have ample time to transition.

Q: Will your website change?

A: Yes, everything BIC Graphic will become Koozie Group. Instead of bicgraphic.com our website will be kooziegroup.com. It will have the same design as our new website, with the BIC Graphic name and logo changed to Koozie Group. We will keep both sites up for an extended period to redirect customers to kooziegroup.com.

Q: Will your email addresses change?

A: Yes. Instead of email addresses ending in @bicgraphic.com they now end in @kooziegroup.com. For example:

- General **Customer Service** questions: customerservice@kooziegroup.com
- Send your **Orders** directly to: orders@kooziegroup.com
- For **24-Hour Service** orders: 24Hour@kooziegroup.com
- For **Random Samples & Collateral** requests: samples@kooziegroup.com

You can reach Koozie Group team members at these emails beginning on December 14, 2020. However, old email addresses will remain active for a period of time to make sure we don't miss any communication.

Q: Will your customer service phone number change?

A: No. The number for customer service will remain 1-888-446-5242.

Q: What else is changing?

A: Below are additional items that are changing effective January 1st, 2021:

- Our UPIC number will change to KOOZIEGP
- Our “Bill to” name and “Remit to” name will change to Koozie Group
- All marketing collateral and communication that used to come from BIC Graphic will come from Koozie Group
- Our DBA will be Koozie Group
- Bicgraphic.com will change/redirect to kooziegroup.com on December 14, 2020

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- External email addresses (as stated above) but the old email addresses will remain valid throughout next year and redirect to the new email addresses

Q: What else will stay the same?

A: Below are additional items that will remain the same:

- Our ASI numbers will remain the same, US #40480 and CAN #40481
- Industry portal item numbers (listings will be under both BIC Graphic and Koozie Group throughout 2021)
- Legal primary name remains Scribe Opco, Inc.
- All site street addresses and phone numbers
- All contracts
- We will maintain the BIC® brand within our product assortment

Q: Where can I learn more about the name change?

A: You can view all the ways our organization is making a “change for good” via a series of fun videos [on our website](#).

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