

## PRODUCT ENVIRONMENTAL FOOTPRINT

### Measuring environmental performance for the three main BIC® products

**Approach: complete life cycle assessment**

Measurement results by life cycle phase according to the method, Eco-Indicator 99



<b>BIC® Cristal® ballpoint pen</b>	90.45%	5.62%	3.66%	–	0.27%
<b>BIC® Maxi flint lighter</b>	83.98%	10.68 %	4.87%	–	0.47%
<b>BIC® Classic single-blade shaver</b> (inc. usage)	–	29.43%	7.33%	– 78%	0.27% –



BIC focuses on life cycle phases where it can take action. However, bear in mind that for shavers, the usage phase, when products are in the hands of consumers, is a major step underlining the importance of consumer awareness of environmental issues.

Excerpt from BIC Sustainable Development Report, 2008, page 08