



BIC CREATES THE RECYCLABLE SHAVER

As of April 2010, BIC® shaver users will be able to recycle their shavers by sending them back to BIC!

The process is simple: consumers buy their BIC® shavers, use them, order a prepaid envelope on a dedicated website www.bicrecycle.com and send their used shavers back to BIC for free. The **BIC Group will have them recycled and turned into washing machine parts!** A real commitment to responsible consumption.



Speaking about the operation, Marie Saglio, BIC France's General Director, stated **"BIC has always promoted long-lasting products- about 10 shaving days per shaver- and the use of a minimum amount of raw materials for both products and packaging. With this recycling operation launched in France, BIC goes further and confirms its will to commit to innovative environmental solutions"**.

A precursor in the area, the Group, which manufactures all its shavers in its own plants located in France, Greece and Brazil, implemented in 2004 a sustainable development program in order to reduce its environmental impacts and strengthen its social commitment through quantified objectives. In 2009, BIC also launched the 3-Blade shaver BIC® Ecolutions™, the first shaver made from bioplastic, a form of plastic derived from renewable biomass sources.

Beyond the environmental perspective, this recycling initiative offered by BIC will take an economic and social dimension through the mobilization of reinsertion centers for disabled workers as well as a small French company specialized in recycling.

Shaver collection and recycling will start in France in April 2010.

The launch of the operation will be accompanied by in-store communication and relayed on a dedicated website www.bicrecycle.com in order to raise public awareness on the collection and recycling.

About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2009, BIC recorded net sales of 1,562.7 million euros. The Company is listed on "Euronext Paris", the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).

For more information, please consult the corporate website : www.bicworld.com

Press Contacts :

BIC Communication Service : Claire Gerard – Tel : +33 (0)1 45 19 53 55 – claire.gerard@bicworld.com

Claire Doligez - cdoligez@image7.fr - Priscille Reneaume– preneaume@image7.fr + 33 1 53 70 74 70

