



January 15th, 2014

BIC® Design On Fire is back for its 3rd edition!

What is it going to be? A rainbow of colours, a range of psychedelic forms, your favourite scenery? The BIC® Design On Fire contest is back for its 3rd Edition and invites you **to create your own BIC® lighter decor!**

Whether you are a gifted designer, a famous artist or simply a lighter lover, join us to try **to win €5,000** by creating the future BIC® lighter collection.

The first two winners already went from “Flame to Fame” and had their decor printed on 1 million BIC® lighters across Europe!

Express your creativity from January 14th to March 13th on the following pages:

<https://www.facebook.com/designonfire> and <http://www.mybiclighter.com/design-fire-3>

The winner will be the one able to convince **not only the jury** thanks to the originality and creativity of his/her design but also the **social world** by sharing his/her creation **and getting a maximum of votes.**

Now it's time to show your talent. **It's time to “Design On Fire”!**

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 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 2012, BIC recorded net sales of 1,898.7 million euros. The Company is listed on “Euronext Paris” and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, Euronext Vigeo Europe 120, Euronext Vigeo France 20, Ethibel excellence Europe, , Gaia Index and Stoxx Global ESG Index.

FROM 14.01.14 TO 13.03.14

WWW.FACEBOOK.COM/DESIGNONFIRE

