LIVING THE MOMENT
SHARING THE GOOD TIMES
LOST... ?

But do you really know this little object in your pocket?
AND THEN
FOUND

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This year marks the 40th anniversary of the famous BIC® lighter. BIC has always been dedicated to providing consumers with everyday products and invented the BIC® lighter with this in mind. Now this iconic object has conquered the world. Thanks to its quality and safety, the BIC® lighter has become one of the world’s leaders in pocket lighters. A true success story.

From inception...

The lighter has its origins during the Renaissance. At that time people carry fire in a kit, in lighter boxes that contain a flint, a fire stone and a tinder fuse. The end of the 18th century marks the beginning of automatic lighters with the invention of the mechanism of the spark wheel moving against the flint. But it’s only in 1935 that the Frenchman Henri Pingeot obtains a patent on the first butane gas lighter.

In 1939, Marcel Quercia buys this patent and launches the manufacturing of the first gas lighters in the Flamidor factory in Redon (northwest France). He begins to sell them under the brand name Flaminaire in 1947. In 1962 the first metallic non-refillable gas lighter is invented, followed in 1964 by a model with a roll-and-press lighting system.

Did you know?

6 million BIC® lighters are chosen by consumers everyday all around the world.
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In the early 70s, as he’s becoming the world’s biggest ballpoint pen manufacturer, Marcel Bich takes up a new challenge: he decides to enter the lighter market to provide consumers with a reliable, easy and functional way to light a flame. In 1971 the BIC Company buys the French lighter manufacturer Flaminaire, established in Redon (Brittany, France). In 1973 the first adjustable-flame BIC ® lighter is launched.

Thanks to the quality of its flame, lighting mechanism and its oval shape, the BIC® lighter soon became a big success.

Did you know?

The BIC® lighter’s shape results from research carried out by experts to provide the best handling. A BIC® Maxi lighter provides 3,000 lights.
A range in constant evolution...
Thanks to its high technological manufacturing processes, BIC is able to produce lighters in mass production while maintaining, for each product, very high standards of quality, safety and performance. Besides, BIC uses the best raw materials for the different parts of its lighters. Every single BIC® lighter is analyzed by an integrated monitoring system. BIC has developed technically advanced industrial equipment that includes digital cameras able to measure characteristics such as the flame height with the highest degree of precision. Before leaving the factory, every BIC® lighter is individually tested and goes through more than 50 automatic quality-control checks. At the final stage of the assembly process, this monitoring system includes a complete test run to ensure that every pocket lighter’s lighting system works perfectly.

**A manufacturing process under high control**

Since a lighter is a flammable gas tank under pressure and a flame generator, it must comply with safety regulations in force and safety happens to be BIC’s number one priority. In order to meet consumer expectations, all BIC® pocket lighters meet and exceed the standards of the international safety specifications ISO 9994. This norm sets safety standards for lighters such as the resistance to high temperatures, the maximum height of the flame or the resistance to a fall.

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Made by BIC

The BIC® pocket lighters sold in France are manufactured in the two European factories of the BIC Group: Redon (France) and Tarragona (Spain). The two other BIC® pocket lighter factories, established respectively in the United States and in Brazil, provide the other markets of the Company. Over 40 years, BIC has manufactured more than 30 billion lighters.

Did you know?

Before leaving the factory, every BIC® lighter is individually tested and goes through more than 50 individual and automatic quality-control checks.
How is it possible for a product to keep meeting consumer expectations over 40 years? Beyond the product’s quality, the oval shape of the BIC® lighter plays a big part: result of research carried out by experts, this shape ensures the best handling for the consumer. The pure design of the BIC® lighter has not only met with huge success among consumers but also turned it into an iconic product, which is now part of the permanent collections of museums such as the MOMA in New York or the Centre Pompidou in Paris. More recently it inspired the North American artist Meg Cranston for a temporary exhibition in the Hammer Museum in Los Angeles.
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BIC communication stands out with its unique, simple and off-the-wall sense of humor which always focuses on the product assets. A successful brand that doesn’t take itself too seriously: this could be the motto of all the media developed by BIC for its lighter during the last 40 years.

The BIC® lighter on show

There is one BIC® lighter for you!

Each BIC® lighter model is available in a wide range of colors regularly renewed. BIC also launches limited editions every year.

For its 40th anniversary BIC is relaunching some of its legendary decors such as “California”, the very first decorated edition. The brand has also created a number of anniversary limited editions, for instance the “Cupcake” theme. Always reinventing itself, BIC is once again innovating in 2013 with decors including special textures and fragrances.

A parade of colors and decors

In 2013 BIC launched the second edition of the online contest “Design on Fire”. The participants had to create an original lighter decor before submitting it to the vote of other users and to a jury of professionals. This year 13 European countries participated in the event.

The winner is a Swedish student whose decor is going to be printed on one million BIC® lighters.

BIC also makes waves thanks to talented Internet users.

Lighter winner

2013 - Nosdesignsthlm www.facebook.com/designonfire

Lighter winner

2012 - Noe Two

Did you know?

Consumers can choose among 24 colors of lighter bodies.
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