

BIC® & Loop : how does it work ?

1. ORDER

The consumer registers on www.maboutiqueloop.fr, chooses his/her products and picks an option : automated refill or not.

BIC® Gelocity® Illusion™ Blue, Black, Green, Red & cartridges



BIC® Criterium® & box of 6 leads



Box of 10 BIC® full-lead coloring pencils

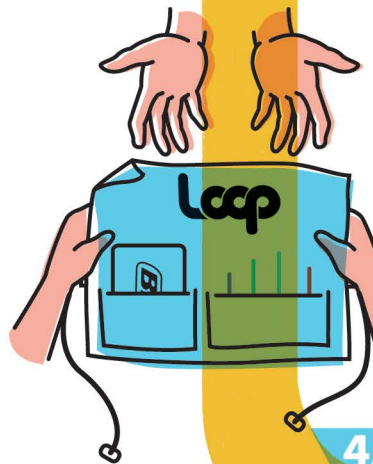
2. DELIVERY

Products are delivered to the consumer's door in the Loop tote bag.



Either put back in the Loop small wrap item:

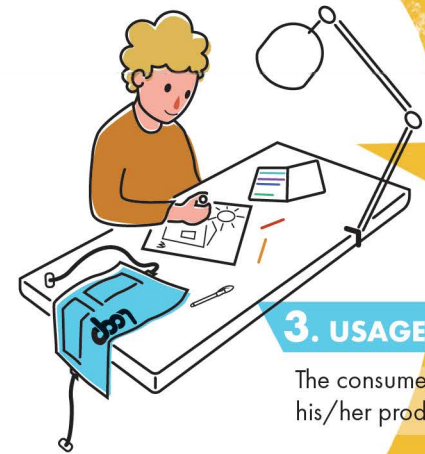
- the empty BIC® Gelocity® Illusion™ cartridge
 - the empty box of leads
 - the empty coloring pencils box
- Loop picks up the bag with empty products, replaces them with new ones and sends them back to the consumer.



4A. AUTOMATED REFILL

3. USAGE

The consumer uses his/her products.



4. ONCE THE PRODUCTS ARE FINISHED

The consumer can:

Or make a specific order on the Loop website adapted to his/her household consumption : as many BIC® Gelocity® Illusion™ cartridges, lead boxes or coloring pencils of the chosen colors as desired.

4B. SPECIFIC ORDER