

BIC[®] EVOLUTION[™] PENCILS
20 YEARS OF CONSTANT
REVOLUTION!



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BIC® EVOLUTION™, PENCILS YES, BUT OH! SO DIFFERENT...

These graphite and colouring pencils, **celebrating their 20 years anniversary** this year, are made using an exclusive manufacturing process. **Ultra-resistant and wood-free**, they allow children to unleash their imagination for their pleasure... and that of their parents.

To mark this significant anniversary, BIC® Evolution™ is launching two product lines:



BIC® KIDS EVOLUTION™ DECOR CIRCUS

The colouring pencil with a multitude of **colour combinations** between the body and the tip.



BIC® EVOLUTION™ ECOLUTIONS™ BLACK

Brings together
quality and style.

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THE FIRST PENCILS MADE WITHOUT WOOD...

Long before today's customers started to demand it, BIC used the unequalled expertise of the 200 year-old brand Conté®, acquired in 1979, to create **the first lead and coloring pencils made without wood**; both simple and practical, and absolutely **ideal for children**. **Made of synthetic resin**, these special pencils required years of research before the **unique process, quadri-extrusion**, was perfected, enabling manufacture in a single operation. To appeal to a much wider market, state-of-the-art technology has been used to bring the market a pencil with distinct advantages: **a wide range of colours and decorations, plus resistance to shock and chewing.**

2012

BIC® EVOLUTION™ 20 YEARS OLD ALREADY!

In 2012, twenty years on, the BIC® Evolution™ range of graphite and colouring pencils continues to lead the way in performance and innovation. **They are made in France, at the original site near Boulogne-sur-mer.**



THE COLOURING PENCIL IDEAL FOR CHILDREN

WITH ITS ORIGINAL AND RIGOROUS MANUFACTURING PROCESS,
THE BIC® EVOLUTION™ RANGE IS PERFECTLY SUITED TO CHILDREN'S
INNATE CREATIVITY... AND TO THEIR MOTHERS' PEACE OF MIND:

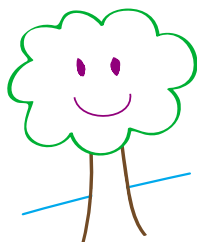
BIC® Evolution™ is robust and safe

The BIC® Evolution™ range of colouring pencils is **fully compliant with the European norm concerning toys** (EN71 - 1, 2 and 3) which means children can do their colouring in total safety. **The body of the pencils has been designed not to produce splinters and to resist chewing.** The BIC® Evolution™ range of pencils also have a very robust lead, even during heavy pressure on the paper. Even after test dropping from a height of one meter **it does not break.**

BIC® Kids Evolution™ comes in a wide range of 24 vivid colours

Children are offered a **vast range of colours and different styles** in the BIC® Kids Evolution™ range, which they can use to express their boundless imagination...





ENVIRONMENTALLY FRIENDLY PENCILS

THE BIC® EVOLUTION™ RANGE OF PENCILS IS THE RESULT OF THE RELENTLESS DRIVE OF THE RESEARCH TEAM WHO, LONG BEFORE SUSTAINABLE DEVELOPMENT BECAME SO IMPORTANT, WERE STRIVING TO PRODUCE PENCILS THAT WERE PROGRESSIVELY MORE ENVIRONMENTALLY FRIENDLY.



The body is in **polystyrene** and contains **no wood**. The complete pencil is made from more than **50% recycled material** - either recycled before consumption (for example a yoghurt pot) or after consumption (for example the inside of an old refrigerator).

The cardboard wallet containing 12 pencils are made from **88% recycled material**, and the outer packaging for storage or transport from **80% recycled material**.



BIC® Evolution™ has received the "**NF 400 Environnement**" label, the official French Ecolabel issued by AFNOR, the French standards organisation. This is awarded to those products that, in identical conditions of use, have **less impact on the environment**.



9 MANUFACTURING STAGE AND 50 CHECKS FOR A PERFECT RESULT

- 1 Preparation of the various materials required to make the 4 components of the pencil** (lead, sheath which surrounds the lead, "wood" made of recycled synthetic resin (more than 50%) and the external layer or "varnish" which shows what colour the pencil is). These different components are formed by mixing plastic granules with a number of powders such as pigments and plasticisers.
- 2 Each of the mixtures are put into a machine** which heats and blends the material. This melted material is then cooled down and cut into granules (also called compounds).
- 3 The granules for each of the 4 components** (lead, "wood", sheath & "varnish") are each placed in an extruder.
- 4 Simultaneous heating and pushing of the 4 components** through a special mould or die to form a sort of thin cylinder (a bit like a long spaghetti).
- 5 The shaping** of the cylinder by the die (hexagonal, round or triangular) determines the shape of the pencil.
- 6 Cooling of the cylinder and cutting** into the length of a single pencil.
- 7 Printing a trademark** and the date of manufacture on the pencil.
- 8 Sharpening the pencil.**
- 9 Storing the pencils**, either to have the eraser attached, or to be packed in boxes or pouches.



EXPLORE ALL THE STAGES BY GOING TO WWW.BICKIDS.COM
AND CLICKING ON "HOW IS A PENCIL MADE?"



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