



## **MAKE WRITING XTRA-FUN WITH BIC!**

**January 15, 2015** - BIC, a worldwide leader in stationery products, is announcing the introduction of its new pencil, BIC® Xtra-Fun™! BIC Xtra-Fun is the only #2 pencil with two-toned color barrels in the U.S. market. The product also has ultra-solid, break-resistant lead, is easy to erase with its latex-free erasers, and sharpens easily.

"BIC is committed to offering consumers a reliable and fun writing experience that promotes confidence through self-expression," said Susan Lanzarotto, director – stationery marketing, BIC Consumer Products USA. "The new Xtra-Fun pencil offers high quality and durability, and truly transforms the way that we think about standard #2 pencils."

BIC hopes that the unique design and bright colors of the Xtra Fun pencil will inspire and engage writers of all ages.

"Who says a banana has to be yellow? Who says your pencil has to be? Our writing instruments are designed to promote creativity and self-expression, and Xtra-Fun does just that," added Lanzarotto.

A global leader in pencils for three decades, BIC produces more than 1.5 million pencils every day worldwide.

The BIC Xtra-Fun pencil is available in January 2015, and comes in an 8-pack for \$2.99 and an 18-pack for \$5.99.

### **About BIC Consumer Products USA:**

*Established in Connecticut in 1958, BIC Consumer Products USA ([www.bicworldusa.com](http://www.bicworldusa.com)) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC Consumer Products USA has honored BIC's tradition of providing high-quality,*

*affordable products, that are accessible to all. Through this unwavering dedication BIC has become one of the most recognized brands in the world today, delivering "More for your money...Always!®"*