



#MADETO... CHAPTER 8: IT'S HOW WE DO QUALITY

BIC is *made to last* and so is its fresh new Annual Report!

This year, we've decided on an ongoing, year-long conversation with you, to welcome you into our world, and share, up close, our obsession with quality at fair price and innovations, sustainable concept developments, high class manufacturing attitude, and social commitments that are BIC.

Made responsibly, made to last, made close to you, made to be loved. And made for everyone, made for tomorrow, made with passion, made with excellence...

Those 8 main topics are to be revealed throughout the year, from April to December, on this website and our social media: Twitter, Instagram, LinkedIn and Youtube. And to stay tuned to your next date with *made to...*, subscribe to this exciting new format via the link down below, and follow us on BIC social media.

This month, we invite you to find out why BIC is #MadeWithExcellence!