

2017 • 2018 ANNUAL REPORT

#MADE
TO

BIC'S MADE TO... YEARBOOK UNFOLDS HERE

February 19, 2018 - 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 high quality at fair price and innovations, sustainable concept developments, high class manufacturing attitude, and social commitments that *are* BIC.

In the shape of a web release each month, the 2017-18 report will come to life throughout the year, developing the subjects under review via informative videos, key figure animations, interactive gaming... Entitled **made to...**, the new year-long "series" is set to memorably anchor 2017/2018's facts & figures... and to keep you watching for the next episode!

To stay tuned to your next date with **made to...**, subscribe to this exciting new format via the link below, and follow us on BIC social media.