



## BIC ANNOUNCES NEW PARTNERSHIP WITH LOOP TO REDUCE PACKAGING WASTE

**May 15, 2019** - BIC is partnering with LOOP, the e-commerce platform aimed at eliminating waste. Created by Terracycle, the world leader in the recycling of waste deemed difficult to recycle and a BIC partner since 2011, LOOP is designed to reduce dependence on packaging by offering a circular e-commerce solution that is practical and accessible to all, thanks to durable and refillable products and containers.

For now, the following refillable BIC stationery items and their refills will be available through LOOP's French program:

- BIC Gel-ocity Illusion in 4 classical colors, blue, black, red and green, and its cartridges
- BIC® Criterion mechanical pencil and its box of 6 leads
- A set of 10 BIC full lead coloring pencils in a durable metal box, launched with this partnership. The pencils are made only of lead, which limits waste, and can be re-ordered by color.

Learn more at [maboutiqueloop.fr](https://maboutiqueloop.fr).