



## BIC AND TERRACYCLE ARE LAUNCHING THE FIRST PROGRAM FOR COLLECTING AND RECYCLING WRITING INSTRUMENTS IN FRANCE

*This civic gesture also allows money to be raised for non-profits or schools*

Paris, March 9th, 2011 – BIC, the world leader in ballpoint pens, is associating itself with TerraCycle, a pioneering upcycling and recycling company, to organize the voluntary collection of writing instruments in the very places where they are used (schools, companies, universities...) in order that they be recycled.

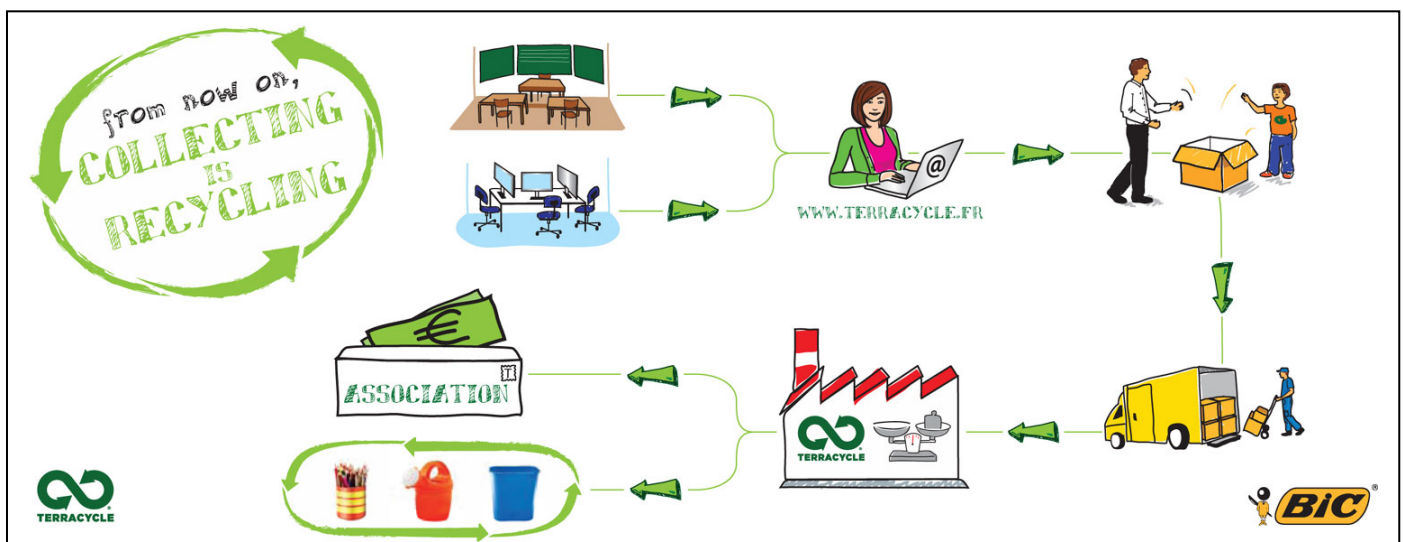
Sponsored by BIC, this program enables all writing instruments, regardless of whether or not they are BIC® branded, to be recycled into new useful products such as pen holders, wastepaper baskets and watering cans.

In return for this civic gesture, 2 Euro cents per writing instrument collected will be donated to a charity or not for profit chosen by the organization responsible for the collection or, in the case of schools, the money will be donated directly to the school in order to finance a future educational project.

**Getting involved with the BIC® and TerraCycle® collection and recycling program is simple:** a volunteer from each school, university, or company that is interested in launching a campaign should register for free on the website: [www.terraCycle.fr](http://www.terraCycle.fr) from which the volunteer will be able to download material for the launch (posters, flyers, prepaid shipping labels...). Then the collection of used writing instruments can begin! The collection is then sent for free to TerraCycle's warehouse in near Lille, France where the writing instruments are processed to be made into new products.

Talking about the partnership, Marie Saglio, General Manager of BIC France stated: "Our writing instruments are known across the world for using a minimum amount of material while still offering high quality with a long writing length (the BIC® Cristal® ballpoint pen weighs only 5.8 grams and writes for at least 2 km). 13 of our core products received the French Official ecolabel NF Environnement, which guarantee responsible consumption. But BIC will not settle for this. As worldwide leader in the ballpoint pen market, it is our responsibility to offer innovative solutions in terms of sorting waste and solutions for our products' end of life. Today, used writing instruments are not collected by any dedicated recycling waste stream. Thanks to the BIC-TERRACYCLE program, they will now have a second life."

"TerraCycle is extremely excited by the opportunity to expand our upcycling programmes in Europe," said TerraCycle's European General Manager, Chris Baker. "With the help and support of BIC we can change the way consumers perceive waste and I believe the progressive mindset of consumers in France will ensure our program is well-received and very successful."



## About BIC

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BIC is a world leader in stationery, lighters and shavers. For 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2010, BIC recorded net sales of 1,831,5 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).

For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

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## About TERRACYCLE

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Founded in 2001, TerraCycle ([www.terracycle.fr](http://www.terracycle.fr)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over thirty major brands in the US, UK, Canada, France, Sweden, Brazil (and in a growing number of other countries) to collect used packaging and products (chip bags, candy wrappers, juice pouches, pens, toothbrushes, etc.) that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's Brigade programs, which are free fundraisers that pay schools and non-profits for every piece of waste they collect and return. For information on how to join a TerraCycle Brigade®, please visit us at [www.terracycle.fr](http://www.terracycle.fr).

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