

30 YEARS OF QUALITY, VALUE AND RELIABILITY

- The BIC® Lighter is recognized as a worldwide leader in producing a safe, reliable flame for millions of consumers every day. In more than 160 countries around the world, BIC has sold more than 15 billion lighters.

- Since BIC began manufacturing lighters 30 years ago, we have developed and perfected the strictest quality and safety standards in order to give our consumers the best performing lighters in the marketplace. We employ these standards at manufacturing facilities throughout the world.

- BIC's quality assurance criteria for its lighters meet or exceed the lighter safety standards established by the International Standards Organization (ISO), the American Society for Testing and Materials (ASTM), the U.S. Consumer Product Safety Commission (CPSC), and all other government agencies.

- Each day, BIC produces more than 5 million lighters worldwide. Quality and safety are built into the production process. BIC's manufacturing process is one of the most modern in the world, using the highest quality raw materials available. BIC's assembly processes are custom-designed to produce top quality lighters. Specialized equipment analyzes 100% of the lighters produced by BIC and identifies non-conforming products and ejects those that do not meet BIC's stringent specifications.

- We use sophisticated computerized camera equipment to precisely measure flame height and other characteristics and to eject non-conformances. Every BIC® lighter undergoes more than 50 separate, automatic, quality checks during the manufacturing process. This includes testing of each and every finished BIC® lighter by lighting and extinguishing it to ensure the lighter performs properly before it ever leaves BIC's factory.

- Our commitment to quality continues even after each lighter has been machine inspected. Samples from each production run are further examined by quality control technicians on an ongoing basis. In addition, random samples of finished lighters are collected from the marketplace so that a series of ongoing quality assurance tests can be performed.

- BIC employees are carefully trained to recognize that quality is essential to the production of safe lighters. BIC employees are directly responsible for the quality control of all BIC® lighters. The average BIC employee in BIC's assembly process spends approximately 25% of his or her time checking quality. In addition, quality assurance technicians at BIC evaluate packaged lighters to assure BIC's high quality and compliance with safety standards.

- BIC is proud of its 30-year history of providing safe, reliable lighters to millions of consumers around the world. We continue to invest in the latest technology to maintain our position as a worldwide leader in lighters.

