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BIC INTRODUCES THE HIDEZ™ LIGHTER & CASE

January 23, 2009 - Shelton, CT – BIC has launched a sleek-looking series of lighter cases, BIC® Hidez™, which feature a chrome finished body overlaid with classy synthetic leather and lizard textures in an array of eye-catching designs. This new product is available in both the BIC mini and Classic® sizes.

“These cases provide a comfortable grip and elegant style,” said Adam Blumenthal, brand manager—Lighters, BIC Consumer Products USA. “With its sophisticated upscale look and five different finishes, the BIC Hidez Lighter & Case will certainly appeal to both men and women who are fashion-conscious.”

The BIC C2 Hidez Mini Lighter & Case has a suggested retail price (SRP) of \$3.79, and the BIC Hidez Classic Lighter & Case has a SRP of \$4.49.

BIC is a leading international distributor of stationery products, lighters and shavers in more than 160 countries around the world. For more than 50 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. Visit BIC at www.bicworldusa.com.

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