



BIC ,a French company founded in 1945



Summary

- the history of the brand
- where it is located ?
- where are they present in the world?
- how they produce?
- who are its main competitors

The beginning of the brand

The Biró brothers invented the biros in its present form. They named their company "Stylos Biró". They created the first biros

But Marcel Bich, a French businessman, bought the patent from the Biró brothers and made many changes to improve it. In 1950 Bich simplified his own name to create the brand Bic©. He named his first pen the Bic Cristal© which he marketed in France at 50 centimes of old francs.

It was the beginning of a worldwide success.

The Bic® Cristal is still the best-selling pen in the world: over 100,000 billion copies. Bic has even conquered the world of art, as it has been used by many artists.

The biro (bic)

A biro is a writing tool. In 1938, Laszlo Biro invented the biros. The pen was introduced in schools in 1965. We have chosen the pen because it is an everyday object and yet we do not know everything about it.

Modern ballpoint pens are made mainly of plastic and metal.

The body of the pen is made of polystyrene. The natural resource used to produce these materials is mainly oil.

Its fabrication and its composition

Stages in the manufacture of a pen :

- Manufacture of the carbide powder ball
- Manufacture of the tip in which the ball is placed.
- Manufacture of the plastic parts.
- Manufacture of the cartridges.
- Assembly
- Checking the writing
- Packing.

This well known pen measures 13 cm and weighs 5.8 g, available in many colours, such as the classic colours but also pink or purple, in all more than 10 colours for this model

it consists of a long transparent plastic tube to see the amount of ink, at the end of this tube is a tip with a metal cone that contains a small steel ball about 1 millimetre in diameter. this ball rotates when we write and deposits ink on the paper

A french group with an exceptional reputation

BIC holds leading positions in France:

- No. 1 in stationery products and lighters
- No. 1 in volume in one-piece shavers for women and
- No. 2 in volume in all one-piece shavers.

The brand is very well known thanks to its presence for more than 60 years on the territory, but also for the quality of its products and its low prices which are distributed in all countries and supported by advertising campaigns that have often become cult.

“made in France”

50% of the BIC Group's worldwide production is carried out in its 7 French factories.

These factories are centres of expertise for all stages of manufacturing and for the entire group, and export abroad.

but above all its historical head office is located in the town of Clichy-la-Garenne in the Hauts de Seine region of France

More than 80% of the group's products sold on the French market are manufactured in France.

Around 1800 people, including factory operators and field sales staff, work in France.



EUROPE



Papeterie

FR, Montévrain
FR, Cernay
FR, Samer



Briquets

FR, Redon
FR, Guidel
ES, Tarragona



Rasoirs

FR, Longueil-Sainte-Marie
GR, Anixi



AMÉRIQUE DU NORD



Papeterie

SC, Gaffney



Briquets

CT, Milford

MARCHÉS EN CROISSANCE



Papeterie

MX, Cuautitlan Izcalli
ZA, Johannesburg
TUN, Bizerte
BR, Manaus
BR, Rio de Janeiro
IN, Haridwar

IN, Daman
NG, Lagos
KY, Nairobi



Briquets

China, Nantong
BR, Manaus



Rasoirs

MX, Saltillo
BR, Manaus

Here are maps showing the global presence of the company's production plants but also its presence in France globally spread in the north of the country

A committed company

BIC is indeed a company committed in many areas as it and its employees participate in the global effort to promote access to education.

But BIC is also committed to sustainable development through three types of actions. This is why they have developed a comprehensive program of commitments called "Writing the Future, Together", which encompasses environmental, social and societal aspects of sustainable development.

Finally, they want to unite their employees worldwide around the company's Core Values such as safety at work and health and wellbeing