

# materials *matter*.

Even small choices can have a **BIG IMPACT**.

Here's the scoop on the materials used in some of our greener writing instruments.

*We know you'll love them as much as we do!*

## Post-Consumer Recycled Paper

The **ECOL Retractable Pen** (55064) has a body made of **60% post-consumer recycled paper**. This material gives new life to a note, newspaper, or piece of homework that an eco-conscious someone tossed into their recycling bin.

## Recycled PET

The **Recycled PET Dart Pen** (56041) touts **87% recycled plastic** in its makeup. PET is the most common type of resin and is used in containers that hold anything from water to shampoo to peanut butter. This discarded packaging is recycled and finds its way into a variety of different products.

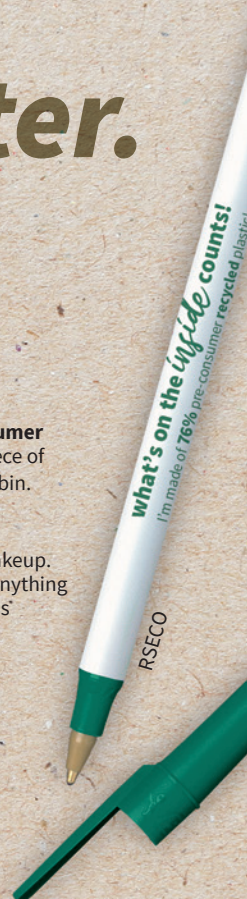
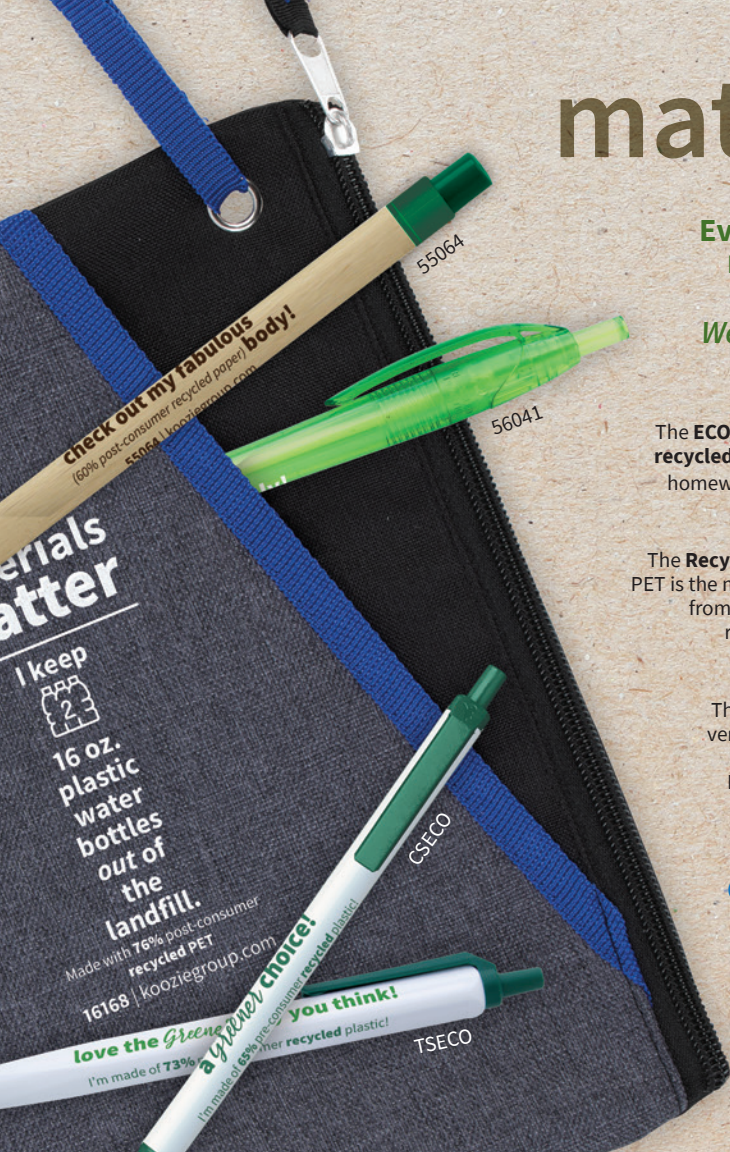
## Pre-Consumer Recycled Plastic

The **Tri-Stic® RPET Pen** (TSECO) as well as the **BIC® Ecolutions®** versions of the **Clic Stic®** (CSECO) and **Round Stic®** (RSECO) Pens all contain **over 50% pre-consumer recycled plastic**. Made from scrap or discards, this Earth-friendlier alternative saves manufacturing waste from the landfill.

Click for more details on these greener choices for writing instruments from

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# creating promos that *matter*

Choosing products with an eco-slant isn't just the *right* thing to do, **it's also good business.**

*Consider these ideas for a greener promo.*

**Materials** Look for items made from **recycled** or **sustainable** materials.  
Mailing? *Make sure your packaging is eco-friendly, too!*

**Use** Choose products that can be used **multiple times** or that **replace** a disposable item.

**Longevity** Pick promos that are **useful**.



Our **KG Factor** icon identifies products with a high likelihood of being kept or gifted as determined by an impartial survey of end consumers, **lessening their environmental impact through longevity.**

**FUN FACT!** The average writing length of a ballpoint pen is almost 3,000 feet.\*  
No surprise, BIC makes some of the **longest-writing pens in the world.**

**Marketing for a Cause** Tie your campaign to a **cause that matters** to your brand for additional impact.

**The Company** Ask about your suppliers' corporate social responsibility practices to make sure they **practice what they preach.**

## A CASE IN POINT...



A large credit union wanted to highlight their corporate social responsibility efforts during their new member campaign. Using the theme *Straight to the Point*, they talked not only about their services but also focused on their sustainability efforts and community involvement. Every new member received a welcome package made up of carefully selected items made from eco-conscious materials, including the BIC® Ecolutions® Clic Stic® Pen (CSECO) that is made from pre-consumer recycled plastic and also carries the KG Factor designation. The credit union also pledged to donate 50 of the same pens to local schools when someone opened an account with them. The campaign succeeded in bringing 17% more new members on board compared to the previous year.

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\*Sources: Harvard Business Review; University of Reading, United Kingdom