

For Immediate Release:

NEW LICENSE DESIGNS: BIC® Icons Lighters

Announcing the newest license for BIC Lighters, the Icons series, featuring Elvis Presley and Marilyn Monroe. The series celebrates the mega-celebrity, an individual whose very image has become a trademark within popular culture. BIC Icons lighters are sure to capture the hearts of your consumers and have a suggested retail price of \$2.79 per lighter.

BIC® Maxi Lighters are long-lasting, reliable and 100% quality inspected.

Elvis Presley™ © 2024 ABG EPE IP LLC

Marilyn Monroe™ © The Estate of Marilyn Monroe LLC

For more information visit https://us.bic.com/en_us/lighters-new-inquiry

