

FOR IMMEDIATE RELEASE

REFRESH DESIGNS: BIC® Special Edition® Americana Lighters

BIC® Lighters is refreshing the Special Edition® Americana series. With modern and fresh designs, this series will be sure to excite. Featuring timeless sayings, these 8 uniquely American designs are sure to brighten up any shelf or countertop. Consumers will discover their new favorite lighter with a suggested retail price of \$2.39 per lighter.

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

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

