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**BIC Stationery joins BIC Razor Brands in Selecting Cramer-Krasselt**

**CHICAGO, Ill. – MONTH DAY, 2016 –** For the third time in less than two years, a BIC brand has selected Cramer-Krasselt. This time, [BIC’s Stationery](http://www.bicworld.com/us/products/categories/1/stationery) brand has selected the agency for a new back-to-school assignment for 2017. Cramer-Krasselt previously picked up the men’s BIC® Flex5™ Razors account in late 2014 and media and social duties for the women’s BIC® Soleil Shine™ razor account in 2015.

“BIC Stationery wants to stand out among the back-to-school clutter,” said Susan Lanzarotto, Director-Stationery Marketing for BIC Consumer Products. “After meeting with several agencies, C-K impressed us with breakthrough consumer insights and creative that captures the BIC brand and will help us celebrate handwriting in fun ways moving forward.”

Work for the back-to-school assignment will include creative, media, digital and social.

“We are proud to expand our partnership with such an iconic global brand and look forward to this opportunity to grow and expand the friendships BIC has with consumers,” said Karen Seamen, president and chief operating officer at Cramer-Krasselt.

**About BIC Consumer Products USA:**

BIC Consumer Products USA (www.bicworldusa.com) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 60 years ago, 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 today, delivering “More for your money…Always!”

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