



## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **BIC Amplifies Sustainable Design with Avient Recycled-Content Material for Soleil Click 5 Women's Razor Handle**

CLICHY/ CLEVELAND – October 19, 2021 – BIC, a world leader in stationery, lighters and shavers, has chosen to team up with Avient to reinforce its dedication to the circular economy. When BIC engineers recently were challenged to incorporate more recycled materials in a new sustainable women's razor, they found answers in Avient's reSound™ R recycled-content TPE. This material, also known as a thermoplastic elastomer, has a soft, grippy feel and is highly colorable. Formulated to achieve 62 percent recycled content, this high-performance TPE enables BIC to create products that live up to its sustainability promises.

BIC introduced its sustainability program more than 15 years ago. The company's approach to product design is deeply rooted in the principles of the circular economy and BIC's 4R philosophy: reducing the amount of raw materials, including as much recycled or alternative materials as possible, making more refillable products, and improving the recyclability of both products and packaging.

The new BIC Soleil Click 5 handle is the most recent example of how BIC is putting sustainability into practice. By combining reSound R TPE with a transparent plastic that also has recycled content, the BIC Soleil Click 5 handle reaches over 40 percent recycled content in total, while maintaining the trusted and quality shave BIC's consumers enjoy. In addition, the shaver is also refillable, allowing its reuse by simply changing the blade cartridge. A consumer launch is planned in spring 2022.

"The new razor handle we developed together with Avient is another exciting milestone on our sustainability journey to explore new or alternative options to transform our products, manufacturing processes and packaging," said Thomas Brette, Group Insights and Innovation Officer at BIC. "Last year, we committed to using 50 percent of non-virgin petroleum plastic for our products by 2030, part of our long-term commitment to reduce our environmental impact. To achieve these goals, our R&D and procurement teams are constantly finding innovative solutions that limit our products' impact on the planet, while creating responsible and affordable items for everyday use."

"Collaborating with BIC on this project aligns closely with our sustainability commitments as a specialty formulator, and our focus on helping customers meet *their* sustainability goals," said Walter Ripple, Vice President, Sustainability, Avient Corporation. "And we're also aligned in terms of our values. Similarly to BIC, we have committed to our own [2030 Sustainability Goals](#)."

Holger Kronimus, Vice President, Europe and General Manager, Engineered Materials, Europe, added, "This project highlights our commitment to support customers in Europe - and around the globe - with

sustainable material solutions that are aligned with a circular economy and meet consumer preference for eco-conscious products.”

Utilizing its formulation expertise, Avient is able to increase the overall percentage of recycled content in additional reSound R grades to over 80 percent at performance comparable to prime grades. These grades can replace traditional TPEs in personal care, lawn and garden, outdoor high performance, footwear, office supplies, houseware durables, and automotive applications.

Avient’s reSound R materials were recently recognized as a finalist in the [Plastics Recycling Awards Europe 2021](#), with winners to be announced on November 5.

[Click here](#) for additional information about reSound R TPEs.

### **About BIC**

A world leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life. For more than 75 years, the Company has honored the tradition of providing high-quality, affordable, essential products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world and feature iconic brands such as BIC® Kids, BIC Flex™, BodyMark™ by BIC®, Cello®, Djeep®, Lucky® Stationery, Rocketbook®, Soleil®, Tipp-Ex®, Us.™, Wite-Out® and more. In 2020, BIC Net Sales were 1,627.9 million euros. The Company is listed on “Euronext Paris,” is part of the SBF120 and CAC Mid 60 indexes and is recognized for its commitment to sustainable development and education. It received an A-Leadership score from CDP. For more, visit [about.bic.com](http://about.bic.com) or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).

### **About Avient**

Avient Corporation (NYSE: AVNT), with expected 2021 revenues of \$4.6 to \$4.7 billion, provides specialized and sustainable material solutions that transform customer challenges into opportunities, bringing new products to life for a better world. Examples include:

- Barrier technologies that preserve the shelf-life and quality of food, beverages, medicine and other perishable goods through high-performance materials
- Light-weighting solutions that replace heavier traditional materials which can improve fuel efficiency in all modes of transportation
- Breakthrough technologies that minimize wastewater and improve the recyclability of materials and packaging across a spectrum of end uses

Avient employs approximately 8,400 associates and is certified ACC Responsible Care®, a founding member of the Alliance to End Plastic Waste and certified Great Place to Work®. For more information, visit [www.avient.com](http://www.avient.com).

To access Avient's news library online, please visit [www.avient.com/news](http://www.avient.com/news).

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## 2021 AGENDA

*ALL DATES TO BE CONFIRMED*

<b>3<sup>rd</sup> Quarter 2021 Results</b>	October 26, 2021
<b>FY 2021 Results</b>	February 15, 2022
<b>1st Quarter 2022 Results</b>	April 26, 2022
<b>2022 Annual General Meeting</b>	18 May, 2022
<b>First Half 2022 Results</b>	August 2, 2022
<b>3<sup>rd</sup> Quarter 2022 Results</b>	October 27, 2022

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