

# Basic Detail Report



## HISTORY

BIC Corporation started in the United States in 1958, but its roots were in France. In 1945, a man named Marcel Bich, who had been the production manager for a French ink manufacturer, bought a factory outside Paris and set up business as the maker of parts for fountain pens and mechanical lead pencils.

In his new business, Bich was one of the first manufacturers to purchase presses to work with plastics, and he also invested in the best Swiss precision machinery available. With his knowledge of inks and experience with plastics and molding machines, Marcel Bich was setting himself up to become the largest pen manufacturer in the world. While his writing instruments parts business began to grow, the development of the ball point pen was advancing in both Europe and the United States.

The first European patents on ball pen design were granted in the late 19th Century. In 1945, an American named Milton Reynolds introduced a ball point pen at Gimbel's in New York that was so popular it nearly caused a stampede -- and his pen was priced at a lofty \$12.50! None of these developments was lost on Marcel Bich, who saw the enormous potential for a reliable, inexpensive ball point pen. In the meantime, his business was expanding as he made plastic barrels for the early ball pens in Europe.

After years of development, Bich introduced his own ball point pen in 1949, which he called "BIC," a shortened, easy-to-remember version of his own name. He supported the pen with memorable, effective advertising and its sales surpassed even his own expectations. From the start, the product offered consumers both quality and low price. Realizing that a mass produced ball point pen had universal appeal, Bich turned his attention to the vast United States market. In 1958, he bought out the Waterman Pen Company in Seymour, CT, but realized shortly that he would need much larger and more modern facilities, and moved the new company to its present site in Milford, CT.

When BIC pens first burst upon the American scene, consumers were quite skeptical of them because so many inferior ones had

BIC Corporation, Milford, Connecticut 06460 Phone 203 783-2000



## Title History of BIC Corporation

Primary Maker BIC Corporation

Medium paper, printed ink, staple

Description A two-page history of the BIC Corporation based in Milford, Connecticut.

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Dimensions Primary Dimensions (overall height x width):  $11 \times 8 \frac{1}{2}$ in. (27.9 × 21.6cm)