



BIC Case Histories

Retirement Facility Purchases the XXL for Residents with Arthritis

PRODUCT:	BIC[®] XXL
CUSTOMER:	Retirement Facility
OBJECTIVE:	Offer an easy-to-use pen for residents with arthritis
CASE HISTORY CATEGORY:	Civic Programs

OVERVIEW: A long-term retirement facility has weekly special events for its residents. Most of the events involve writing, such as crossword puzzles, tic-tac-toe, or hangman. Since many retirees have arthritis, the facility wanted to purchase a writing instrument that would help alleviate cramping. The XXL has a larger barrel and is easy to grip. This helps alleviate the cramping that results from gripping a thin pen for long periods of time.

DISTRIBUTION: Given to retirees at all special events.

OUTCOME: The XXL was a huge success in the retirement community, and the facility purchases the pens quarterly on an ongoing basis.

