



BIC Case Histories

Trucking Company Celebrates 50th Anniversary with Engraved Gel Pens

PRODUCT:	BIC® Intensity® Clic™ Gel Pen
CUSTOMER:	Trucking Company
OBJECTIVE:	Celebrate company's 50th anniversary
CASE HISTORY CATEGORY:	Corporate Anniversary

OVERVIEW: A trucking company celebrated its 50th anniversary with a redesign of its corporate identity. After establishing the new logo and identity, they chose products to be updated for internal use. Pens for internal use were among the first items to be revamped. The company chose a Gel ink pen with a very innovative design, rubber grip, translucent barrel and a wider body style in assorted colors. The new 50th Anniversary logo, with phone and web information were imprinted on the barrel of the pen.

DISTRIBUTION: The company distributed pens to 15,000 employees.

OUTCOME: The company has successfully outfitted all employees with pens, new shirts, jackets, legal pads and travel mugs, proudly displaying a modernized look in celebration of their 50th Anniversary. They have also ordered additional pens to distribute to customers.

