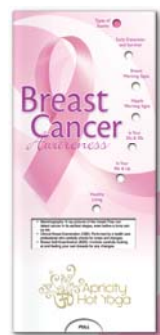




BIG IDEAS

October is Breast Cancer Awareness Month

Help support this important cause.



Please reference the 2017 BIC Graphic catalog collection or visit biggraphic.com for full product details and additional information. Prices valid until December 31, 2017. Calendar pricing valid through July 1, 2017. Set-Up charges may apply to any product on the flyer. As Low As price applies to end quantity pricing. KOOZIE® is a registered trademark of the BIC Corporation. Prices in USD.

1) 2006, from <https://www.census.gov/newsroom>, June, 2011
 2) from <https://www.surfnetkids.com/backtoschool/224/fun-facts-about-school/>
 3) 2006, from <https://www.ascentral.com/Downloads/Public/ImpressionStudy/ImpressionStudy2013.pdf>, 2013

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BIG IDEAS



Summer 2017

Happy Independence Day! ★

Celebrate and show off your red, white and blue!

Important Dates:
 MAY 14 - 20 is NATIONAL WOMEN'S HEALTH WEEK
 JULY 4 is NATIONAL CANCER SURVIVORS DAY
 OCTOBER 20 is NATIONAL MAMMOGRAPHY DAY

★★★★ Summer Issue
 Celebrate Independence Day
 Back to School
 Tailgating
 Breast Cancer Awareness Month



BIG IDEAS

Back to School

Get ready to head back in style.

NEW!



ATCHISON
AP5019 | Primary Sport Backpack
As low as \$7.78(C)



46125 | Vacuum Bottle
with Carry Loop - 18 oz.
As low as \$9.99(C)



Good Value.

15782 | 5" x 7" Ruler Notebook
with Flags and Pen
As low as \$3.19(C)



BPS | BIC® Pencil Solids
As low as \$0.29(B)

NEW!

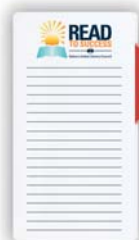


TRIUMPH
8106 | Academic Monthly & Weekly Planner
As low as \$5.67(B)



Good Value.

32050 | Double Pocket Pencil Pouch
As low as \$2.59(C)



TB644A25 | BIC® Memo Tab™ 6" x 4"
Adhesive Notepad, 25 sheet
As low as \$0.90(C)



Good Value.

55727 | Stylus Highlighter-Pen Combo
As low as \$0.69(C)

BIG IDEAS

It's time for Tailgating!

Grab your food, your friends
and head to your favorite spot.



ATCHISON
AP7010 | Game Day Tailgate Cooler
As low as \$14.42(C)



KOOZIE

46088 | Magnetic KOOZIE®
Can Cooler
As low as \$3.09(C)



Good Value.

15734 | Clear Game
Drowning Backpack
As low as \$2.40(C)



MPLTR | BIC® Multi-Purpose Lighter
As low as \$6.52(B)



Good Value.

26023 | Deluxe Stadium Seat
As low as \$11.45(C)



15027 | Stadium Blanket
As low as \$32.04(C)



Good Value.

46015 | Stadium Cup - 16 oz.
As low as \$0.55(C)



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Important Dates:

MAY 2 is NATIONAL TEACHER APPRECIATION DAY
SEPTEMBER 6 is NATIONAL READ A BOOK DAY
OCTOBER is NATIONAL LEARNING AND DEVELOPMENT MONTH

EDUCATION FACTS:

77 million people are enrolled in school in the U.S.¹
The largest high school in America has about 8,000 students.²
Schools rank number 1 for volume spent on promotional products.³

TAILGATING TIPS:

Represent the team by wearing their colors.
Plan your meal ahead of time, and try to do any prep work the day before.
Arrive 3 - 4 hours before the game to claim a good spot.
Make sure to pack jumper cables.

Important Dates:

JULY is NATIONAL GRILLING MONTH
AUGUST 4 is INTERNATIONAL BEER DAY
SEPTEMBER 2 is NATIONAL TAILGATING DAY