

BIC® CRISTAL®

BIC 75

75 years of inspiration



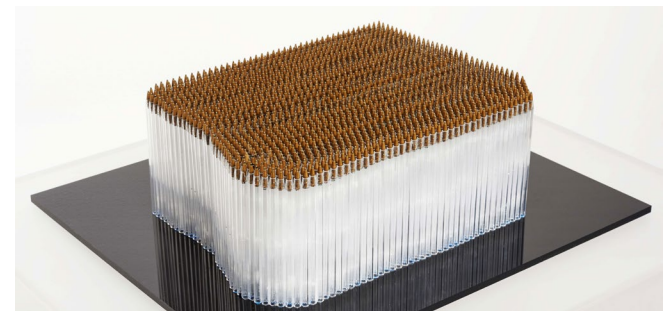
It all started with a pen. In 2025, BIC® Cristal® proudly marks its 75th anniversary, celebrating a rich history of empowering the world with reliable, essential writing tools. From classrooms to boardrooms, from artists to world leaders, this iconic pen has been with us through every moment, big or small.



The birth of a cult product

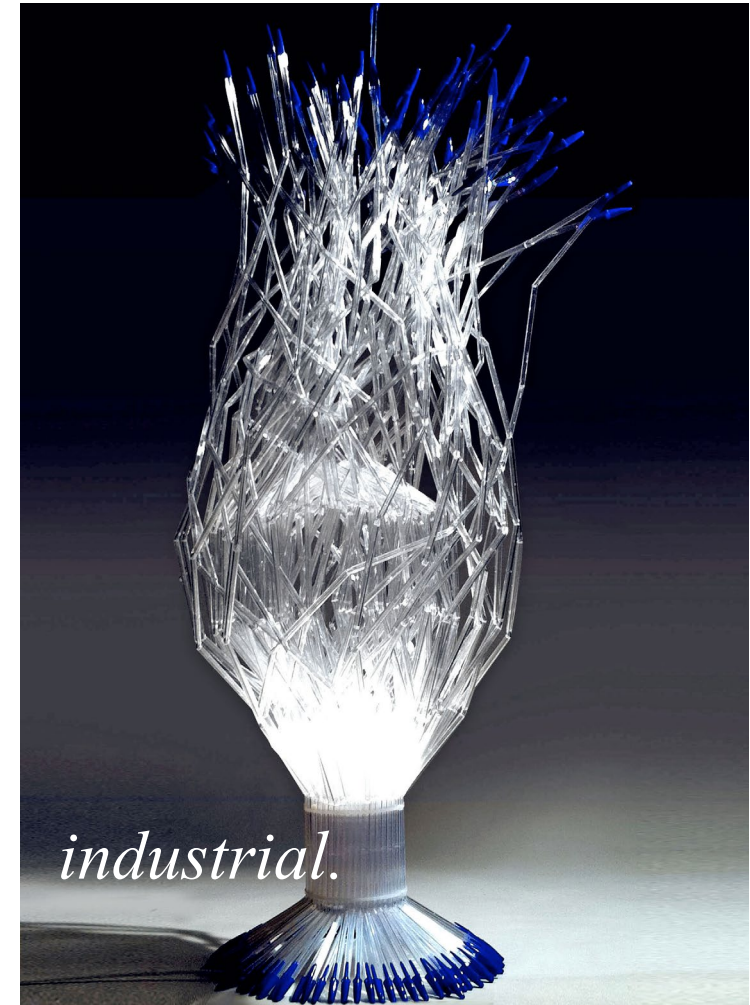
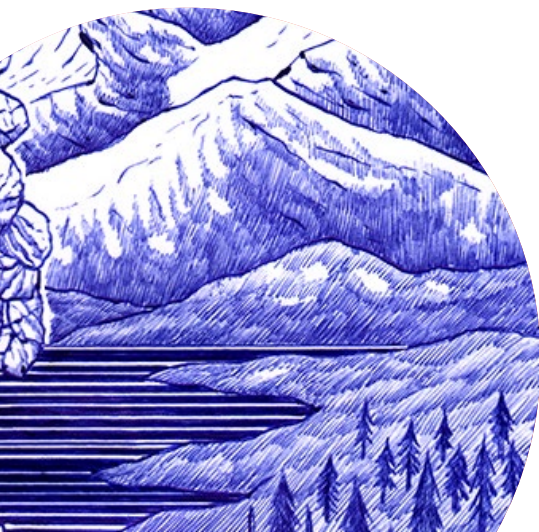
75 years of being the world's go-to ballpoint pen

BIC Cristal is the fruit of the intuition and tenacity of the Baron Marcel Bich. Born in Turin in 1914, he was thirty years old when he joined forces with Edouard Buffard in 1945 to create a company that manufactured writing instrument parts just outside of Paris in Clichy, France. When ballpoint pens began appearing on the market, the Baron Bich noticed how much faster these instruments made writing and realized they could revolutionize the field. However, to do so, their quality had to be improved and they had to be made affordable for all budgets. Marcel Bich therefore bought the patent for the pen developed by the Hungarian Laszlo Biro and set out to find the ideal ink formula as well as the perfect fit between the ball and the ink tube, for which he used Swiss watch-makers' skills. He designed the future ballpoint pen to be at once attractive and functional. After several years of working relentlessly and putting all of the company's capital on the line, BIC Cristal was ready to leave the factory in Clichy in December 1950. Behold BIC Cristal! It cost only 0.50 French Francs and was...refillable!



BIC Cristal was a hit from the very beginning. It was the right product at the right time; it made quality writing quick, portable, and very affordable. Marcel Bich's high quality mass production model appears to have worked: 10,000 BIC Cristal pens were sold everyday

during the first year, and several million are sold daily today. Why would it be otherwise? The BIC Cristal adapts to every type of writing, every alphabet, every budget... BIC Cristal pens are universal and indispensable.



Elements from the BIC Cristal pen are featured in this lamp, created by an Italian designer trained in industrial design.

The interlocking of the translucent pen tubes forms articulated arms, allowing the shape of the lamp to be adjusted.

The designer makes use of the Cristal pen's transparent material to enhance and play with the effects of light.

Simplicity, *Perfected*

At first glance, BIC Cristal has an extremely simple design, yet it is in fact quite technically complex. Since 1950, BIC has made no compromises and left nothing to chance in order to continually improve the performance of BIC Cristal and offer the consumer the same quality of writing throughout the life of the pen.

methodical.

The BIC Cristal pen supports the artist in their graphic research and experimentation. Within the circle, areas saturated with ink and lines vary, made possible by the precision of application offered by the Cristal. The gesture, methodically repeated until the ink is exhausted, gradually brings the drawn form to life.

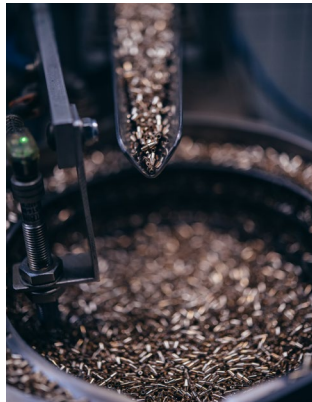


A concentrate of technology

Could you have imagined that so much technology goes in to the pen that you've carried with you since childhood?

And did you know that today, BIC Cristal is still produced by BIC in its own factories in France,

Brazil, Mexico, and South Africa... and on machines that are also designed by BIC? The company also manufactures its own inks to guarantee a smooth and high quality writing experience.

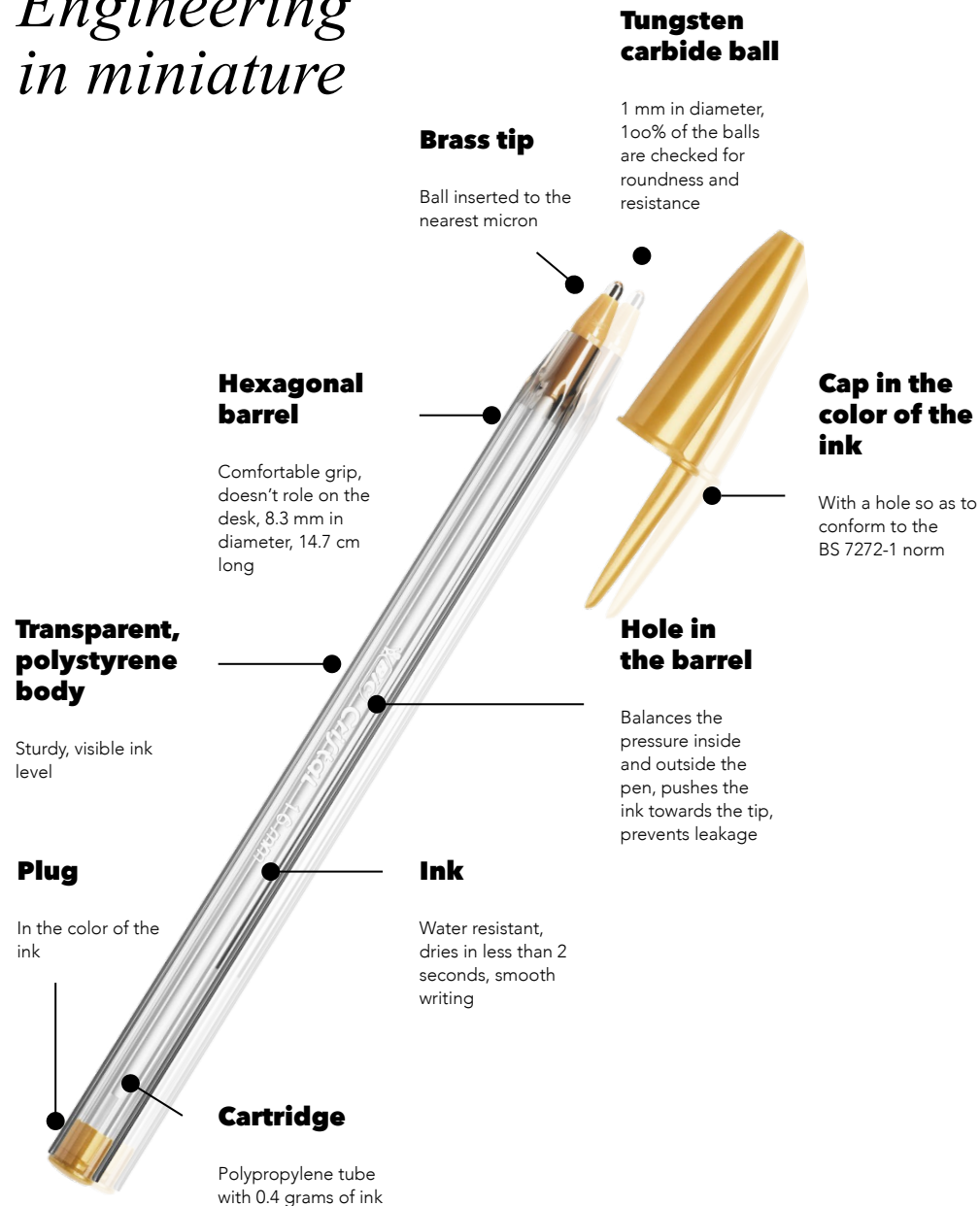


The simplicity and purity of the BIC Cristal are revealed in this oversized photograph. A mass-produced everyday object, it becomes a canvas for artistic exploration. The core of the pen, once filled with black ink, is repainted to host a miniature, colorful world. A concentrate of imagination within a writing tool.



core.

Engineering in miniature



BIC® Cristal® *The pen that lasts*

Nothing is superfluous with the BIC Cristal that weighs only 5.8 grams! Every detail is dedicated to one sole purpose: writing. And writing for as long as possible, up to 3 km.



With a single BIC Cristal, you can



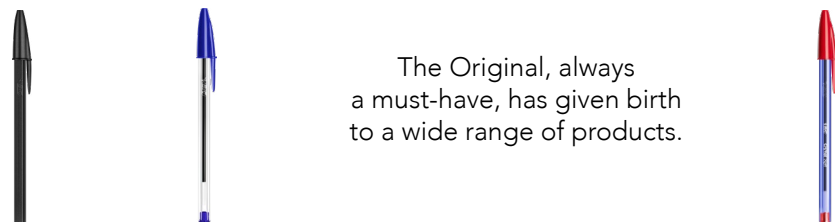
Do 986 sudokus

Write 506 post cards

Create a 37 x 42 cm of the famous Johannes Vermeer painting "Girl with a pearl earring". By James Mylne, 2010.



The Original, always
a must-have, has given birth
to a wide range of products.

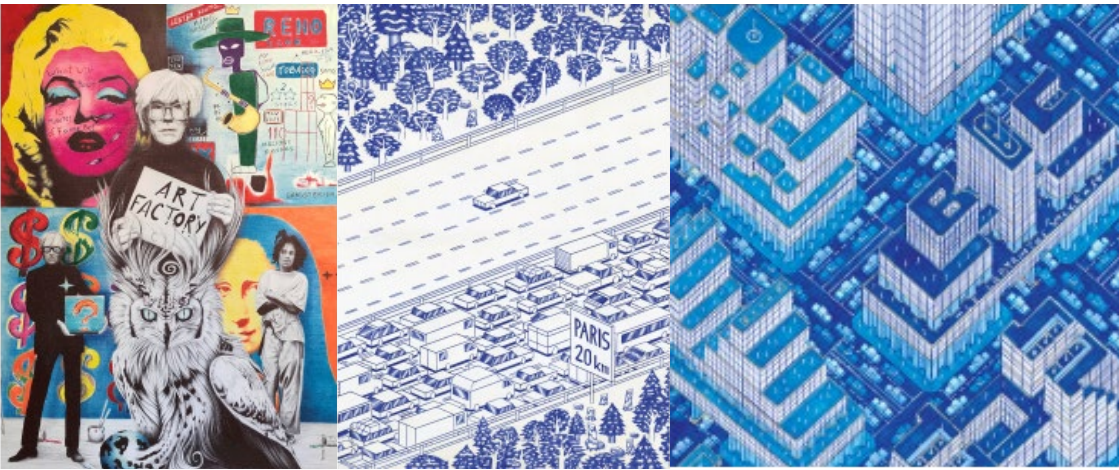


Much more *than a regular pen*

Although BIC Cristal is a familiar everyday product around the world, it has still managed to be elevated to the status of a work of art. Today, major museums across the globe, like the Museum of Modern Art in New York (MoMA) and the National Modern Art Museum, Centre Georges Pompidou, in Paris, include BIC Cristal as part of their permanent collections.



BIC & Art



Never limited to writing, artists rely on the pen for all kinds of drawing. The perfect balance between its

design, its excellent quality and its fair price made the BIC Cristal a success from its launch in 1950. It has

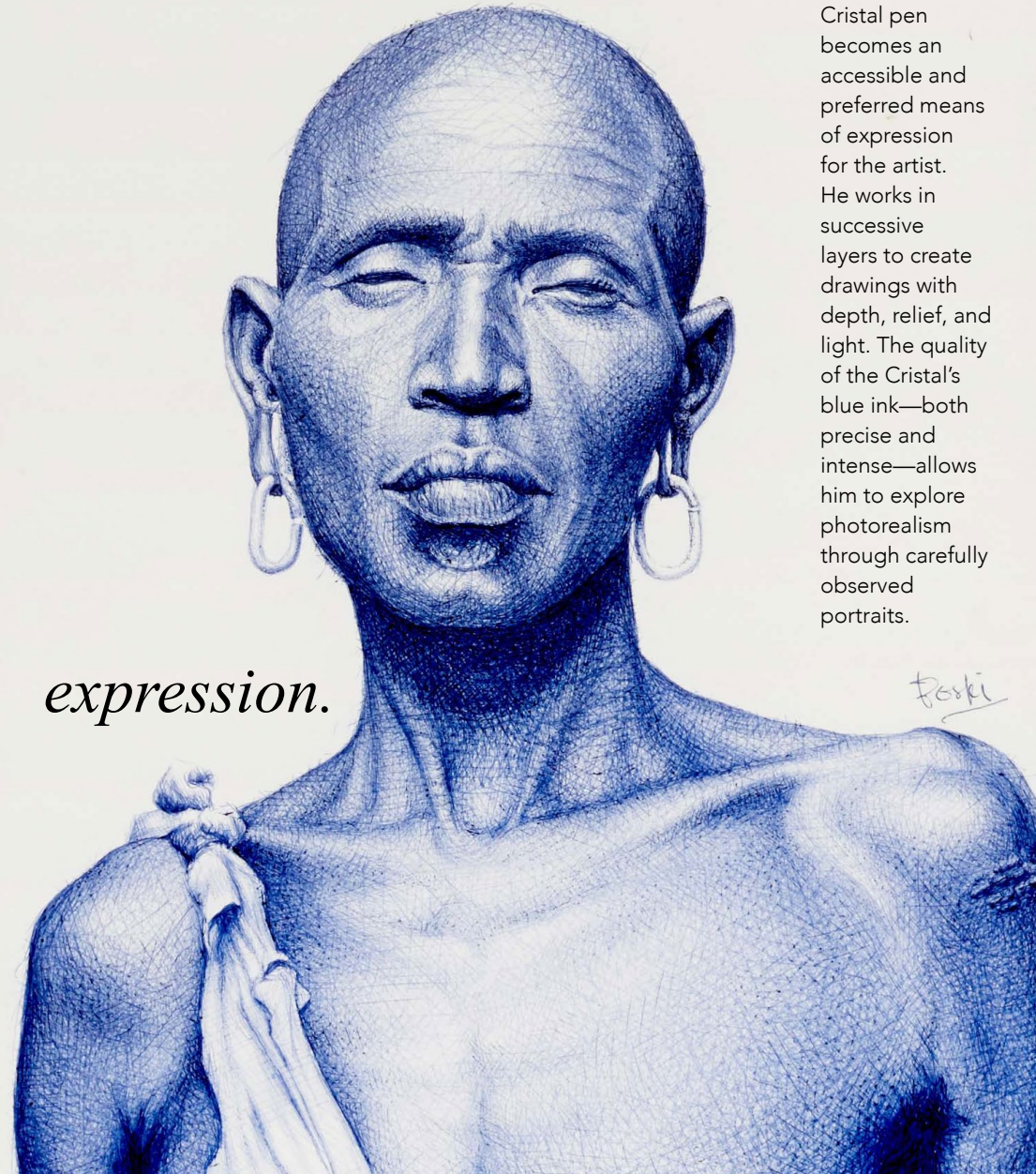
also become, for many artists around the world, a tool for creation and a source of inspiration. Drawings,

plastic art, textiles, photography, ... Some of their works can be seen in art galleries, museums and collections.

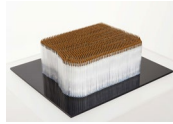
Others, published in larger numbers, are even marketed to the public.

expression.

The blue BIC Cristal pen becomes an accessible and preferred means of expression for the artist. He works in successive layers to create drawings with depth, relief, and light. The quality of the Cristal's blue ink—both precise and intense—allows him to explore photorealism through carefully observed portraits.



Works of art cited



P3. Paolo Barlusconi, Crystal Palace, 1998. Sculpture with Cristal tubes and tips



P4. Paolo Ulian, Anémone, 2010. Lamp with Cristal pen tubes



P5. Kevin Lucbert, BIC Cristal Original project, 2022. Cristal drawing in classic colors



P6. Vincent Servoz, Untitled - Cercle n°4, 2015. Black Cristal drawing on white paper



P9. Riccardo Gusmaroli, BIC. 2014. Painting on photography



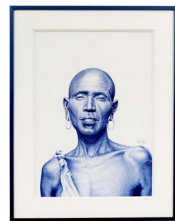
P14. Tamaz Avaliani, Urban Rhapsody: The Andy Warhol Chronicles, 2023. BIC Cristal on 360g/m paper



P14. Kevin Lucbert, l'Échappée, 1998. Blue Cristal drawing on paper



P14. Mamadou Cissé, Untitled, 2014. Felt pen and Cristal pen drawing on paper



P15. Enam Bosokah, Ethiopian Crystal III. 2015. Blue Cristal drawing on paper

The story continues. BIC Cristal
has been there capturing our
thoughts, dreams and memories.
Decade after decade, it remains the
pen we reach for when we write and
share the stories that matter most.

<https://corporate.bic.com/en-us/bic-cristal-anniversary-75>

