



THE ICONIC CLICK

70 YEARS OF THE BIC® M10® PEN



A practical everyday object, an industrial success and a cultural icon, the BIC® M10® ballpoint pen embodies the very essence of BIC's philosophy: making writing accessible, reliable and universal.

With its clean yet distinctive design and its signature click, it has set the tone for everyday writing for 70 years.



A SMALL PEN.
A BIG IMPACT.

Since 1956, the BIC M10 has been part of everyday life. On office desks, in school pencil cases, tucked behind an ear or clipped to a notebook, it is much more than a pen – it is a trusted companion, instantly recognizable across generations.

Its signature click, clean design and consistent performance have made it an everyday essential, embraced by generations of users in markets around the world.

1956: THE BIRTH OF A CLASSIC

Following the success of the BIC® Cristal®, the first high-quality ballpoint pen at an affordable price, Marcel Bich set out to create a retractable pen that combined practicality, reliability and accessibility. The BIC M10 was born.

Thanks to its comfortable writing experience and functional design, it quickly became one of the flagship products in the BIC portfolio. Between 1956 and 1960, the M10 expanded across France, the Benelux countries, South

Africa, New Zealand and Scandinavia, where it remains one of the most widely used ballpoint pens today.



70
years

7
countries where the BIC M10
became a market leader.



THE EVERYDAY ICON



The BIC M10 has stood the test of time. It has become part of everyday culture – the pen people borrow, rediscover at the bottom of a bag or find waiting on a desk. With its clean silhouette, integrated clip, signature click and retractable mechanism, it is instantly recognizable. It never seeks attention – it naturally commands it. Designed to last, it delivers a smooth, consistent writing experience for up to 2 kilometers, standing up to the

demands of everyday use. For nearly 70 years, its design has remained virtually unchanged: simple, functional and effective. Minimalist before its time, timeless and unmistakably retro, it reflects today's renewed appreciation for well-designed, durable and authentic everyday objects. Over the years, it has evolved beyond its practical purpose to become a true cultural icon, inspiring artists, illustrators and designers alike.

“When an object is thoughtfully designed, it stands the test of time.”



ERIC LAMBÉ Le Fils du Roi 048, 2006-2012. Blue and black BIC M10 ballpoint pen on cardboard. From the BIC Collection.



MATTIJS VAN BERGEN Fall/Winter 2009–2010 Collection. Patterns created using the BIC M10 ballpoint pen.

SIMPLICITY, CRAFTED THROUGH EXPERTISE

Behind its apparent simplicity lies decades of industrial expertise. Manufactured exclusively by BIC in its own production facilities – including Montévrain, France, and Johannesburg, South Africa, close to its key markets – every component, from the tungsten carbide ball and precision tip to the ink, is carefully engineered and controlled to ensure smooth, consistent and long-lasting writing performance.

Its one-piece barrel, side push-button mechanism and integrated clip make it both practical and reliable, staying true to BIC's philosophy: delivering high-quality writing, for everyone, everywhere.

*“ One click.
It writes. “*



ANATOMY OF AN ICONIC PEN

The BIC M10 is instantly recognizable thanks to its simple, functional design.

Retractable mechanism

Protects the tip without the need for a cap

Side push button

Activates the retractable mechanism

Integrated clip

Makes it easy to carry and attach

One-piece barrel

Lightweight and built to last

Iconic design

A timeless retro silhouette

Transparent front barrel

Lets users monitor the ink level at a glance

Tungsten carbide ball

Delivers a smooth and consistent writing experience

2KM

Long-lasting performance with up to 2 kilometers of writing.

THE BIC M10 PASTEL

To celebrate 70 years of history while appealing to a new generation of users, the BIC M10 is now available in a contemporary pastel color collection.

Launched in 2026, the collection features five soft shades – purple, green, yellow, blue and coral – while preserving the reliability and writing comfort that have made the original model so successful.

Designed for students, professionals and creatives alike, the BIC M10 Pastel combines style and functionality in a fresh interpretation of an everyday icon.

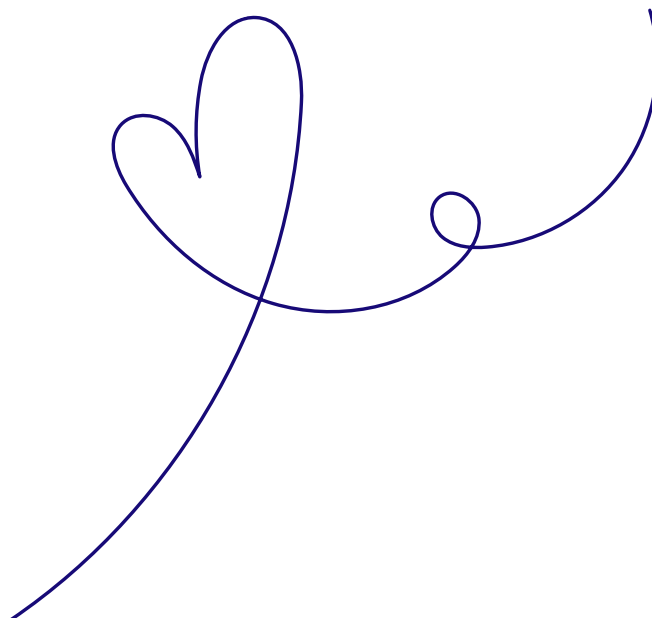
This new edition also marks another step in BIC's commitment to more responsible products: the BIC M10 Pastel contains 49% recycled plastic.



BIC M10
70 YEARS OF EVERYDAY
WRITING AROUND THE
WORLD

49 %

recycled plastic in the
BIC M10 Pastel

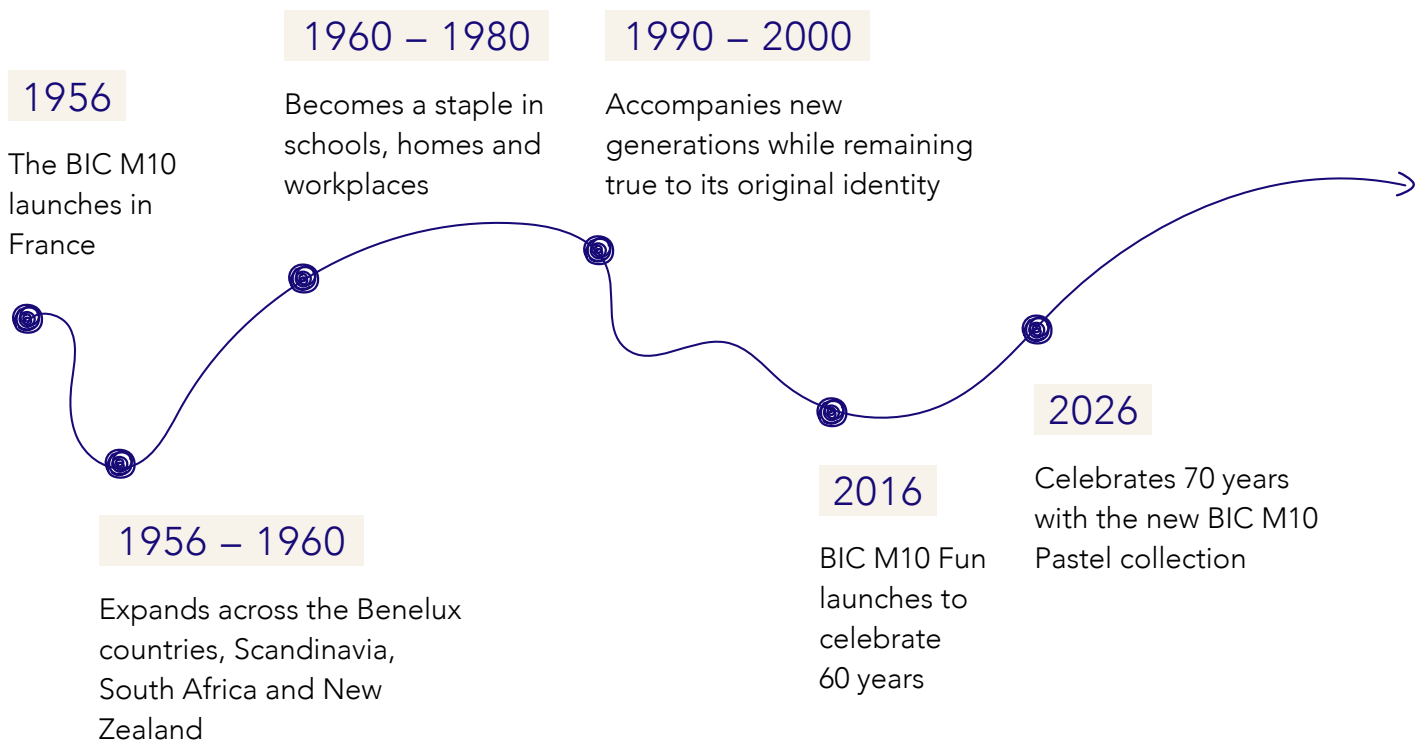


ONE CLICK. IT WRITES.

A timeless icon, both industrial achievement and cultural object, the BIC M10 remains part of everyday life. Minimalist, reliable and universal, it proves that thoughtfully designed products stand the test of time, generation after generation.



TIMELINE



corporate.bic.com/en-us/bic-m10-anniversary-70

