

BICareful™

Stop Press

“Everyone involved will now have to ensure that non-compliant lighters can no longer find their way to end users.

I urge the national enforcement authorities to take their responsibility and vigorously enforce these requirements”

said European Consumer Protection Commissioner Meglena Kuneva (Brussels, 11th March, Press release IP/08/425).



UNILITE seizure & withdrawal in Greece

Following an accident reported by a consumer (infliction of burns following an explosion), one UNILITE lighter model (See the panel on the right) has been tested by the General Chemical state Laboratory and retested by a foreign laboratory.

This lighter model it was found not to fully comply with the basic requirements of ISO 9994 lighter Safety Standard. As a result, these lighters have been immediately withdrawn from the market.

The General Secretary of Consumers Yannis Economou, informs consumers that the market research will continue in the following days in order to ensure that only child resistant lighters are available in the Greek market.

Source: Press release of the General Secretary of development published on 11th March 08



REMINDER OF THE EU DECISION

1

All cigarette lighters to comply with ISO 9994 international safety standard

2

Cigarette lighters to comply with Child Resistance requirements⁽¹⁾

3

Novelty Lighters⁽⁴⁾ are banned, even if equipped with a Child-resistant device



More and More Lighters Are Withdrawn Across Europe due to ISO 9994 non-compliance

Following a focus mainly done on Novelty lighters, RAPEX (the rapid alert system for non-food consumer products) has now turned its attention to the enforcement of ISO9994.

This has already resulted in 5 lighters withdrawal since July 07 due to their non compliance to ISO 9994:

- Brand: **Gianni**, model: ART. NR 38000.00, Spain
- Brand: **ROI BAM**, model 6213209090, Bulgaria
- Unspecified brand **“TOP LIGHT”** inscription, 39029, Bulgaria
- Brand: **Velta**, Czech Republic, rechargeable lighter from transparent plastic (barcode: 4035687005617)
- Brand: **UNILITE**, ML3-TS-01 HC (Art. Nr. 21000, 21001, 21002, 21003, 21004, 21005, 21006)

Source: RAPEX⁽⁹⁾



Switzerland moving to CR lighters

Switch to CR in Switzerland is confirmed by Ordinance of the Federal Department of Home Affairs (FDHA) dated 7 March 2008:

- **As from April 1st 2008**, it is forbidden to place on the Swiss market (i.e. produce and import in Switzerland) lighters that are not child resistant⁽⁹⁾ or novelty lighters.
- **As from January 1st 2009**, it is forbidden to sell to consumers lighters that are not child resistant⁽⁹⁾ or novelty lighters.



Consumer accidents in Italy caused by a low quality lighter

A lighter exploded in the hands of a woman while she was igniting a cigarette. The 50 years old woman was admitted to the Burns unit of Parma hospital to be treated for third degree burns to her face, chest and hands.

Source: L'informazione di Modena, Italy, 10th January 2008

(1) with the exception of lighters, which are sold with a 2 year written guarantee, are refillable and can be repaired by a European-based after-sales service. A child-resistant lighter is not a child-proof lighter. A child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are child-resistant.

(2) http://ec.europa.eu/consumers/dyna/rapex/rapex_archives_en.cfm.

(3) With the exception of lighters that are refillable, sold with a 2 year written guarantee and that can be repaired by an after-sale service based in Switzerland or in the European Community.

(4) Lighter that resembles by any means to another object commonly recognised as appealing to or intended for use by children younger than 51 months, or has entertaining audio effects or animated effect.



BIC advertises in main newspapers !



BIC® brought the new legislation to the attention of consumers with press advertising across Europe...

BIC is a quality expert...

BIC® brings over thirty five years of expertise to the lighter market. Its Quality & Safety Policy ensures that BIC® lighters are reliable in normal use for consumers.

- Each BIC® lighter is designed to provide thousands of lights and a long, safe, reliable use.
- Each BIC® lighter undergoes more than 50 quality checks.

BIC® lighters, a high Consumer friendliness

- BIC® lighter is the child resistant lighter preferred by consumers in the US⁽²⁾.
- Igniting BIC® child-resistant lighters requires just one single action.

(1) A child-resistant lighter is not a child-proof lighter. A child-resistant lighter is a lighter that at least 85% of children under 51 months of age cannot operate. This means that up to 15% of children may still be able to operate such a lighter. Therefore, adults should always ensure that young children cannot get hold of lighters, even if they are child-resistant. For more information, visit the European Commission website: http://ec.europa.eu/consumers/safety/prod_legis/prod_legislation_lighters_en.htm

(2) Source : MSI Strategic - Disposable Pocket Lighter Survey Research Tracking - Survey realized in USA from April to June 2007 - 518 online interviews among adult men and women aged of 19 to 59 years old who had, within the last 12 months, bought at least one disposable pocket lighter.



In March 08, BIC on TV !

BIC® is the leading lighter brand in Europe and in the world. As such it is our duty to offer consumers high quality lighters, equipped with a reliable child-resistant mechanism. We highlight this in a TV commercial that has been broadcasted in 14 European Countries. It is necessary as well to remind consumers that lighters must be kept away from children, even if they are child resistant.



- Belgium
- Denmark
- France
- Germany
- Greece
- Ireland
- Italy
- Netherlands
- Poland
- Portugal
- Romania
- Spain
- Sweden
- UK



Press Take Up The Story

Across Europe, the media supported the child-resistant lighters by positively commenting on the introduction and enforcement of this new legislation.

As a reminder:

- European Commission officials estimate that between 1,500 and 1,900 injuries and 34 to 40 fatalities happen across the EU each year as a result of small children playing around with lighters.
- Child resistant⁽¹⁾ mechanisms exist to prevent such accidents, and their use has been mandatory in the US, Canada, Australia and New Zealand for around 10 years.
- The introduction of Child resistance requirements in the US resulted in a 60% decrease in the number of such accidents.

Source: European Commission, Brussels, 2 Feb 2006, Press Release IP/06/112

BIC® LIGHTERS. OUR QUALITY, YOUR SAFETY.

