

BIC Graphic Name Change

Effective January 1, 2021, BIC Graphic is changing its company name to Koozie Group! As a leading promotional products supplier, they are evolving as a company to better provide reliable and comprehensive solutions that help customers build their brand image and continue to work together to leave positive, lasting memories. It makes sense to change the name to best reflect this vision and mission. A new name separates them from the old parent company and aligns with future business goals.

They will continue to operate as BIC Graphic through the end of 2020, until they officially make the switch to Koozie Group on January 1, 2021.

Everything remains the same except the below changes will go into effect on January 1, 2021:

PPAI UPIC number will change to KOOZIEGP

“Bill/Remit to” name will change to Koozie Group

bicgraphic.com will change to kooziegroup.com

Industry portal product listings will be under Koozie Group; still searchable by their item #

All marketing collateral and communication will be branded Koozie Group and come from email addresses ending in @m.kooziegroup.com.

Please continue to use existing email addresses.