

BICO: BRAND AND PRODUCT

BICO hatched in 1995 when a couple of designers in Bondi Beach saw a lack of high quality stylish jewellery that represented the young and exciting culture around them. They set out to create cutting edge unisex jewellery that didn't break the bank and never sacrificed quality. In 15 years, BICO has grown into a global brand distributed to over 20 countries world wide.

THE BICO ORGANIZATION

BICO's headquarters are in Sydney, Australia. We design and manufacture all of our products. BICO owns and operates manufacturing facilities in Australia and China. Our distribution to over 20 countries and over a decade of success in the UK, North America, and Japan has created global presence and brand endurance for our product. In Australia, the US, and China there are BICO concept shops and kiosks.



BICO STORE - Cairns, Australia

OUR PRODUCT

BICO CORE

BICO CORE is our primary range. The CORE range is a collection of pendants, chains, necklaces, bracelets, and accessories. Its signature range is the E pendant, a single silver-plated pewter pendant, hand polished to a unique matte. It's a look that built BICO's success. CORE design principles have not changed since the early days of BICO. The designs are inspired by tribal elements and chosen to be universal

across many fashions and styles. Our collections incorporate coloured resin, leather, wood, carbon fiber inserts, and Swarovski crystals. A very important and unique characteristic of our product is that every pendant carries a name and meaning. Remaining true to our core principles has garnered a deep loyalty with our customers.



CORE
E314 - Seraphi

CORE
FB301 - Howler

CORE
TT8 - Maschio

BICO I.D.

BICO I.D. is our pop culture range, a small collection of pendant, leather & chain combinations worn very loose and casual. It is a range that combines iconic symbols of our generation. Guitars, picks, skulls, old planes, and foos ball figures are among the symbols we use in this collection all with the BICO flavour of design.



I.D.
MX8- Empire Flyers '37

I.D.
MX9 - Belle a Blues



MARKETING AND PR

Our best strategy for promoting BICO is the product itself. The BICO name is on the back of every piece. We send over 500000 products out into the world every year and our business is growing. We stand by the quality of our product and the loyalty shown by our consumers. 69% of people who participated in a recent survey were return buyers. Around 40% of people surveyed had originally heard of our product through friends. While promoting ourselves on social networking we also supply product to events and celebrities around the world when we can. Our product consistently pops up on TV shows and movies. A characteristic of BICO is our marketing creative. The use of cybernetic imagery and modern tech over a modern tribal world is our signature. Our key imagery is about not being conservative. BICO characters are rebels, drive fast jet bikes and have tattoo utility arms for example. We try to stand out in the crowd.



BICO Cart - USA



BICO Kiosk - USA



BICO Cart- Canada



GENERAL INFORMATION

36.5% 18-24

SOME NUMBERS

We recently conducted a survey and study on 1500 of our consumers across the world. Most of these were conducted from our website membership. Our target market is male from 18 to 34 year old. From our 1500 participants we have compiled some numbers to give you a sense of who we sell to.

GENDER

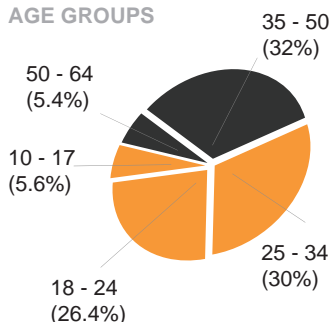
68% Male



32% Female

Even though we are clearly male oriented, a good portion of our consumers are female. However, only 18% of all pendants sold were "For the Girls" suggesting our product is unisex perceived. For ages 10 - 24 the mix is 75% male and 25% female.

AGE GROUPS



The average age of our consumer is 30 years old. We estimate 56% of our consumer base is 18-35 and we are successfully targeting them. Another attractive stat is that 32% of our consumers are between 35 and

50. The fact that we are appealing to an older demographic while maintaining a good percent of younger consumers is fantastic. We have a clear following from every generation. Again part of the reason for this wide demographic is that we stay true to our design principles and our branding.

PRICING

In broad terms BICO is a medium priced product. Our recommended retail prices are calculated to be affordable and attractive without cheapening our brand presence. It is "premium affordability". (Please refer to pricelist.)

POINT OF SALE DISPLAYS

We provide lockable and hangsell models of displays. Displays come in 3 types; floor, medium counter, and small counter. Lockable stands allow the product to be fully exposed while keeping it secure. (Please refer to display stand specs and display page.)



The I.D. range is on hang-sell and comes with a hang-sell small counter display. We also offer hang-sell options for our CORE range. We have hang-sell versions of our displays or you can use our hang-sell packages on your own slat walls.

DISPLAY STOCK MODELS

In order to simplify initial stock ordering, our displays come with a preselected mix of product (display stock model) to successfully showcases our product ranges. Much analysis has been put into product selection and where they are positioned on a display. We provide full details of each stock model. We will be releasing further display stock models to target different retail segments.

PROMOTIONAL MATERIAL

We provide promotional material from posters, consumer stickers and catalogues, cloth bags, gift bags, and authenticity cards to enhance the buying experience for the consumer.



BARCODES

All our products are barcoded and compatible to UPC format. Databases are readily available to implement into your system.





PRODUCT RANGE SPECS

CORE PRODUCTS

All pendant and most metal elements are made of fine grade pewter. They are plated with various layers of silver, brass, copper and then hand finished. Finally they are coated with a unique protective layer which extends the life of the plating. Other materials include fine leather hide, resins, carbon fiber, New Guinea Rose wood, PVC, and authentic Swarovski crystals.

CORE
PV2 - Orleans



DISPLAY STANDS

All stands are double sided.
(for measurements please see Display Stand page)

ST52N
Lockable Floor display stand

ST51N
Lockable Medium counter display stand

ST50N
Lockable Small counter display stand





BICO I.D. PRODUCTS

Metal elements are made of fine grade pewter. They are plated with various layers of silver, brass, copper and then hand finished. Finally they are coated with a unique protective layer which extends the life of the plating. Other materials include fine leather hide, and brass chain.

DISPLAY STAND

ST58

Small Hang sell counter display stand



DISPLAY STANDS

BICO has developed a unique display system. A single key locks the entire display stand while allowing the customer to touch and feel the secured product. This is a strong point of sale and is unique to BICO. Stands are finished with brushed aluminium sides that add strength and style to the stand. All displays are double sided and have a rotating base. Stands come with meaning book and mirror. All displays are lockable with a key.



ST50N
Small counter display

68cm
(2' 2")



ST51N
Medium counter display

68cm
(2' 2")

ST52N
Large floor display



182cm
(6')

