



# the mighty pen

all about writing instruments

Nearly  
**9 in 10**  
consumers report  
owning logoed pens



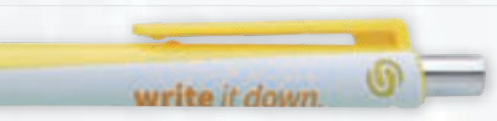
20% of consumers own  
**more than 10**  
promo writing instruments

write it down.  
mark it up.

**89%**  
of consumers own  
promotional  
writing instruments

Each year, every person  
in the United States uses  
**4.3 pens**  
on average

Throughout their lifetime,  
promotional writing  
instruments generate  
**3,000**  
impressions



**25%**  
of consumers  
reported that they  
purchased a promotional  
product in the last year

A writing instrument  
that costs \$1  
will have a cost per  
impression of  
**1/10**  
of one cent



**51%**  
of consumers state that they  
would be more likely to do  
business with the advertiser  
that gave them the  
promo writing instrument

Promotional writing  
instruments are kept  
an average of  
**9 months**



Consumers rank writing  
instruments among the  
**most useful**  
of promotional products



People around the globe recognize the iconic BIC® brand. Each BIC® product has – at its core – values of innovation, simplicity, and reliability. You can count on BIC® products such as BIC® Clic Stic® and BIC® Round Stic® that **WRITES FIRST TIME, EVERY TIME!®** With unending color options and cutting-edge customization techniques, there are countless ways to express your brand's exceptional personality.





### reliability

Writes First Time, Every Time!<sup>®</sup>  
Simple, inventive, and reliable  
choices for everyone,  
everywhere, every time.

### usa proud

We assemble 20+BIC<sup>®</sup>writing  
instruments in our Clearwater,  
Florida, facility.



### quality

Top-grade materials and  
cartridges ensure the  
longevity of your message.

### protection

Popular BIC<sup>®</sup>writing  
instrument styles are available  
with PrevaGuard<sup>™</sup>protection.



### recognition

Associate your company, logo, or  
event with the iconic BIC<sup>®</sup>brand,  
which is recognized worldwide.



For more than 50 years,  
people around the world have  
recognized the value of iconic  
BIC<sup>®</sup>branded promo products.

### free

Setup  
Imprint color changes  
Writing ink color change

### trusted leader

For 50 years, BIC has created  
products made to last  
and fit any budget.

### sustainability

The BIC<sup>®</sup>brand BIC<sup>®</sup>Ecolutions<sup>®</sup>  
products, which are manufactured  
with recycled material or  
renewable resources.



### safety

BIC<sup>®</sup>products and inks comply  
with U.S. and international  
product safety laws and standards,  
including tests for lead and  
other heavy metals.

### color

Create the perfect color for  
your brand with mix & match  
color options on many BIC<sup>®</sup>  
writing instruments.



### let's think about ink

BIC<sup>®</sup>brand inks undergo a toxicological review by Duke University Medical Center according to the Art and Creative Materials Institute, Inc. (ACMI) program. Many of our highlighter and marking inks are also certified by the Art and Creative Materials Institute, Inc. (ACMI) as non-toxic.

Balls are made of tungsten carbide, which contributes to consistent writing.

#### Ballpoint

1mm Medium and 0.7mm Fine Point available



#### Gel



#### Roller

0.7mm Fine Point and 0.5mm Ultra Fine point available



#### Marker



#### Highlighter



### the BIC boy one of the most well-known corporate images in the world

He was first designed in  
1960 for an advertisement.  
The original advertisement  
showed a French schoolboy  
in uniform, with a BIC<sup>®</sup>  
pen held behind his back.  
The schoolboy's head  
represented the pen's  
tungsten carbide ball.  
The image was later  
stylized to become part  
of the BIC<sup>®</sup>logo.



## anatomy of a BIC® Clic Stic® pen



### Section

The BIC®Clic Stic®pen offers over 600 trim and barrel color combinations! Mix & match colors to complement your logo!

MIX  
MATCH

### Durable Tungsten Carbide Ball

The only substance harder is diamond! The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing.

### Cartridge & Ink

The cartridge in a BIC®Clic Stic® has a minimum 2-year shelf life. WRITES FIRST TIME, EVERY TIME!®

### Barrel

BIC®Clic Stic®pens are assembled and decorated in our Clearwater, Florida, facilities. To ensure the longevity of your message, we use only high-grade materials that help prevent twisting, breaking, separating, corroding, or leaking. We're serious about making sure your imprint won't fade or scratch—they must pass 10 quality tests!

### Actuator

The actuator and plunger are produced by an injection molding process. At Koozie Group we use the best grade of plastic to ensure the quality of our products.

### Plunger

### Clip Cam

The clip is designed to withstand up to 15 pounds of force without breaking!

### Plunger Cover

## all in the family

The classic BIC®Clic Stic® continues to be the most popular retractable pen in the promotional products industry! It's always in stock, and there is never a setup charge. Best of all, there are nine different popular BIC®Clic Stic®pen styles to choose from!



CS | BIC®Clic Stic®Pen



CSCG | BIC®Clic Stic®Grip Pen



CSSTY | BIC®Clic Stic®Stylus Pen



CSECO | BIC®Evolutions®Clic Stic®Pen



CSI | BIC®Clic Stic®Ice Pen



CSIG | BIC®Clic Stic®Ice Grip Pen



DCCS | BIC®Digital Clic Stic®Pen



CSANTI | BIC®PrevaGuard™Clic Stic®Pen\*



CSSTYANTI | BIC®PrevaGuard™Clic Stic®Stylus Pen\*

### why P PREVAGUARD™

PrevaGuard™ products contain an EPA registered antimicrobial additive that is molded directly into the pen's plastic components. This helps protect the pen by suppressing the growth of bacteria, molds, mildew and fungi, especially in high-moisture environments.

\*These products do not protect users or others from disease-causing bacteria, viruses or germs.



## anatomy of a Round Stic® pen



## all in the family

The BIC®Round Stic®is one of the best-selling BIC®ball pens in America. Over the years, this classic pen has been modernized without changing its core appearance, and that is why it continues to be one of our top performers. Choose from 4 popular styles!



### why PREVAGUARD™

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## A CASE IN POINT...

A large credit union wanted to highlight their corporate social responsibility efforts during their new member campaign. Using the theme Straight to the Point, they talked not only about their services but also focused on their sustainability efforts and community involvement. Every new member received a welcome package made up of carefully selected items made from eco-conscious materials, including the BIC®Evolutions®Round Stic®Pen (RSECO) that is made from pre-consumer recycled plastic and also carries the KG Factor designation. The credit union also pledged to donate 50 of the same pens to local schools when someone opened an account with them. The campaign succeeded in bringing 17% more new members on board compared to the previous year.



The **BIC®Media Clic™ Pen (MC)** is a popular, slim-profile pen with an innovative retracting mechanism.

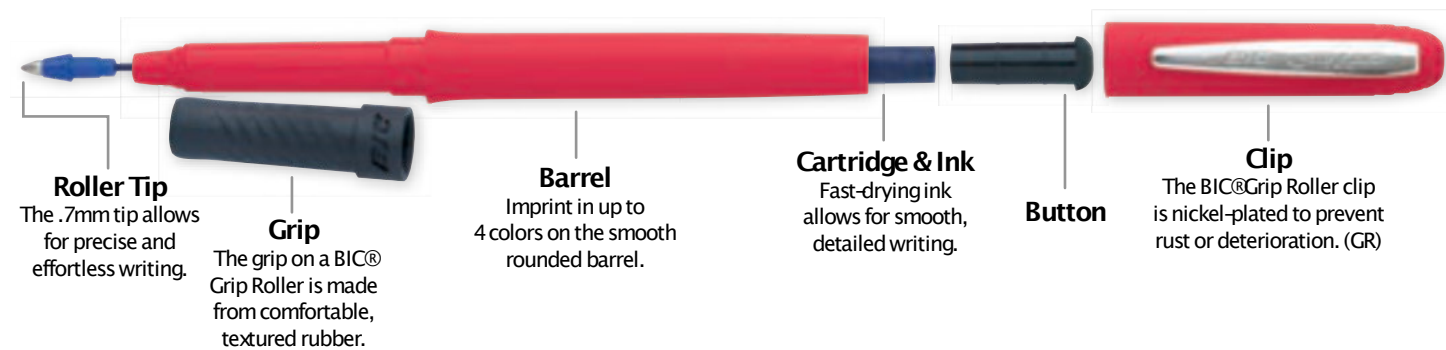
With 8 barrel and trim colors, you can mix & match your way to the perfect color combination for your brand.

The **BIC®Velocity® Ballpoint Pen (VB)** has a contoured grip for comfort and control.

The **BIC®Intensity®Clic™ Gel Pen (ICLGEL)** is a modern take on the retractable pen. With an automatic clip-retracting mechanism, ultra-smooth gel roller, and a variety of trendy colors, it's bound to be one of your favorite styles! Features a 0.7mm fine-point tip and is available with black or blue ink. A true **customer favorite**, the ICLGEL continues to grow in popularity each year!



The **BIC®Grip Roller (GR)** is available in 9 popular colors and features a fine 0.7mm tip for precision writing. The fast-drying ink allows for a smooth, detailed writing experience, while the textured rubber grip contributes to better control and comfort. The rounded barrel and nickel-plated clip give the pen a contemporary look.





At the click of a color-coded button, the **BIC®4-Color™ Pen (4C)** enables you to select from black, blue, red, and green ink. Popular in the Education and Healthcare industries, this pen allows teachers and nurses to never search for separate pens again. The BIC® internationally recognized brand name molded into the cap of the pen is always associated with product safety, superior quality, and innovation.



**4 Durable Tungsten Carbide Balls**

The only substance harder is diamond! The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing. Four different ink colors in one pen! High-quality ink dries quickly and offers smooth writing.

**Long Lasting**

Contains the writing ink of four cartridges, making it last longer.

**Worldwide Recognition**

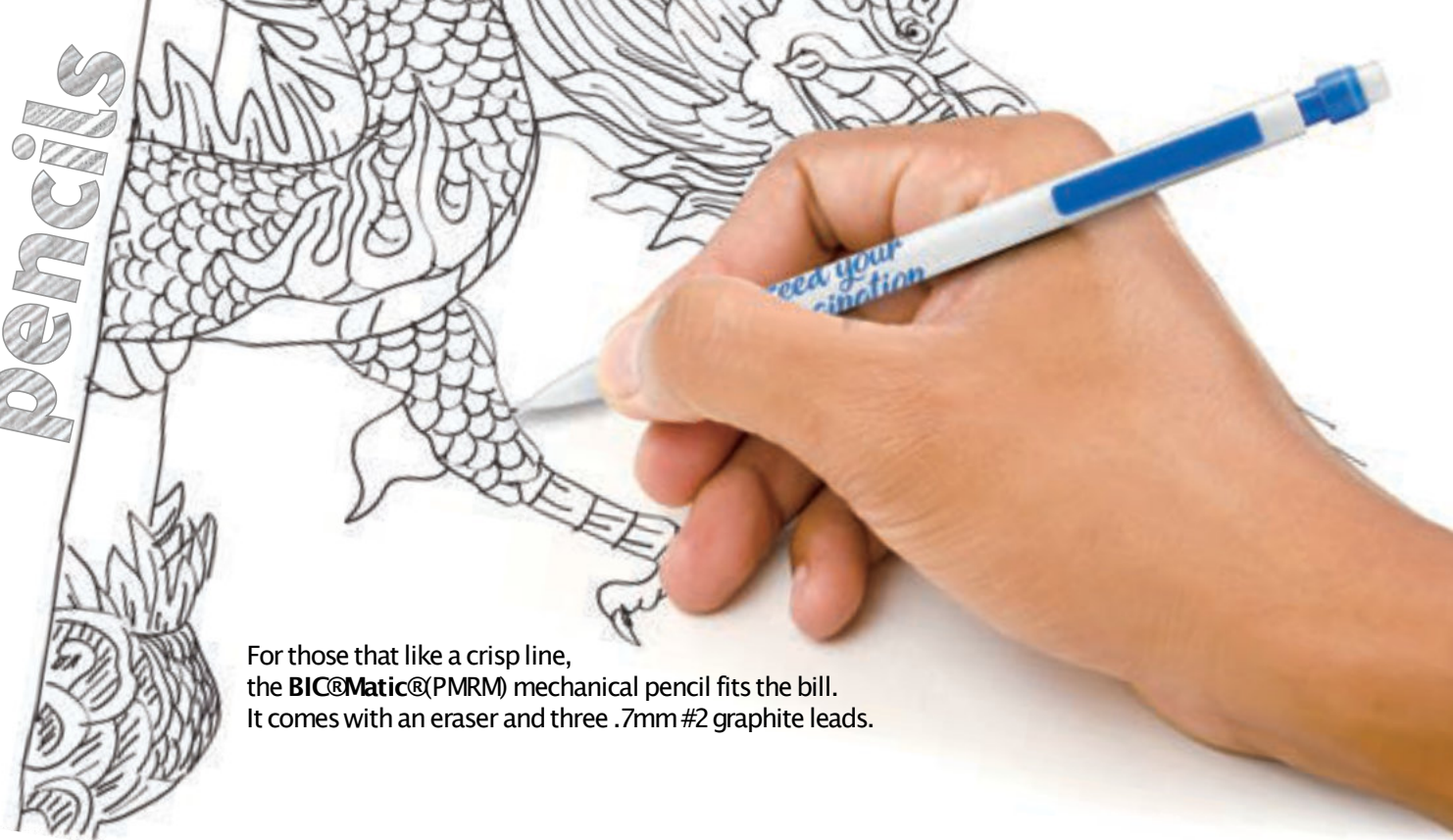
The internationally recognized and trusted BIC® brand logo is molded into the cap.



Green Ink  
Black Ink  
Blue Ink  
Red Ink



pencils



For those that like a crisp line, the **BIC®Matic®(PMRM)** mechanical pencil fits the bill. It comes with an eraser and three .7mm #2 graphite leads.



The **BIC®Medic Clic™ Mechanical Pencil (PMRMC)** has a mid-profile barrel that offers a larger imprint area, while the innovative retracting mechanism with eraser gives it a unique look. Includes .7mm #2 graphite leads in black.



The **BIC®Clic-Matic®(PMRCM)** delivers with an innovative side lead-advance mechanism, textured rubber grip for comfort and control, and three .7mm #2 graphite leads that write a black, smooth line.



The **BIC®Mark-It™Permanent Marker** (MRPG) has it all: a bullet nib, fade-resistant ink, and a comfortable rubber grip. Available in black and blue. U.S. Patent Nos. 6,485,211

Equally useful at the office or in the classroom, the classic **BIC®Brite Liner Grip™** (BLG) uses vibrant highlighter ink to make your color-coding stand out and a textured rubber grip that provides a comfortable way to get your work done. Available in blue, green, orange, pink, and yellow. U.S. Patent Nos. 6,485,211B1

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souvenir®  
brand

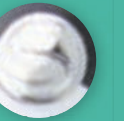
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The Souvenir® brand tells modern stories with a fresh and imaginative twist.

Designed to fit your unique style, Souvenir® products are the perfect choice to record special moments, memories, and ideas.

Use the power of Souvenir® quality to effortlessly showcase your distinctive brand.

**It's your personality on paper, it's your story™.**





### innovation

Unique shapes, styles and textures backed by more than a hundred years of progress in promotional writing instruments

### distinction

Designed exclusively in-house with elevated features to ensure your message stands out from the crowd

### 330° of awesome

Several styles offer the option for your brand message to wrap almost the whole way around the barrel

### free

Imprint color changes Setup

### ink technology

Nearly 60 years of supplying quality pens demonstrated by advanced ink technology for exceptionally smooth write-out

15+ Souvenir@pens include our exclusive, premium InstaGlide™ hybrid ink



### economical

Elevated features, including hybrid ink and Souvenir@branding, are available at budget-conscious price points

### history

The Souvenir@brand began in 1908 and has been a leader in supplying promotional writing instruments for over a century

### design

Exclusive, innovative designs with branded features

### rainbow of colors

Available in an array of colors, including on-trend hues that grab attention

### modern

Fun, trendy, fresh, reliable, trustworthy classics with a modern twist

# why souvenir® brand



## let's think about ink



*InstaGlide™*

Pens with hybrid ink glide smoothly like a gel pen but dry instantly like a ballpoint pen to prevent smearing. Our exclusive, premium InstaGlide™ hybrid ink was developed to ensure a sophisticated writing experience with smooth, consistent write out.

### Ballpoint

1mm and 1.2mm Medium Point available



*Ruler*

0.7mm Fine Point



### Highlighter



The **Souvenir®Image Grip Pen (IMGG)** features the Souvenir®brand icon cut out of the smooth white barrel of the pen, showing a pop of color that coordinates with the clip. The chrome-plated plunger gives it a polished look, and the rubber grip adds comfort.



### oh...the sweet taste of success!

A sweet shop called **Straws, Shakes & Smoothies** wanted to generate some buzz about their newest flavor of smoothie, Lemon Summer-Ade. They promoted the delicious new addition on all their socials, letting customers know that if they purchased a Lemon Summer-Ade smoothie, they would receive a free **Souvenir®Image Grip Pen (IMGG)** with bright yellow trim and the shop's logo prominently featured on the barrel. People were unable to resist this sweet deal and the shop reported that they sold out of the Lemon Summer-Ade (and handed out all of the pens they had ordered) within the first weekend of introducing the new flavor.

Make a colorful splash with the **Souvenir®TFW Pen (55934)**. Each plastic barrel is a stunning mix of bright hue and white, with a die-cut Souvenir®icon detail for an added punch of style. With InstaGlide®hybrid ink, distinctive clip, and embossed grip, this pen is unlike any other at a price point your clients will love.



The translucent clip on the **Souvenir®Verse Pen (VRSG)** matches its solid-colored barrel and the comfortable textured grip lends a sleek, modern look. The Souvenir® logo is debossed on both sides of the barrel.

The **Souvenir®Rayley Pen** (56032) brings both style and function to your desk. The sharp silver accents pop against its translucent barrel, while the rubber grip makes it comfortable to hold.

**Pair it with a journal!** (16165)

This leatherette-cover notebook pairs well with the companion Rayley pen. The bonus expandable pocket on the inside back cover provides the perfect storage spot for important notes and information.



The **Souvenir® Rize Grip Pen** (RZG) features a colorful wraparound clip that includes a cut-out Souvenir® icon and a matching comfortable rubber grip. A crisp white barrel and chrome-plated plunger and tip create a nice contrast for a modern look.



The **Souvenir®Anthem Pen** (ANTH) features chrome-plated accents with the Souvenir® logo molded into metal rivets and a metallic-colored barrel.



Show off your brand's innovative style with the ultramodern look of the metallic **Souvenir®Daven Pen** (56035). The richly colored barrel is perfectly balanced by chrome accents, a sleek matching clip, and rubberized grip with graphic line detail. Complete with a cut-out Souvenir® icon near the plunger to really elevate your brand's next promotion.

Pair with the **Souvenir®Daven Mechanical Pencil** (56036) to create a gift set that everyone would love to receive. The metallic barrel of this mechanical pencil is perfectly complemented by a tone-on-tone rubberized grip with graphic design and coordinating translucent cap to protect the eraser. Comes with Graphite, 0.5mm #2 lead





The **Souvenir@Story Pen** (55920) embodies the signature Souvenir@style with a stylized "S" on the grip that matches the vivid barrel hue. A chrome Souvenir@emblem rounds out the design, and a bold 1.2mm write-out provides an elevated writing experience.



Also available...the **Souvenir@Story Stylus Pen** (55938) is multifunction with high style. The gunmetal barrel is complemented by a chrome plunger and tip with black clip and grip. A 1.2mm bold write-out offers a smooth, consistent writing experience. Flip effortlessly between paper and screen with the built-in stylus. U.S. Patent Nos. 8,847,930; 9,092,077

More than just a slide-action pen, the **Souvenir@Jalan Highlighter Pen Combo** (56026) is a multifunctional writing instrument that also has a dual-tip highlighter. The innovative design is perfect for fast color-coding and marking because you can change the color with a simple turn of the pen.



The **Souvenir® Emblem Pen (EMBW)** features an elegantly contoured white barrel with a comfortable rubber grip and chrome-plated accents. The Souvenir® logo is molded into metal rivets on the upper barrel.

The elegant **Souvenir® Emblem Stylus Pen (EMBSTY)** features a contoured barrel with a comfortable rubber grip and chrome-plated accents. Flip the pen over to use the handy capacitive screen stylus on the plunger.

Chrome-plated accents pop against the richly hued barrel of the **Souvenir® Emblem Color Pen (EMBC)**, while the ridged rubber grip provides comfort while jotting a note or writing a long letter. The Souvenir® logo is molded into metal rivets on the upper barrel.



A combination of colors and textures makes the **Souvenir® Aura Pen (56034)** hard to forget. A metallic pop of color on the clip adds a touch of style and contrasts nicely against the smooth white barrel, while the black grip provides a comfortable writing experience.

The fully rubberized metal **Souvenir® Armor Pen (55945)** truly makes a statement with its chrome tip, clip, and die-cut grip design. Elevated features like the Souvenir® logo atop the plunger and InstaGlide® upgraded hybrid ink complete the polished performance of this high-style writing instrument.





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## the Classic Collection

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Assembled right here in the USA  
at our facility in Clearwater, Florida,  
the **Classic Collection** includes writing  
instrument families that you

**know and love:**

Clic™, WideBody® Tri-Stic® and Pivo®  
These tried-and-true pens are made from  
high-quality materials and have a long track  
record of getting the job done.

archetypal  
standard  
quintessential  
classic

1. Belonging to the highest rank or class.
2. Serving as the established model or standard.
3. Having lasting significance or worth; enduring.

exemplary  
ideal  
prime  
staple  
familiar  
definitive  
imitable  
textbook  
lasting  
paradigmatic  
model

### high quality

Tried-and-true writing instruments made with high-quality materials and imprint methods

### USAProud

Classic Collection writing instrument families are proudly assembled in our Clearwater, Florida, facilities



### full color

The Classic Collection includes popular wide-profile Digital WideBody® pen styles with a large full-color, 360-degree imprint on the barrel



### sustainability

Several styles are made from renewable softwood materials



### free

Setup  
Imprint color changes  
Writing ink color change

### selection

Two ballpoint options available: 1mm Medium and 0.7mm Fine Point

### industry staples

Classic styles that have a long, successful history of promoting brands

# why the Classic Collection?

### so colorful

Choose from hundreds of possible color combinations to mix & match your way to the perfect combination for your brand



### blue ink

All Classic Collection writing instruments are available with blue ink



## Classic Collection

Polished, gold-plated trim (CLG)

**Clic™ (CL)** and **Clic™ Gold (CLG)** Pens are made from **68%** renewable softwood materials. Softwood forests take less time to grow than their hardwood counterparts, meaning they can be replenished much faster.



### Mix & Match Cap and Barrel Colors

With 21 cap and 21 barrel colors, you can mix & match your way to over 400 possible color combinations!

MIX  
MATCH

### Durable Tungsten Carbide Ball

The only substance harder is diamond! The perfectly spherical shape of the tungsten carbide ball contributes to smooth and consistent writing.

Polished, nickel-plated trim (CL)



The **Tri-Stic® Pen (TS)** is a classic triangular-shaped pen with loads of promo possibilities! Three sides offer three different imprint areas in three different colors. Plus with nearly 200 possible trim and barrel color combinations, your options are almost limitless.



There are also **3 styles** of Tri-Stic® Pens available! Check out the...

**Tri-Stic® Clear Pen (TSCL)**, which has a translucent barrel for added interest.

**Tri-Stic® RPET Pen (TSECO)** – this pen is made of 73% pre-consumer recycled plastic, which makes it a great choice for an eco-friendly promotion.





## Classic Collection

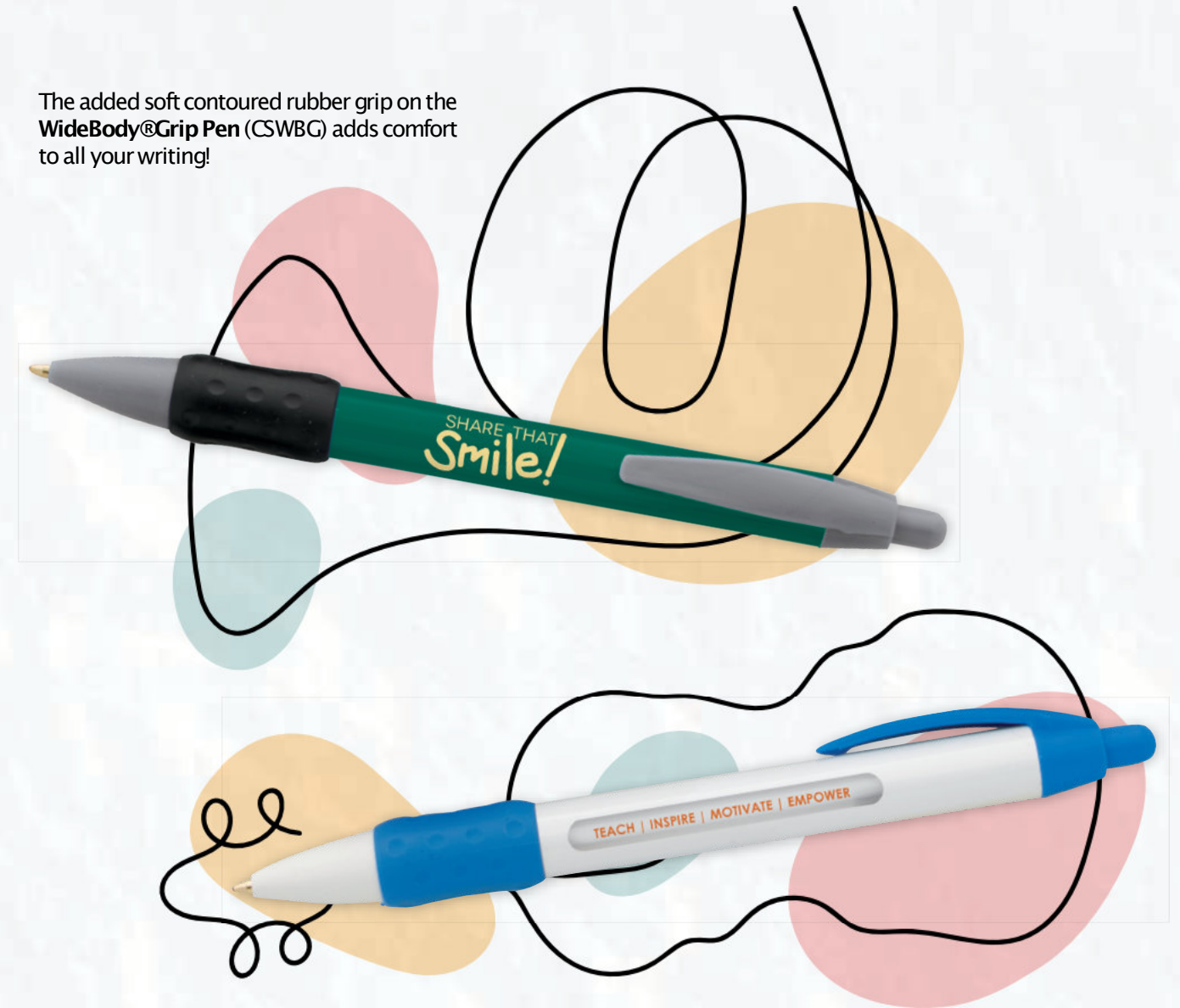
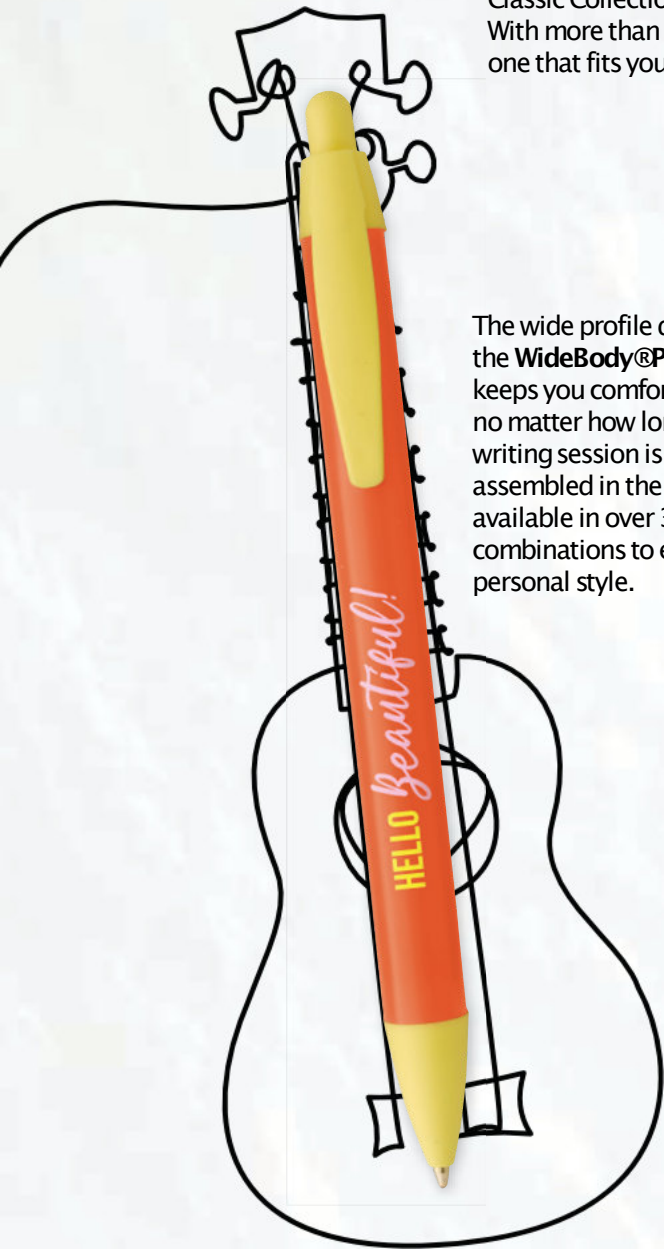
Classic Collection **WideBody®Pens** offer a wide profile with ample imprint space. With more than 10 different WideBody®styles to choose from, you're sure to find one that fits your groove!

The wide profile design of the **WideBody®Pen (CSWB)** keeps you comfortable no matter how long the writing session is! It is also assembled in the USA, and available in over 300 color combinations to express your personal style.

Featuring a wide profile design, the **Digital WideBody® Pen (DCWB)** offers a large full-color, 360-degree imprint on the barrel.

The added soft contoured rubber grip on the **WideBody®Grip Pen (CSWBG)** adds comfort to all your writing!

With the **WideBody®Message Pen (CSWBMES)** you can add up to six different rotating messages to the large barrel imprint for maximum messaging!



## Classic Collection

Classic Collection **Pivo® Pens** are sleek twist-action retractables that feature a slim-profile design and offer a variety of point styles and ink colors to fit the way you like to write.

With the **Pivo® Pen (TWP)** you can mix & match pen and ring colors to create up to 100 possible color combinations!

The **Pivo® Chrome Pen (TWPC)** and **Pivo® Clear Chrome Pen (TWPLC)** feature a chrome-plated ring.

**Pivo® Gold Pen (TWPG)** and **Pivo® Clear Gold Pen (TWPLG)** feature gold-plated trim for an elevated sense of style.

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but wait...  
there's  
**MORE!**

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Discover Good Value™  
& Dri Mark® brands,  
plus other trendy styles.

# **Good Value** brand

Good Value™ brand represents the best for less.  
Reliable quality. Exceptional savings. Surprising selection.  
Check out our proven best sellers  
at practical price points.

## selection

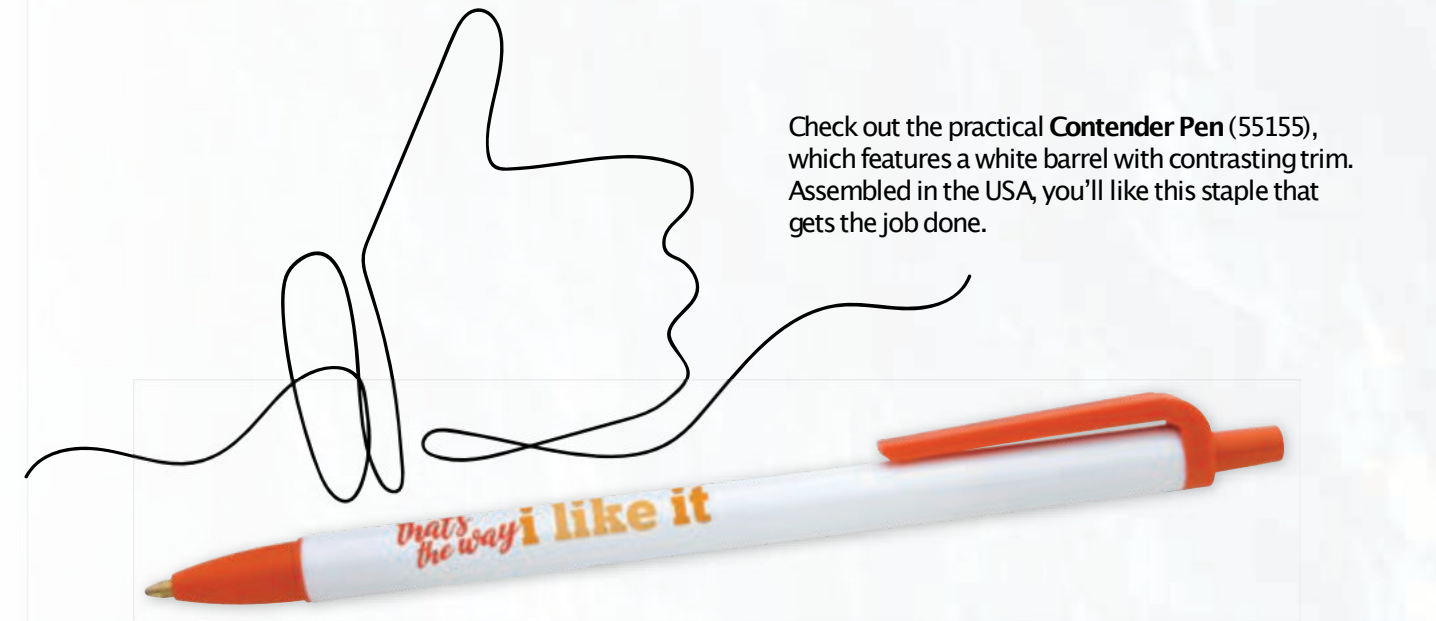
With Good Value™ brand, you'll  
find those essential industry staples

## design

Good Value keeps it  
simple & functional

## value

Just what you need,  
at the right price



Check out the practical **Contender Pen** (55155),  
which features a white barrel with contrasting trim.  
Assembled in the USA, you'll like this staple that  
gets the job done.



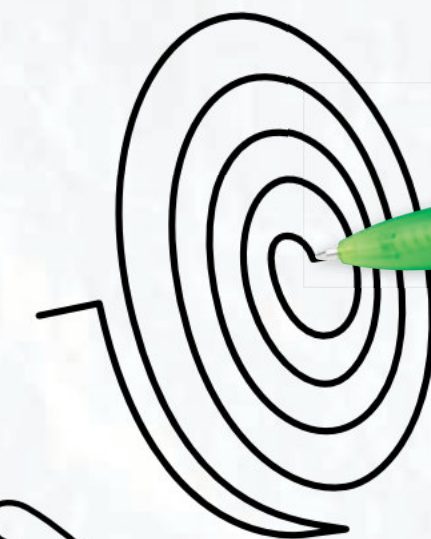
We love the frosty barrel and translucent trim of the **Chiller Pen**  
(55300), with its comfy rubber grip to get you through an afternoon  
of note-taking or a long board meeting.

Users of the **Dart Pen** (55245) appreciate this go-to writing instrument for its Ink Stream Technology™ that hits the mark with consistent, smooth writeout.



The **Dart Highlighter** (56038) is a versatile click-action highlighter with a slim felt tip that can also write like a marker. The Dart's contoured shape fits nicely in your hand, and comes with a cap to keep the highlighter from drying out.

The versatile **Dart Pen** family leads the retractable market with a great price point and large imprint sizes available in a variety of colors and locations. With options for blue ink and upgraded ink cartridges, these cost-effective pens don't skimp on function either. Choose from over a dozen styles with features such as chrome accents, metallic and frosted barrels, comfortable textured rubber grips, or recycled material content.



Sleek and eco-friendly, the **RPET Dart Pen** (56041C) is made with 87% Recycled PET. Choose this playful translucent color style to show your customers that you are looking out for Mother Earth.



With shiny chrome accents and eye-catching barrel colors, the **Chrome Dart Pen** (55665) is sure to make an impression! It features Ink Stream Technology™ for a consistent, smooth write-out.



The **Jive Pen** (55702) features smooth contours and a textured rubber grip that make this retractable pen fit nicely in your hand. Its metallic barrel –available in 8 rich colors –jazzes up the look.

The **Cali Pen's** (55897) chrome accents and fully rubberized barrel give this two-piece gel pen a sophisticated look. The added stylus feature makes this pen essential for your AGame.



Multitaskers unite!  
The **Silver Ion Wax Gel Highlighter Pen** (55758) features a twist-action pen with a wax gel highlighter that will not smear or dry out.



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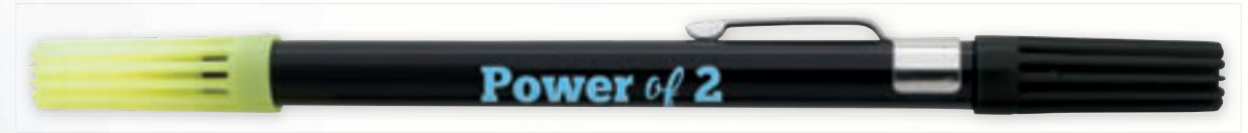
# DriMark® brand

PRODUCTS INC.

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Since 1958, Dri Mark has been a leader in the marker manufacturing industry. The first in the United States to sell an instant-dry marker, the company's tradition shines through in all that they do. Today, Dri Mark is the standard for highlighters, dry erase markers, and permanent markers. Dri Mark puts the well-being of its employees first knowing the quality of their products depends on an engaged workforce.

You can feel good about trusting Dri Mark for all your marker needs.



56048 | Dri Mark® Double Header Highlighter Nylon Pen Combo

Perfect for making notes or highlighting important passages of text, these dual-use pens feature a pen on one end and a highlighter on the other, so you can easily switch back and forth while studying or reading a report.

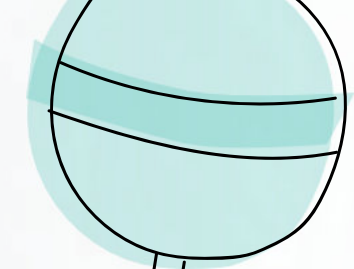
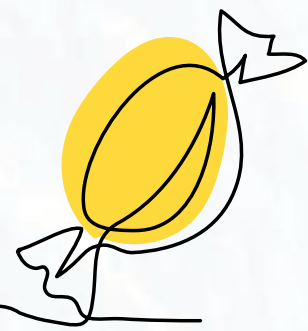


56049 | Dri Mark® Double Header Highlighter Ball Pen Combo

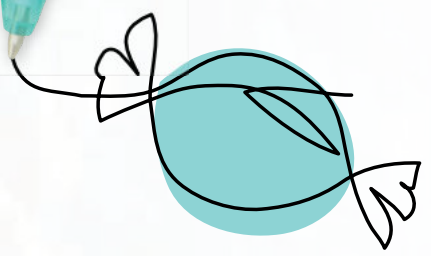


The **Element Pen** family offers sweet solutions for every promotion! With over 10 different styles to choose from, you're sure to find one that fits your taste. Whether you're looking for gel, metallic, translucent, or pearl, we've got just the right flavor for your next campaign.

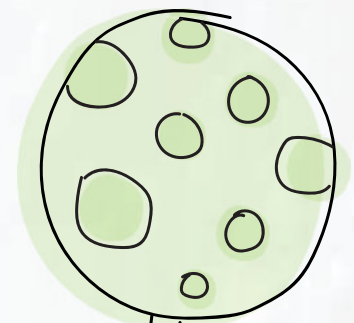
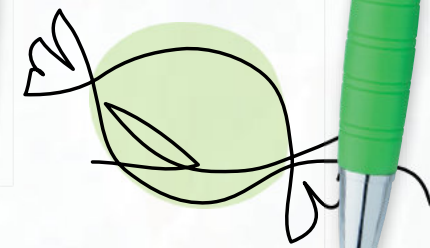
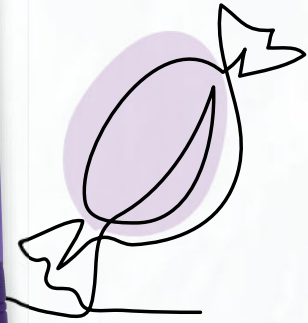
The **Element Pen** (55210) features translucent colors with a comfortable grip – a great recipe for your next promotion!



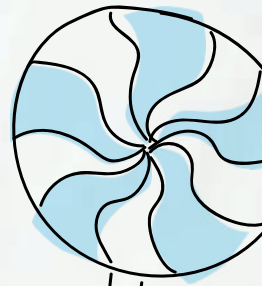
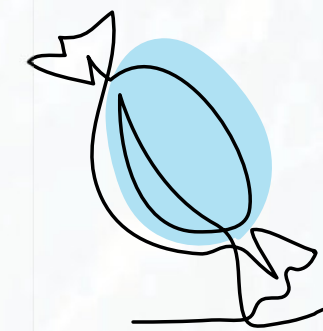
The sleek plunger-action **Element Slim Pen** (55820) is a tried-and-true winner. Its bright translucent colors make it a treat for the eyes and fun to use!



The **Element Gel Pen** (56039) features 0.7mm fine point gel ink and a stylish metal clip for that retail look.



The **Silver Element Stylus Pen** (55741) boasts a sleek silver barrel with matching vibrant trim colors. The built-in soft-touch stylus makes it a go-to favorite!



The **Pearl Element Stylus Pen** (55793) comes in 6 trendy trim colors with a pearly white barrel. The functional grip and added stylus are the finishing touches!