

bico i.d.

by **BICO** AUSTRALIA



i'm defiant

BICO I.D.

who are you?

Introducing a collection of answers.

BICO I.D. is a new range of jewellery that uses iconic and universal symbols of our generation to express "identity", your state of mind.

Fine silver, brass, and lustrous black plated pewter mementos are combined with raw leather hide, chains, braided PVC. Each combination creates a statement or mini mantra. The symbols however speak for themselves. Little foosball figures, bleeding hearts, guitars, and picks with pin-up chicks are among the symbols that make a cameo with this range.

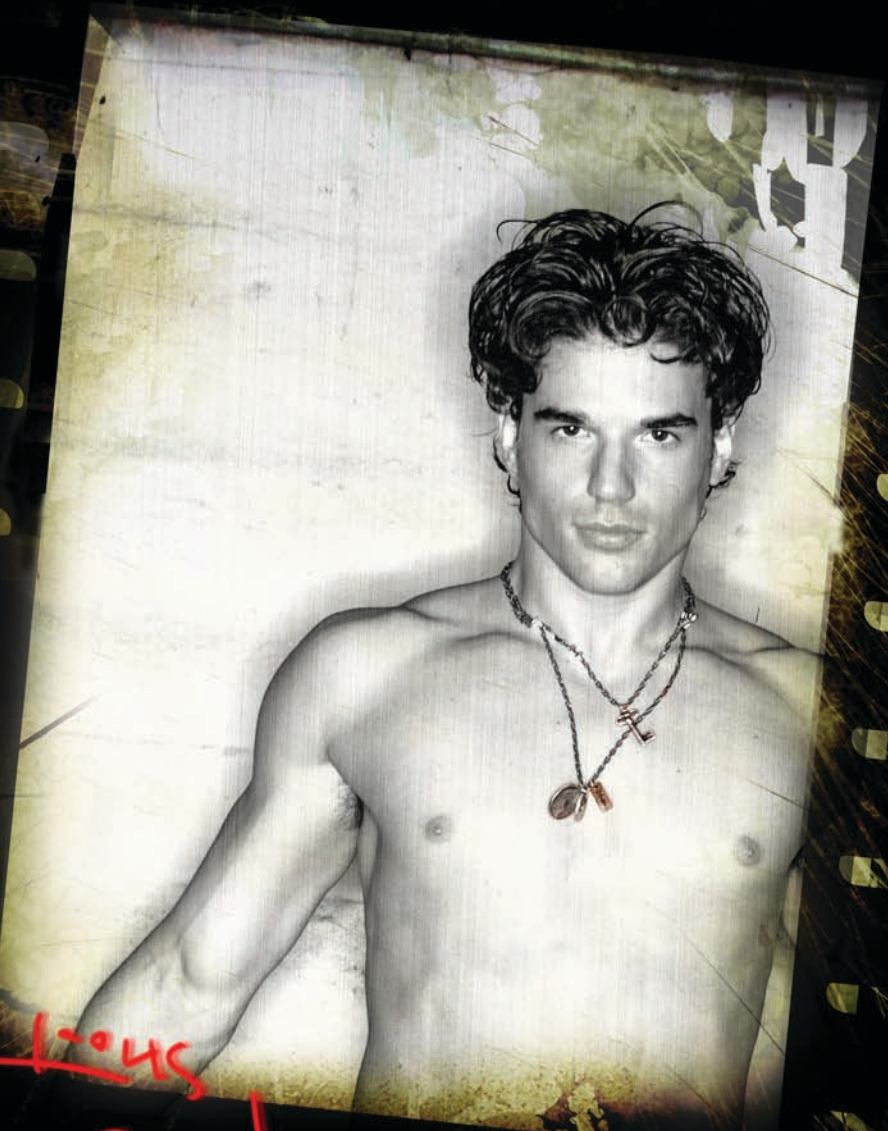
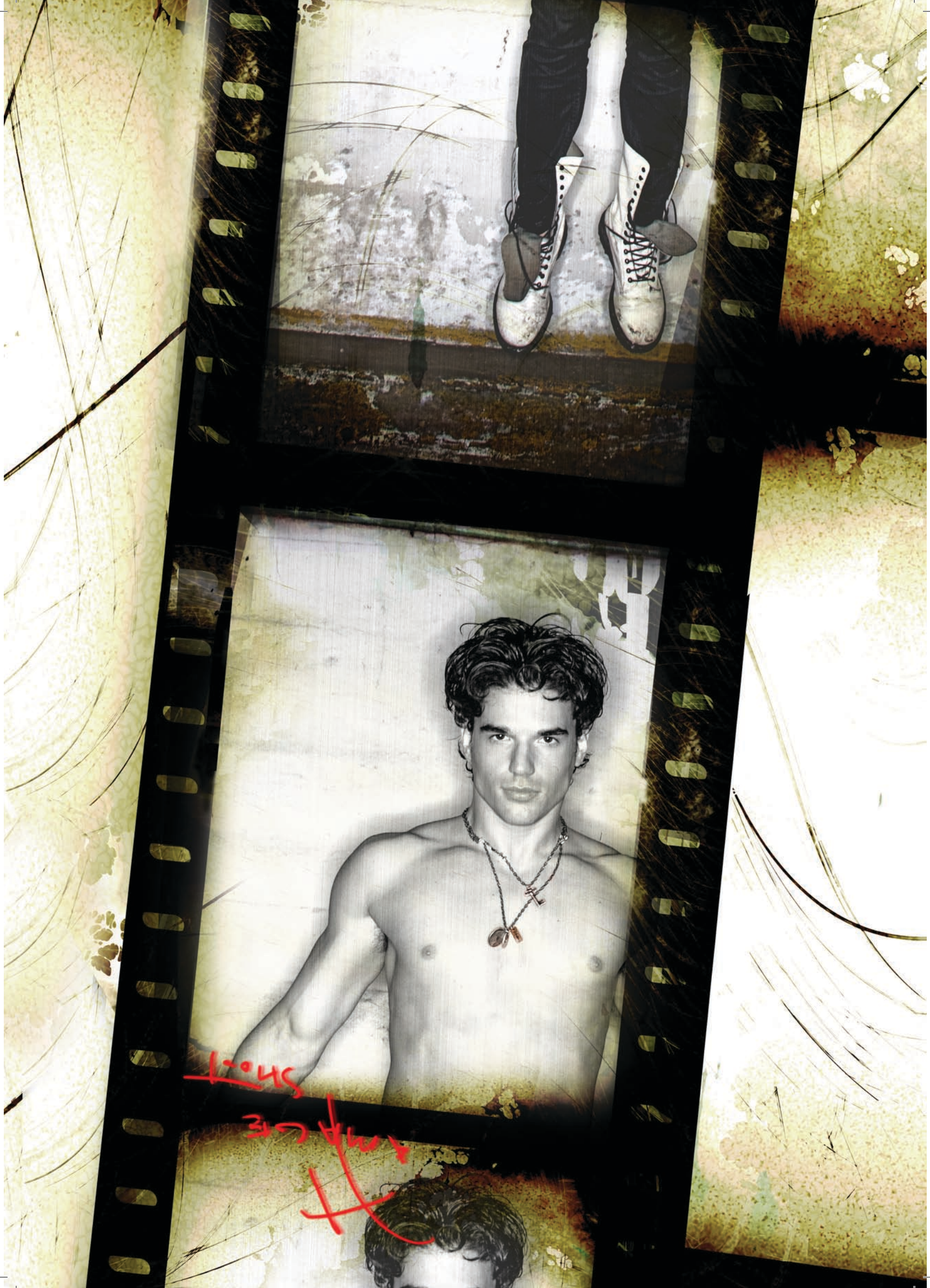
In a world of 6.7 billion people shouting, you have to wear your voice.

Product in this catalogue are shown at real size.



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Shot
MACE
X





MX1
GATE KEEPER
holds the key to your soul
makes sure it stays intact



MX2
SOCK & BUSKIN
comedy & tragedy
the duality of human emotion



MX3
FAUST'S DILEMMA
pursuit of a perfect happiness
by any means necessary



MX7
MISSISSIPPI FALLING
all in...ride that river
calmly takes the risk for high
returns



MX8
EMPIRE FLIERS '37
sky bound & star guided
always ready for an adventure



MX4
LION'S OATH
...there are no oaths
between men & lions...



MX5
MR. NONAME
no regrets & no complaints
leave no trace behind



MX6
THE ORDER of HAN
to protect and serve
(without looking)



MX9
BELLE a BLUES
nothing sure in life but
death & taxes
(and chicks dig axes)



MX10
OFFICER CUT SKULL
for every deed there is retribution
and someone to make sure of it



MX11
21st CENTURY KARMA
don't put back what you
don't want back



MX12
CHAMP SOLDIER
one call army. ultimate wingman.
shoulders the size of oak trees



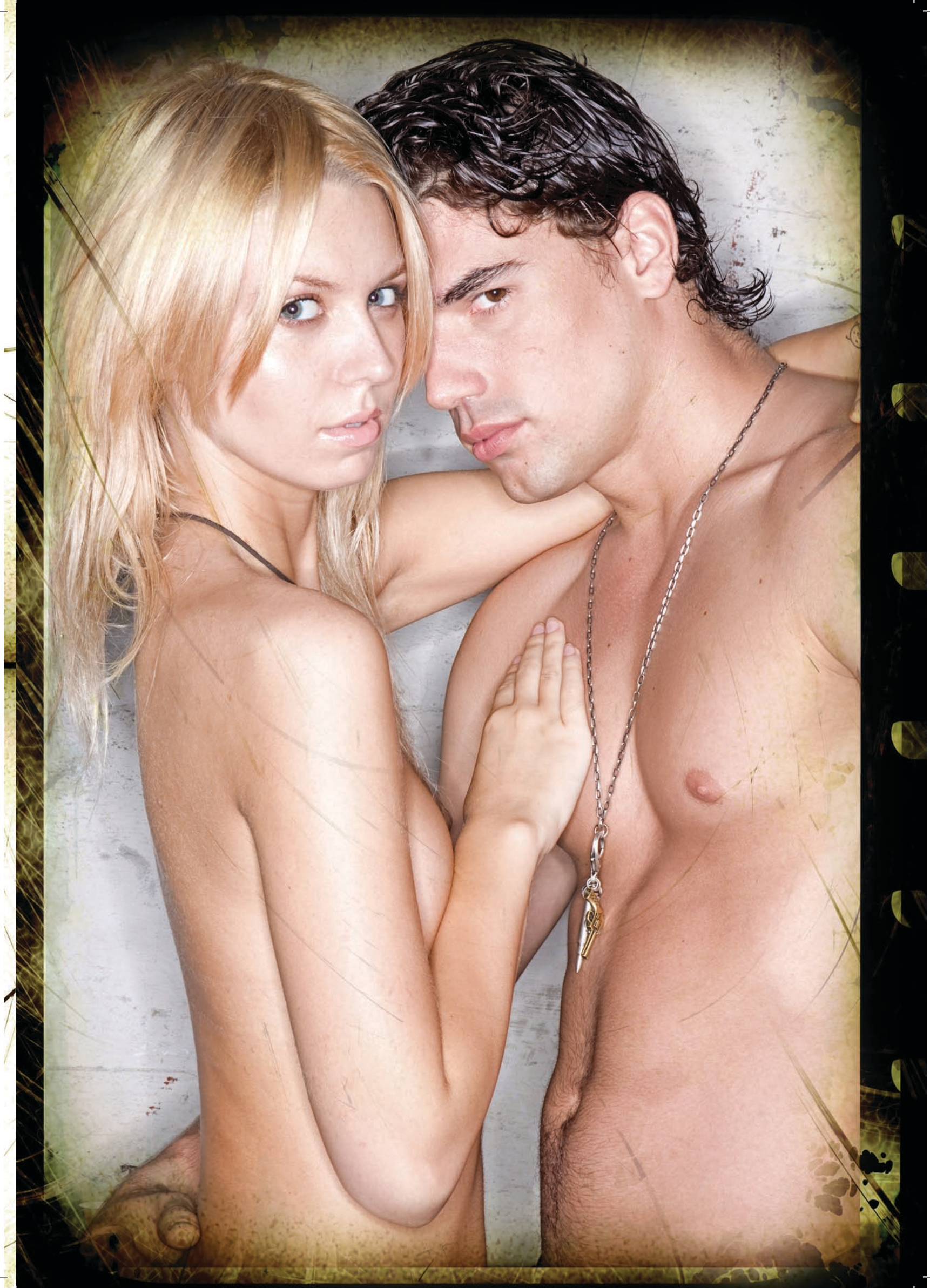
MX13
GAME HOUND
best had when moderated
a virtual life is still a life



MX14
ALLGIRL SUPPORTERS CLUB
don't discriminate, appreciate



MX15
MAD MONKEY
eventually nature will get
its own





MX16
EAGLE GUARDIAN
helping those who can't help themselves



MX17
PRODIGAL ROCKSTAR
life is a highway with no signs and exits to heaven or hell



MX18
SCRAPPER'S LAW
if the enemy is in range, then so are you



MX22
REVOLUTION
take a reason, a means to change, and open a door and you have a revolution



MX23
MOJAVE FLEA MARKET
trash makes treasure good company



MX24
POACHER'S & PEACE
there is always a war afoot and peace to be made of it



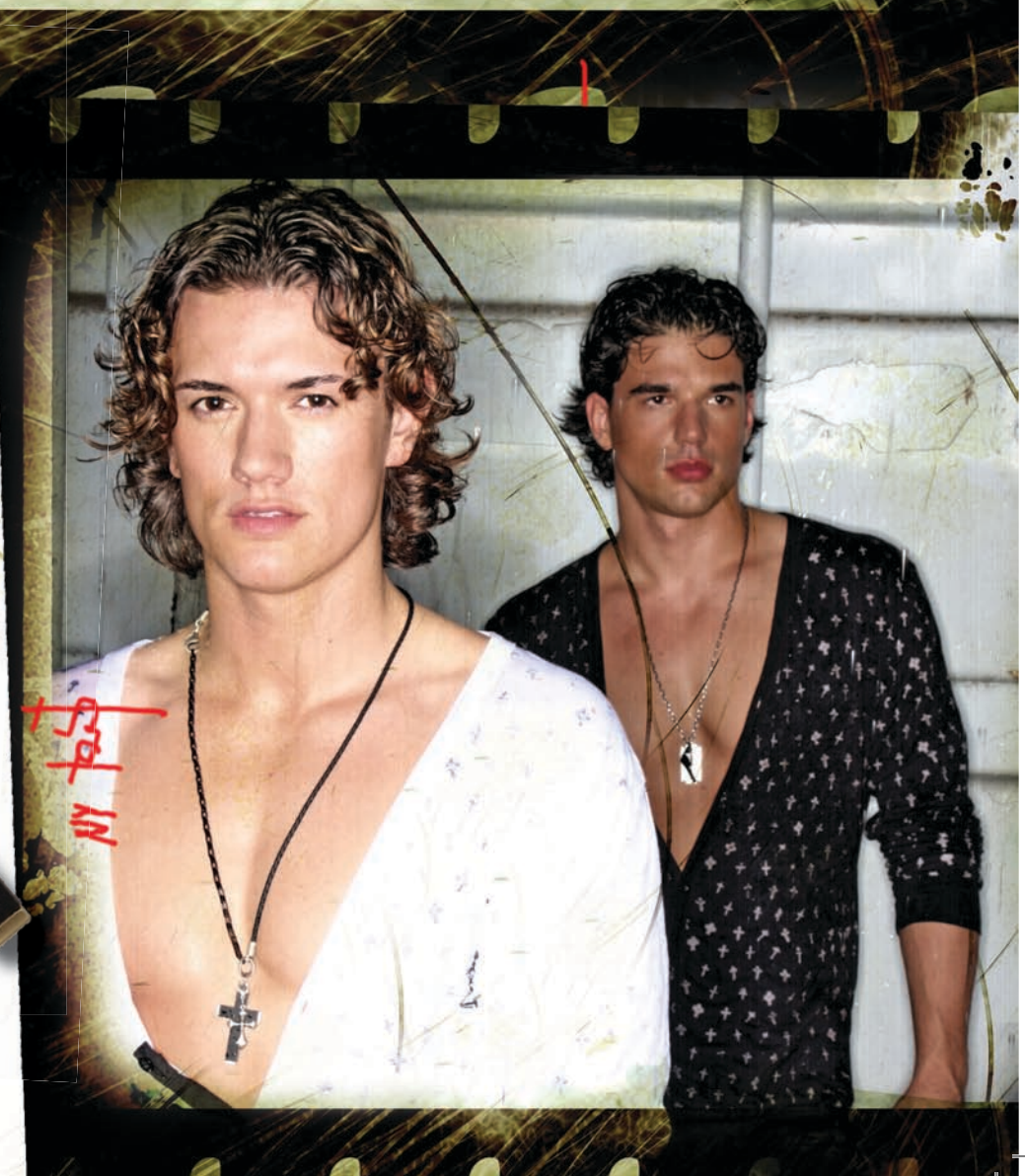
MX19
CASSETTE KILLS VINYL
people don't change - the format for presenting recorded sound does

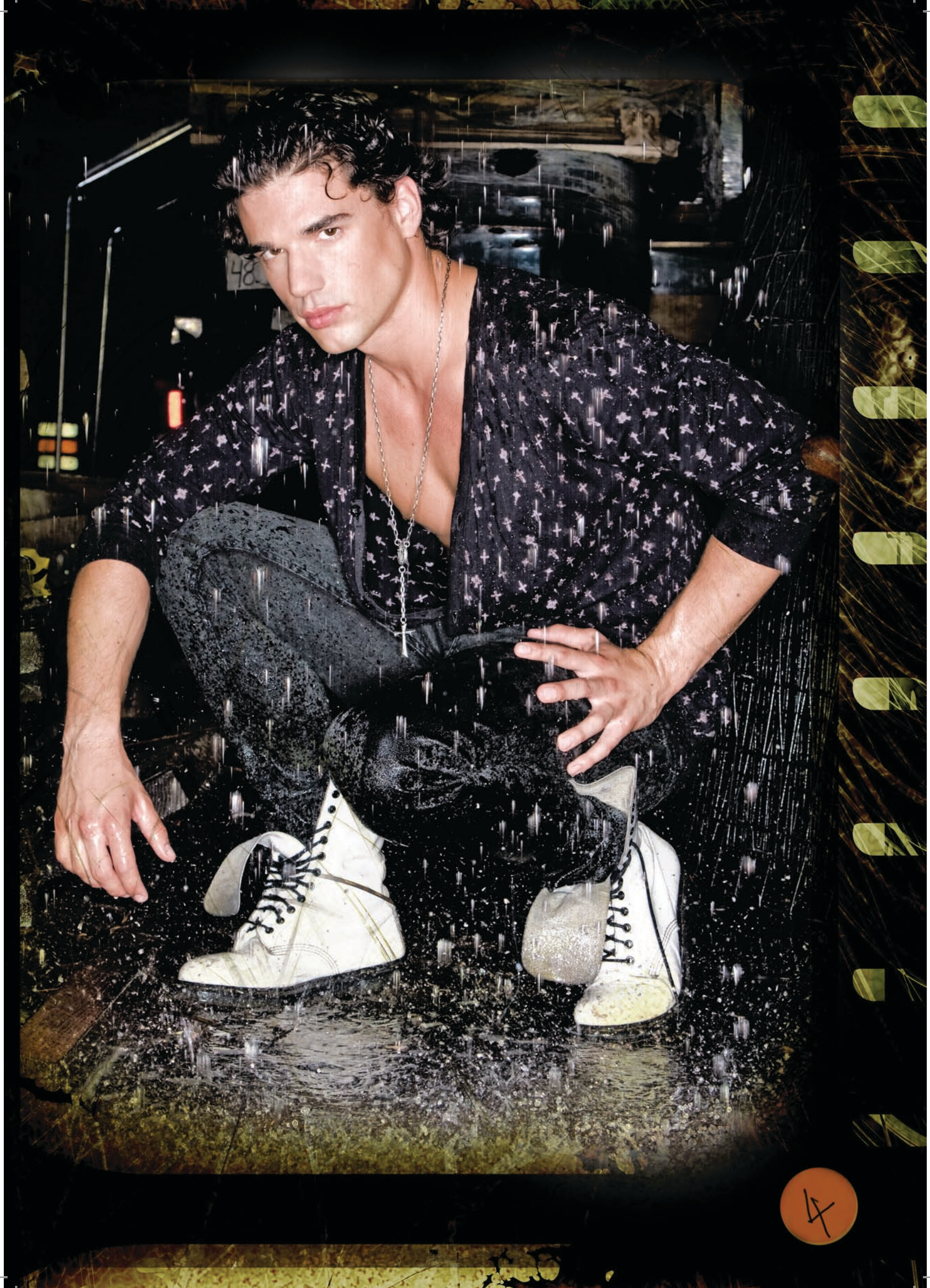
MX20
ODE TO PERDITION
destruction is a symphony
best performed alone

MX21
SESSION GRUNT
first on stage,
first in the studio



MX25
VETERANO
done more than your fair share
of tours and still going







MX26
DAYTONA DISC JOCKEY
fame and fortune is seasonal
the right place the right time



MX27
FAITHLESS FAITH
even a full house can be
made of cards



MX28
MEA MAXIMA CULPA
conscience isn't a word its
a leap of faith



MX29
FAITHLESS DRAGONS
no one to watch over &
no inhibitions



MX30
COUPE D'ETAT
kicking goals, chopping down big
trees, eye on top spot



MX31
BONE BOSSA NOVA
no skeletons in this closet
they're out and dancing



MX32
EAGLE FREEDOM FIGHTER
taking a stand for those who
aren't strong enough



MX33
WHISKEY PETE
before you hit the big show
there's always a little surprise



MX 36
DOUBLE UP
hopelessly devoted
hedge your bets



MX 37
PLANCHET WAS LOYAL
always be that someone to turn to
whether the good, the bad, the ugly



MX 38
ATOMICA CORRECTED
the wheels of life go round
and round

in devoted



MX34
SEXDRUGSROCKNROLL
sex,
drugs,
and rock & roll



MX35
HARD KNOCK PARISH
take a bit of this and a bit of that
and you've found your faith



MX 39
DIAMOND IN THE ROUGH
there's an all-star in everyone



MX 40
THE COLONIALIST
culture collector
kingdom maker

118

point of sale

COUNTER DISPLAY STANDS

The double-sided counter display stand can fit around 60 pieces. It is finished with leather and polished pewter BICO letters on both sides. The compact size is perfect for the counter. Display stand is available with a 'ready to go' pre-selection of stock for your convenience.

PACKAGING

BICO I.D. packaging comes in two parts; the main slip which allows you to hang the product long or short and an outer slip to cover the main slip for gift packaging. This makes for a striking finished presentation of your BICO I.D. product.

All products come pre-packed with a barcode on the packaging as well as their name and meaning. Barcodes are in UPC format and a database is available to import into your POS system.



(short hang)



(long hang)



ST58

height 68cm (2' 2")
width 22cm (8.7")

POSTERS & BROCHURE

A2 size posters and a consumer brochure are available. The consumer brochure is an 8 page fold out featuring some pieces that you can insert in the packaging or stack them on the counter.



PMB43
"I'm defiant" A2 poster



PMB44
"I'm devoted" A2 poster



PMB45
consumer brochure



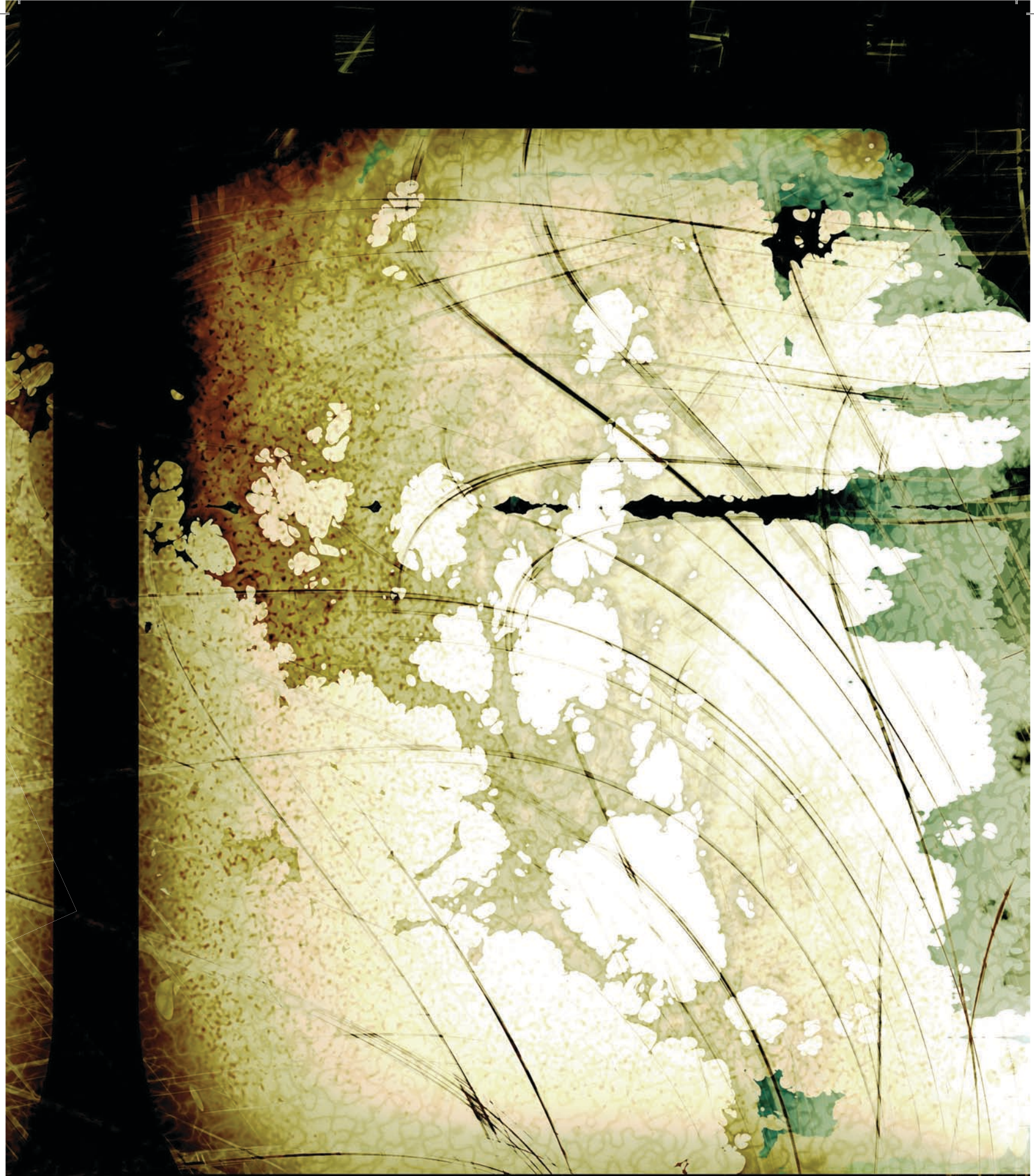
bico products

BICO products are designed and developed in Australia then manufactured in Australia and China at BICO's manufacturing facilities. BICO Australia Pty Limited is proudly 100% Australian owned.

Pendants are made of fine grade pewter that is plated with layers of silver, brass, or copper then hand finished. They are finally coated with a unique protective layer which extends the life of the plating. Other materials include fine leather hide, braided PVC, and silver plated chains. Pendants are stamped with BICO's original logo. It is a mark that guarantees quality and fine craftsmanship. All BICO products are nickel free and manufactured to the highest international standards. All pendants and chains are nickel free.

CARE

General sensible care must be taken to ensure a long life for your BICO product. Chemicals used in traditional jewellery cleaning methods must not be used. BICO recommends gently wiping your pendant with a damp cloth then drying it with a soft cloth. Exposure to colognes and aftershave, pool products, and excess sweat can affect the coating and plating of your product. Pendants should be carefully rinsed and dried if worn in the ocean.



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