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Orange to launch disposable "BIC" phone

Will be sold ready-charged, with credit, for 50 euros

by Amy-Mae Elliott published on 11 July 2008

France Telecom's Orange is to launch a disposable (or in French, "jetable", which we quite like) mobile phone to be sold in tabacs (newsagent-type shops), convenience stores and supermarkets.

Orange has teamed up with not only Alcatel, the phone's manufacturer, but BIC, infamous for throwaway razors, lighters and cheap biros, whose branding will appear on the phone.

The pre-pay phone will be sold with 60-minute's worth of credit, that will remain valid for 2 months after purchase, and will be offered ready-charged and connected, so consumers can just open the pack and make a call straight away.

The basic handset will cost French consumers 49 euros including taxes, and the phone's number, which is included in the pack, is valid for at least 12 months from the time the phone is activated.

