

zippo®

2010/11 CHOICE CATALOG



CHOICE: *a careful selection, something best or preferable, of fine quality, appealing to refined taste.* (Webster's II New Riverside University Dictionary).

ZIPPO CHOICE: *a handpicked collection of Zippo lighters, selected from hundreds of concepts submitted by our best designers, guaranteed to appeal to even the most refined tastes.*

Zippo Choice showcases Ebony, Zippo's new intense black, mirror-like finish; a new beautifully engraved 1935 Replica; and an exciting display of customization techniques blending engraving and color.

As hard as we try to replicate the delicate lines and subtle shadows, two-dimensional photography can't begin to capture the graceful, elusive elegance of our engraved lighters. If you think they look good in our photos, just wait until you see them in your displays!

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2011.

Unless otherwise stated, every Zippo windproof lighter in this catalog is packaged in the environmentally friendly "one box", designed to address the growing concern over the depletion of our natural resources. Both the attractive gift box and the cardboard insert are made from renewable materials and are 100% recyclable. The patented "one box" is attractive, easy to handle, and designed to display more of the lighter than ever.



Because we are constantly improving our products, some items may not look exactly as depicted. Prices and specifications subject to change without notice.

The Zippo Lighter shape, "ZIPPO", Zippo, BLU, Windy Figure Design, and are registered trademarks and are used under license of Zippo Manufacturing Company in numerous countries. The BLU Lighter shape and the BLU Z Windscreen are registered designs in many countries. All Zippo lighter decorations are protected by copyright. Zippo Manufacturing Company. All Rights Reserved.

Zippo.com



Choice Collection



24902
Spectrum



Choice Collection



24756
Ebony

Black as a starless night . . . shadowy . . . mysterious . . . The timeless style of a Zippo windproof lighter is reflected in the deep, dark shadows of Ebony, Zippo's new intense black, mirror-like finish. A classic chrome plated lighter is bonded with a micro thin, scratch resistant coating to achieve a rich, luminous, glossy black surface.

Available with or without
laser engraved Zippo logo.



24756ZL
Ebony with Zippo





Choice Collection



24951
Ebony

Laser engraved flames lick the front and back surfaces of Ebony, Zippo's new intense black, mirror-like finish.



Choice Collection



24852
High Polish Chrome



24851
High Polish Chrome



Choice Collection



24904
Herringbone Sweep

The diagonally brushed surface of Herringbone Sweep provides an interesting contrast for intricate scrolled engraving.

Zippo's innovative double lustre / color imprint combination process showcases several Jack Daniel's logos in shades of black, gray and white around a double lustre Old No. 7 brand.



24899
High Polish Chrome

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Choice Collection



24949
Meadow



24948
Cerulean



Choice Collection



24947
Candy Apple Red

Zippo's Iced process highlights multi-faceted engraving layered with a translucent powder coat to give the illusion of looking through a thin sheet of ice. Design is on both front and reverse surface of the lighter. May be imprinted over Iced surface for a truly unique look.

Early in 2010, Zippo began to laser the finish off the hinge of powder coated lighters. Although implemented primarily for cosmetic reasons, lasering the hinge area will provide another indicator of a genuine Zippo lighter. Several years ago, we began lasering the powder coat off the bottom of matte lighters to enable clearer view of the bottom stamp identifying the lighter as a genuine Zippo lighter. Similar to this enhancement, a lasered hinge barrel will provide further assurance that the unit is a genuine Zippo lighter.





Choice Collection



24942
High Polish Chrome



24943
Black Ice®



Choice Collection

Deep carved patterns distinguish these beautiful high polish chrome Armor lighters. Both the basketweave and scalloped border lighters may be personalized with your engraved message.

A distinctive bottom stamp authenticates these lighter as heavy-walled Armor, about 1.5 times as thick as a standard chrome case.



24953
Armor
High Polish Chrome



24952
Armor
High Polish Chrome



The Armor logo is used under license by ZippMark, Inc.
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Choice Collection

The 1935 lighter, one-eighth inch shorter than subsequent models, was manufactured for less than three years, and is one of the most collectible in Zippo's history.

Like the original, the 1935 Replica features a three-barrel outside hinge joining the lid and bottom, an open hollow rivet that secures flint wheel to inside unit, and a flat bottom case. A unique bottom stamp identifies the 1935 Replica.



1935.25
Brushed Chrome



Choice Collection



24944
Brushed Chrome

Elegant engraving embellishes the face of a bright brushed chrome 1935 Replica characterized with corner slashes both front and reverse, and a distinctive bottom stamp.

Custom cardboard gift box is standard packaging for all 1935 Replica lighters.





Choice Collection



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24945
High Polish Chrome



24850
*Satin Chrome
Emblem*



Choice Collection



24853
Spectrum



24903
High Polish Chrome



Choice Collection



Zippo has set a double lustre Ford oval logo against a colorful red, white, and blue background for a contemporary Americana theme.

24946
High Polish Chrome



Ford Oval and nameplates are registered trademarks owned and licensed by Ford Motor Company.



24906
Satin Chrome



Choice Collection

Made with
**CRYSTAL
LIZED™**
SWAROVSKI ELEMENTS



24875
*Street Chrome
Emblem*



24941
High Polish Chrome

Zippo's innovative color imprint / chromed-out combination process replicates the look of a high quality enameled emblem right on the lighter surface.



Choice Collection

Made with
**CRYSTAL
LIZED**
SWAROVSKI ELEMENTS



24841
*Brushed Chrome
Emblem*



© EPE, Reg. U.S. Pat & TM Off.



Zippo has framed a striking double lustre Playboy Rabbit Head logo with a shades-of-blue background for a rich, sophisticated look.

24927
High Polish Chrome

© 2010 Playboy. PLAYBOY and iconic Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.



Choice Collection

Many of the iconic characteristics of the classic Zippo windproof lighter are carried over in the Zippo BLU® lighter, including the trademark flint wheel ignition system, rugged metal construction, hinged lid, one-hand operation and the distinctive 'click'. In addition, the Zippo BLU butane lighter features sleek and contemporary designs, a signature "Z" patterned chimney, large fuel tank and quick refilling options.

The butane-fueled Zippo BLU lighter delivers a hot, consistent, clean-burning blue flame. Made entirely in the United States, the product uses a patented two-stage burner technology that creates the blue flame.

See our Complete Line Catalog for the full line of Zippo BLU lighters and accessories.



30001
Vertical Chrome



30039
Chrome

Starting with a number of models, and a limited number of methods, Zippo BLU® lighters can be customized with your logo or artwork. Now available: laser engrave on rich, dark Sable; computer engrave on high polish BLU; surface imprint on versatile Vertical Chrome.

Minimum quantity of 50 pieces for all BLU lighter customized orders. Some restrictions apply - contact your representative or sales associate for lead time, pricing and other details.



Choice Collection

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo flints and wicks.



No. 2406C
*Six Flint Dispenser
24 per Display Card*



Zippo flints fit all Zippo windproof lighters and Zippo BLU lighters.

No. 2406N
*Flint Cards
24 cards per display box;
24 boxes per master carton*



No. 2425
*Wick Cards
24 cards per display box;
24 boxes per master carton*



Choice Collection



No.3141
Lighter Fluid 4 oz.
(shipping carton of 24)
(No. 3341 carton of 12)



No.3165
Lighter Fluid 12 oz.
(shipping carton of 24)
(No. 3365 carton of 12)

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo fluid, flints, and wicks. For optimum performance of every Zippo BLU™butane lighter, we recommend genuine Zippo premium butane gas and flints. For all Zippo multipurpose lighters, we recommend genuine Zippo premium butane gas.



No.3801
Butane Fuel 1.9 oz.
(shipping carton of 48 with
8 innerpacks of 6)



No.3800
Butane Fuel 4.5 oz.
(shipping carton of 48
with 8 innerpacks of 6)



Choice Collection



MSGGK *Gift Set*

Add your choice of any Zippo lighter for a great gift giving option. Magnetic stand securely holds and displays any Zippo lighter. Gift kit includes magnetic lighter stand in a handsome gift box. Price of gift kit does not include Zippo lighter. Add cost of your choice of lighter to MSGGK suggested retail.



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THE WORLD FAMOUS
ZIPPO

GUARANTEE

Any Zippo lighter, when returned to our factory, will be put in first class mechanical condition free of charge, for we have yet to charge a cent for the repair of a Zippo lighter, regardless of age or condition. The finish, however, is not guaranteed.

This guarantee gives you specific legal rights and you may also have other rights which vary from state to state.

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