

2011/2012 CHOICE CATALOG

Anniversary Edition



1 9 3 2 - 2 0 1 2

**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 debuts Zippo's 80th Anniversary commemorative lighter, and previews the 80th Anniversary Limited Edition coming later this year. Two exquisite bright-cut Armor lighters designed by the next generation of the Blaisdell family are showcased, in addition to an enhanced color imaging process that defies you to keep from touching it to see if it's wet.

Several new finishes join two beautiful Mazzi designs and a trio of lighters embellished with Swarovski crystals. A stainless steel ashtray and 3-ounce pocket flask complement the best selection of Choice lighters we've put together this year.

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2012.

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.



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The packaging insert tray and packaging insert card are patented in the U.S.A. and in many countries.

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

**Zippo.com**



Celebrate Zippo's 80th anniversary year! Zippo introduces the 80th anniversary logo in vibrant color on Herringbone Sweep, a chevron-patterned brushed chrome finish.

This anniversary edition is packaged in an eco-friendly box with custom lid and display card. Available through the 2012 anniversary year.

**28192**  
*Herringbone Sweep*



**80th Anniversary Limited Edition**

*Stylish bright cut and laser engraving accentuate the sophisticated Black Chrome Armor finish of Zippo's 80th Anniversary Limited Edition collectible. Each lighter is authenticated with Anniversary Edition bottom stamp and consecutive numbering on side, and packaged in a distinctive black self-display box. Only 41,932 pieces of this limited edition commemorative will be produced for worldwide distribution during Zippo's 80th anniversary year.*





Choice Collection



**28181**  
*Linen Weave*

Zippo's classic brushed chrome lighter takes on a new look with Linen Weave and Diagonal Weave directional brushed chrome finishes. All the enduring appeal of traditional brushed chrome with a new perspective. Sides of Linen Weave and Diagonal Weave are tumbled rather than high polish.



**28182**  
*Diagonal Weave*





## Choice Collection

Subtle high and low, textured and smooth dimensions of Double Lustre are beautifully illustrated on two new Zippo logo treatments.



**28145**  
*High Polish Brass*



**28187**  
*High Polish Chrome*



## Choice Collection

Available Worldwide



**28188**  
*Toffee*

Claudio Mazzi's art comes to life with the breathtaking colors and exquisite detail of Zippo's color imaging process.



**28189**  
*Sapphire*



## Choice Collection



**28125**  
*Emblem*  
*Satin Chrome*

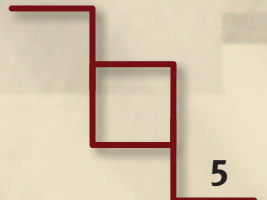
Full-faced dimensional emblem is a powerful portrayal of Jesus Christ.



**28180**  
*Brushed Chrome*

New splashed texture enhancement defies you to keep from touching it to see if it's wet. If you think this lighter looks great on the page, wait 'til you hold it in your hand!

See page 15 for more "splashed" models.





Choice Collection

Popular Abyss finish is now available in Slim,  
with or without Zippo logo.



**28124**  
*Slim Abyss*



**28124ZL**  
*Slim Abyss*





Choice Collection



**28123**  
*Ebony*

Zippo's intense black mirror-like Ebony finish is now available in Slim, with or without Zippo logo.



**28123ZL**  
*Ebony*



Choice Collection



**28129**  
*Chameleon*

As capricious as a swift-running stream, Zippo's new Chameleon finish seems to change color with every variation of lighting or position. A classic chrome-plated lighter is bonded with a micro thin, scratch resistant coating to achieve the luminous, glossy surface. Available with or without Zippo logo.



**28129ZL**  
*Chameleon*



## Choice Collection



**28143.25**  
*High Polish Chrome*

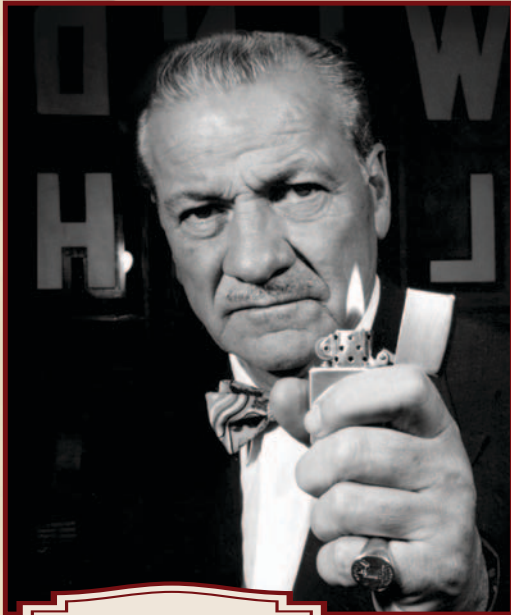
The 1935 lighter, one-eighth inch shorter than subsequent models, was manufactured for less than three years, and is one of the most collectible models in Zippo's history.

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 distinctive bottom stamp and custom cardboard gift box identify the 1935 Replica.





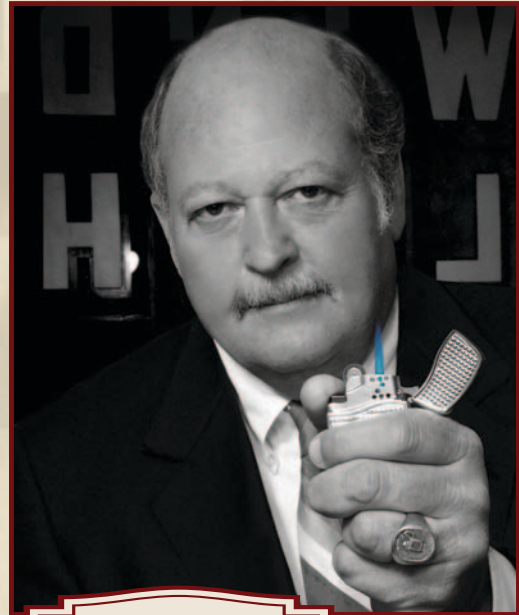
## Choice Collection



**GEORGE G. BLAISDELL**  
ZIPPO FOUNDER

**SARAH BLAISDELL DORN**  
OWNER EMERITUS

George B. Duke is owner and chairman of the board of Zippo Manufacturing Company. He is the son of Sarah B. Dorn, owner emeritus, and grandson of the late George G. Blaisdell.



**GEORGE B. DUKE**  
OWNER & CHAIRMAN

Duke described his grandfather as "a man who had the vision and the belief that his company could achieve the success we are celebrating today . . . It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive."

Today, a fourth generation is picking up the torch, and the flame burns stronger than ever.



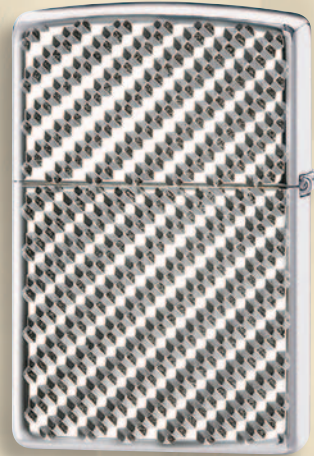
**GRANT B. DUKE**  
ENGINEERING INTERN



## Choice Collection



**28185**  
*Armor*  
*High Polish Chrome*



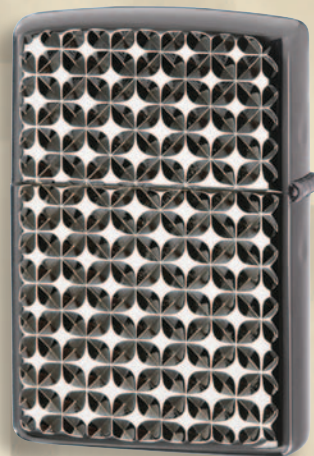
*Reverse*

Bright-cut engraving produces dazzling facets, resulting in the dimensional look of a beautiful emblem directly on the surface of these Zippo Armor lighters. Enhanced with a personalization panel (#28185) and a gold-flashed inside unit (#28186), these extraordinary lighters are the centerpiece of the 2011-12 Choice collection.

These lighters were created by Grant Duke, a fourth generation member of the Zippo family.



**28186**  
*Armor*  
*Ebony*



*Reverse*



Choice Collection



**28183**  
*High Polish Chrome*

Glimmering Swarovski crystals complement Zippo's stunning Double Lustre engraving.



**28184**  
*High Polish Chrome*



Choice Collection



**24898**  
*Emblem*  
*Street Chrome*

Give peace a chance with a dazzling rainbow emblem enhanced with colorful crystal accents.

Made with  
**CRYSTAL  
LIZER**  
SWAROVSKI ELEMENTS

Available selected countries, some restrictions apply.

Intricate deep carving and auto engraving add dramatic contrasts and texture. Armor lighter is identified with special bottom stamp.



**28144**  
*Armor*  
*High Polish Chrome*



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Available selected countries, some restrictions apply.

## Choice Collection



Playboy image and iconic rabbit head heat up a Candy Apple Red Iced lighter.

**28193**  
*Candy Apple Red*

© 2011 Playboy. PLAYBOY and the iconic Playboy Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.

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Zippo's Double Lustre process captures the contrasting highs and lows of the Jim Beam logo and seal, highlighted with a bright polished B. Made in USA crown stamp affirms this American brand.



**28190**  
*High Polish Chrome*





Choice Collection

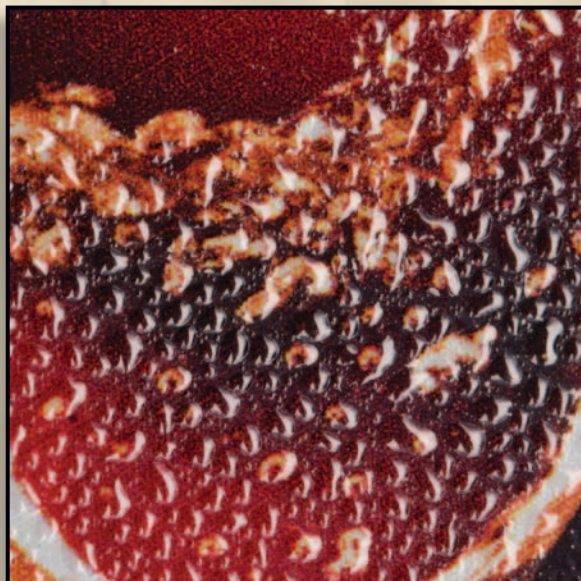
New splashed texture enhancement defies you to keep from touching it to see if it's wet. If you think these dynamic lighters look great on the page, wait 'til you hold them in your hand!



**28178**  
*High Polish Chrome*



**28179**  
*Black Matte*





Available selected countries, some restrictions apply.

## Choice Collection



Celebrate 100 years of Chevrolet with a limited edition commemorative lighter. Zippo's Double Lustre process creates the contrasting highs and lows of the Chevrolet 100 Years logo, set off with a colorful diagonally-stripped background. Each limited edition commemorative is consecutively numbered and packaged in an eco-friendly box with custom lid and display card.

**28191**  
*High Polish Chrome*



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OFFICIAL LICENSED PRODUCT  
99-30709-35455





## Choice Collection



**30054**  
*Ebony*

Laser engraving results in a beautiful two-tone fleur-de-lis design on distinctive Ebony finish.



**30001**  
*Vertical Chrome*



**30027**  
*Dusted Chrome*

The BLU<sup>®</sup> refillable premium butane lighter includes the trademark flint wheel ignition system, rugged metal construction, hinged lid, one-hand operation and distinctive ‘click’ of the classic Zippo windproof lighter, while adding sleek, contemporary designs and a signature “Z” patterned chimney exclusive to BLU.

Made entirely in the United States, the butane-fueled Zippo BLU lighter uses a patented two-stage burner technology to deliver a hot, consistent, clean-burning blue flame.

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



Choice Collection

Stainless steel 3-ounce flask with debossed Zippo logo and secured lid has a slim, slightly curved shape for comfortable carrying.



**122225**  
*Zippo Flask*



**121512**  
*Zippo Ash Tray*

Solid stainless steel ashtray is debossed with Zippo logo on three faces. Robust look, substantial feel; measures 4" diameter; polybagged in white cardboard box.



## 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 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. 3809**  
*Butane Fuel*  
*42 grams 1.48 oz.*  
*(shipping carton of 48*  
*with 4 innerpacks of 12)*



**No. 3810**  
*Butane Fuel*  
*165 grams 5.82 oz.*  
*(shipping carton of 48*  
*with 4 innerpacks of 12)*



## 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

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