

# zippo®

2012 COMPLETE LINE COLLECTION



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## Zippo marks our 80th Anniversary year with one of our most color-filled collections ever!

Zippo's innovative color imprint techniques burst forth in dozens of brilliantly colorful new designs showcased throughout the catalog. Watch for our **splashed** texture enhancement that irresistibly entices you to touch it to see if it's wet on several new designs. You'll love these lighters on the page, but just wait 'til you get them in your hands!

Hail the return of the **Zippo camouflage** lighter, a favorite pattern discontinued several years ago, brought back now by popular demand. Several **patriotic designs** join the ranks of military-themed lighters, along with a new Zippo MotorSports lighter and a distinguished new founder's lighter.

Fire up your sales and challenge the great outdoors with the **Outdoor** line of heat and flame products. See the award-winning Hand Warmer now in three different finishes, the Flex Neck, the Emergency Fire Starter kit and more.

Creative engraving and customization styles balance the simple elegance of chrome, brass, and lustrous sterling silver Armor; sterling silver, and solid gold. 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!

Browse our most popular **Licensed** properties throughout the catalog, including favorites like Playboy, Jack Daniel's, Jim Beam. See new designs from Realtree, Remington, and The Beatles, plus the Chevy 100th Anniversary commemorative.

Our extensive line of lighters of every description is supplemented by **Zippo Watches and Writing Instruments**.

**Signature Styleguide** illustrates and explains the processes available for customizing Zippo products.

### One-Box:

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.

### Consumer Disclaimer:

*Terms and pricing are limited to authorized Zippo sales distributors and wholesalers only. Unless specified as retail pricing, this information is not intended for consumer use.*



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

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**Our success comes from your success**

No man is an island, entire of itself; every man is a piece of the continent, a part of the main...

Even in this time of reduced budgets and cost-cutting measures, there is one principle Zippo refuses to compromise. Your success is our success . . . and we remain committed to doing everything we can to help your Zippo business meet or exceed your best expectations.

ZippoRetailer.com is an online resource created for our Zippo retailers, with news and information aimed to increase your Zippo sales and profits.

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There are some concessions we're just not willing to make, so let's work together to achieve more. Thank you for your Zippo business.

Sincerely,

Gregory W. Booth  
President and CEO  
Zippo Manufacturing Company

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**30s**

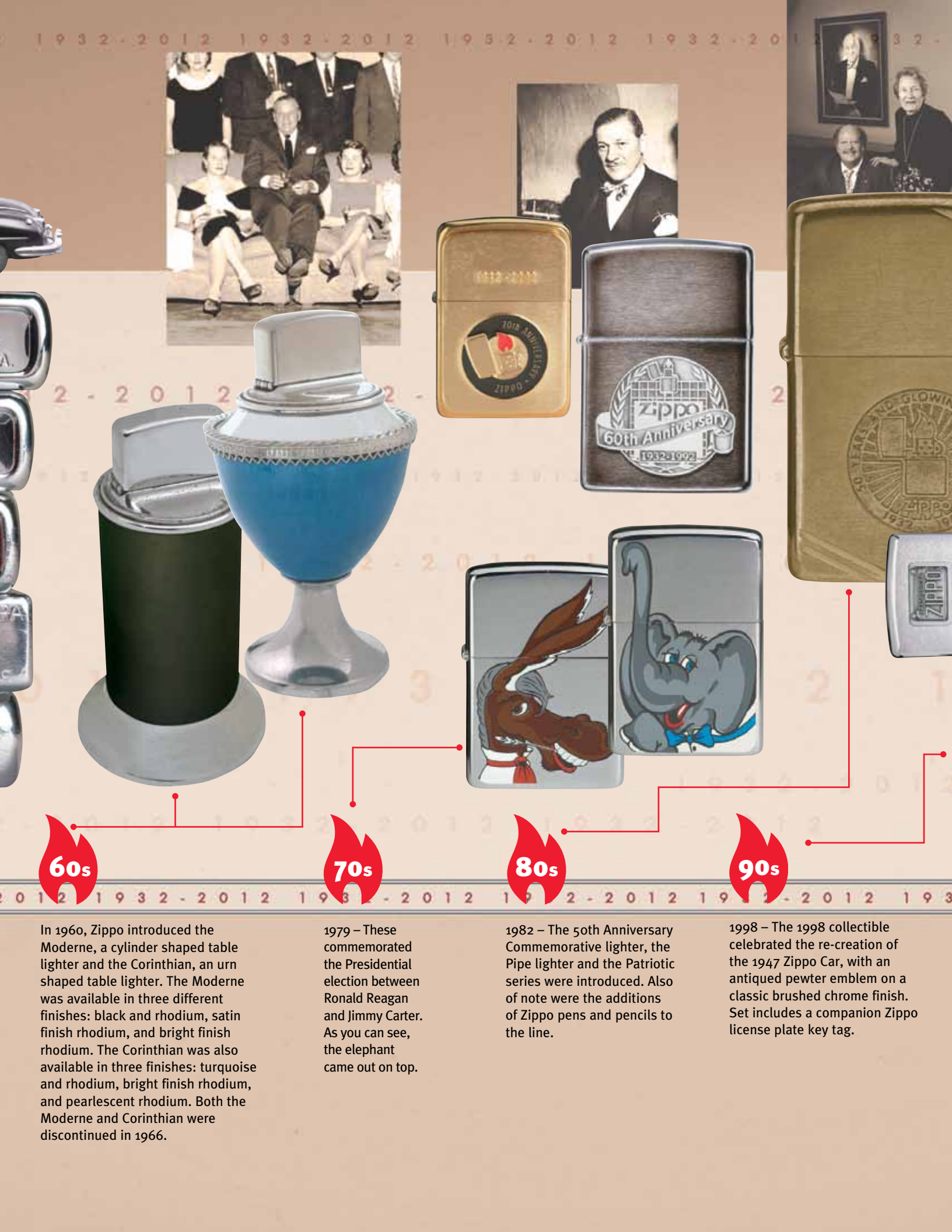
**40s**

**50s**

Metalliques are metal lace, hand-crafted slices of chrome-plated brass, razor-thin at five one-thousandths of an inch. Metallique production peaked in the late 1930s. From the mid - 1930s to the early 1940s, customers could send in any lighter and have any available metallique – including metallique initials – applied to their lighters, thus making exact dating of some metalliques difficult. Some of the most famous and familiar metalliques include Kendall Oil, the two views of the Reveler, the Scotty dog, and the 1939 World’s Fair.

No other event in history increased the popularity of Zippo lighters more than World War II. From 1943 through the end of WWII, Zippo’s entire production was allocated to the armed forces. The company archives are filled with letters detailing the services a Zippo lighter was called to perform: heating rations in a helmet, lighting campfires, sparking fuses for explosives, hammering nails and even signaling to fellow soldiers with the famous Zippo click. On several occasions, a Zippo lighter in a shirt or pants pocket even saved a life by deflecting bullets.

Determining the date of a Zippo lighter is fun and easy. Because Zippo founder George G. Blaisdell offered a lifetime guarantee, the bottom of each Zippo lighter made since the mid-1950s was encoded with a series of markings so he could identify which run of lighters was being returned for repairs. What began as a quality-control tool for Mr. Blaisdell has become a collector’s dream and a way to precisely date most Zippo lighters. Over the years, the date code format has been modified, most recently in 2001.



60s

70s

80s

90s

In 1960, Zippo introduced the Moderne, a cylinder shaped table lighter and the Corinthian, an urn shaped table lighter. The Moderne was available in three different finishes: black and rhodium, satin finish rhodium, and bright finish rhodium. The Corinthian was also available in three finishes: turquoise and rhodium, bright finish rhodium, and pearlescent rhodium. Both the Moderne and Corinthian were discontinued in 1966.

1979 – These commemorated the Presidential election between Ronald Reagan and Jimmy Carter. As you can see, the elephant came out on top.

1982 – The 50th Anniversary Commemorative lighter, the Pipe lighter and the Patriotic series were introduced. Also of note were the additions of Zippo pens and pencils to the line.

1998 – The 1998 collectible celebrated the re-creation of the 1947 Zippo Car, with an antiqued pewter emblem on a classic brushed chrome finish. Set includes a companion Zippo license plate key tag.

2 0 1 2 1 9 3 2 - 2 0 1 2 1 9 3 2 - 2 0 1 2 1 9 3 2 - 2 0 1 2 1 9 3 2 - 2 0 1 2 1 9



September 3, 2003, marked a milestone when, after over 70 years of manufacturing a windproof lighter that set standards for lighters around the world, Zippo commemorated the production of the 400 millionth lighter.

2 0 1 2 1 9 3 2 - 2 0 1 2 1 9 3 2 -

## 80<sup>th</sup> 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.



**28249**  
Armor  
Black Chrome



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

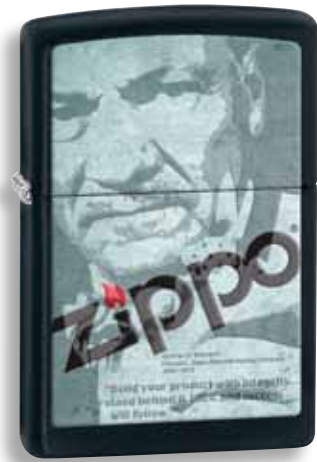




**200**  
*Brushed Chrome*



**1600**  
*Slim®*  
*Brushed Chrome*



**28300** **NEW**  
*Black Matte*



**250**  
*High Polish Chrome*



**1610**  
*Slim®*  
*High Polish Chrome*



**200FL**  
*Brushed Chrome*



**204B**  
*Brushed Brass*



**204**  
*Brushed Brass*



**207G**  
*Gold Dust*



**254B**  
*High Polish Brass*



**254**  
*High Polish Brass*

**1654B**  
*Slim®*  
*High Polish Brass*

**1654**  
*Slim®*  
*High Polish Brass*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**205**  
*Satin Chrome*



**1605**  
*Slim®*  
*Satin Chrome*



**207**  
*Street Chrome*

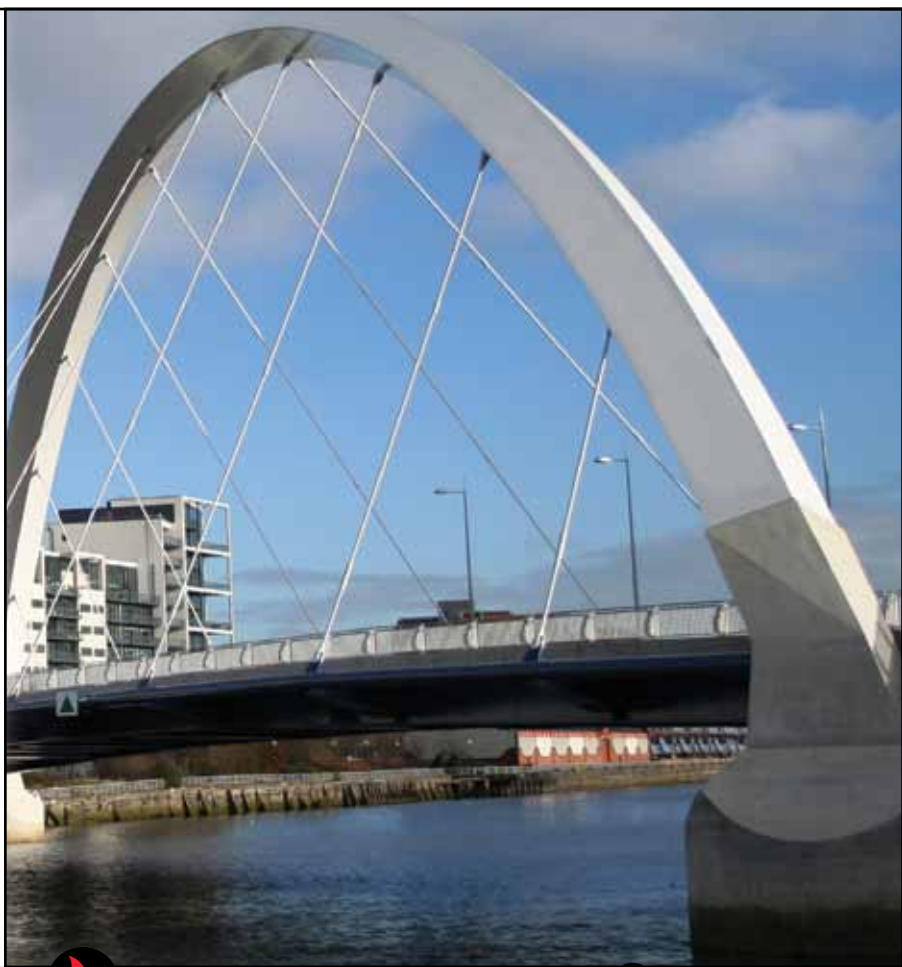


**1607**  
*Slim®*  
*Street Chrome*



**275**  
*Brushed Chrome*

Metal loop and elastic lanyard keep this lighter secure when hunting, fishing, or in any outdoor situation.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2







**121FB**  
*Antique Silver Plate*



**201FB**  
*Antique Brass*



**211**  
*Iron Stone*



**24752**  
*Framed Chrome*

Zippo puts an interesting spin on classic brushed chrome. The front and reverse surfaces are vertical brushed chrome, but the outside edge surfaces are black matte. So is it brushed chrome or black matte? Both . . . it's **Framed**, a hot new look for an old favorite.



**24647**  
*Chrome Arch*



**24648**  
*Herringbone Sweep*

It's an interesting angle for Zippo's traditional classic brushed chrome finish! Directional brushing results in creative design patterns with a look of brushed chrome, but with a fresh new perspective. Sides of Chrome Arch and Herringbone Sweep are tumbled rather than high polish. Some customization methods available on classic brushed chrome are now offered on Chrome Arch and Herringbone Sweep. See Signature Styleguide on pages 110-111 for details.





**1941B**  
*Brushed Brass*

## 1941 Replica

Several distinctive features identify the 1941 Replica:

- Flat planes with sharp, less rounded edges than the current model where the front and back surfaces meet the sides.
- Four-barrel hinge joins the lid and bottom; the current Zippo lighter has a five-barrel hinge.
- Sides of the inside unit are flat, with squared edges where they meet the front and back surfaces.
- Inside unit has fewer holes in the chimney than current models; also fitted with a hollow rivet that holds the striking wheel in place.
- Silver foil gift box is standard packaging for all 1941 Replica models.



**24485**  
*Black Ice®*



**1941**  
*Brushed Chrome*



**24096**  
*Black Ice®*



## 1935 Replica

The 1935 lighter, one-eighth inch shorter than subsequent models and manufactured for less than three years, has been replicated in stunning detail featuring the original look and elements that made this lighter one of the most collectible in Zippo's history.

- Three-barrel outside hinge joins the lid and bottom; the current Zippo lighter has a five-barrel hinge.
- Open hollow rivet secures flint wheel to inside unit.
- Distinctive bright brushed chrome finish.
- Slashes on the opposite corners of the face and back surfaces
- Flat bottom case with unique bottom stamp.
- Custom cardboard gift box is standard packaging for all 1935 Replica lighters.



**1935**  
*Brushed Chrome*



**1935.25** **NEW**  
*Brushed Chrome*



**24944** **NEW**  
*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.





**240**  
*Brushed Brass*



**230.25**  
*Brushed Chrome*



**230**  
*Brushed Chrome*



**270**  
*High Polish Brass*



**260.25**  
*High Polish Chrome*



**260**  
*High Polish Chrome*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2






**167**  
Armor  
High Polish Chrome



**168**  
Armor  
Brushed Brass

Distinctive bottom stamp authenticates these chrome and solid brass lighters as heavy-walled Armor, about 1.5 times as thick as a standard brass case.


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**162**  
Armor  
Brushed Chrome



**169**  
Armor  
High Polish Brass

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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**218**  
*Black Matte*



**1618**  
*Slim®*  
*Black Matte*



**236**  
*Black Crackle*



**214**  
*White Matte*



**238**  
*Pink Matte*



**1638** **NEW**  
*Slim®*  
*Pink Matte*



**233**  
*Red Matte*



**231**  
*Orange Matte*



**221**  
*Green Matte*



**229**  
*Royal Blue Matte*

Lasered hinge barrel and bottom stamp on powder coat finishes manufactured since 2010 identify the lighter as a genuine Zippo lighter.



**21064**  
*Licorice*



**24839**  
*Lemon*



**239**  
*Navy Matte*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**24756**  
*Ebony*



**21063**  
*Candy Apple Red*



**24319**  
*Slim®*  
*Candy Apple Red*

Classic chrome plated lighter is bonded with a micro thin, scratch resistant coating to achieve Ebony, Zippo's newest luminous, intense black, mirror-like finish.



**21184**  
*Toffee*



**24513**  
*Lurid*



**24534**  
*Cerulean*



**24840**  
*Meadow*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





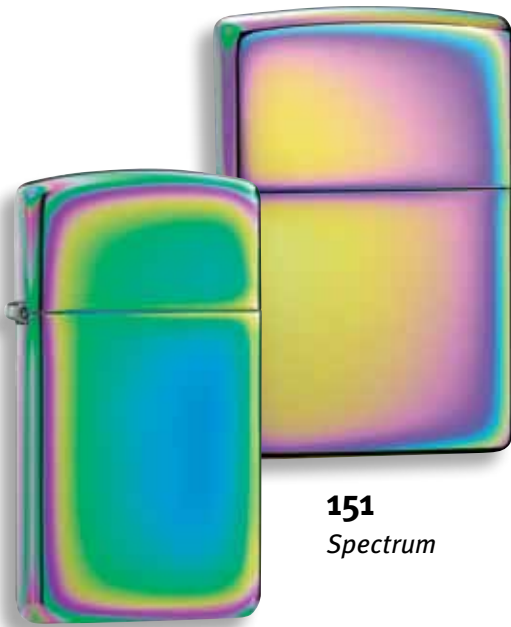


**20492**  
*Slim®*  
*Black Ice®*

**150**  
*Black Ice®*



**24747**  
*Abyss*



**20493**  
*Slim®*  
*Spectrum*

**151**  
*Spectrum*



**20446**  
*Sapphire*

**20494**  
*Slim®*  
*Sapphire*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**239ZL**  
Navy Matte

**229ZL**  
Royal Blue Matte

**221ZL**  
Green Matte

**214ZL** **NEW**  
White Matte

Lasered hinge barrel and bottom stamp on powder coat finishes manufactured since 2010 identify the lighter as a genuine Zippo windproof lighter.



**231ZL**  
Orange Matte

**238ZL**  
Pink Matte

**233ZL**  
Red Matte

**218ZL**  
Black Matte



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**24747ZL**  
*Abyss*

**20446ZL**  
*Sapphire*

**151ZL**  
*Spectrum*

**150ZL**  
*Black Ice®*



**218ZB**  
*Black Matte*

**1618ZB**  
*Slim®*  
*Black Matte*



**24756ZL**  
*Ebony*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



Introduced in 1974, the timeless front and reverse floral pattern of the Venetian® continues to be the most globally appealing lighter design Zippo has ever released.



*Reverse of lighter*

**352**  
Venetian®  
High Polish Chrome



**352B**  
Venetian®  
High Polish Brass

**1652B**  
Slim® Venetian®  
High Polish Brass



**1652**  
Slim® Venetian®  
High Polish Chrome



**24751**  
Crown Stamp  
High Polish Chrome

Zippo's Double Lustre process enhances a classic high polish chrome lighter with intricate, multi-dimensional highlights that are buffed and plated to a gleaming patina. A distinctive crown-stamped lid complements the polished radiance and lasting durability of this Zippo-themed lighter.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



## Crown Stamp



**24750**  
Crown Stamp  
High Polish Chrome



**24796**  
Crown Stamp  
High Polish Chrome

Zippo tailors the world's favorite lighter with a creative and innovative Crown Stamp on the very top of a high polish chrome lighter. Let the stamped image – either ZIPPO and flame or Made in USA – be the message or use it as an enhanced base model and add your own logo or artwork for a distinctive lighter from top to bottom. Packaging includes a reflective I-card that draws attention to crown stamp.



## Bottomz Up®



**24383**  
Bottomz Up®  
High Polish Chrome

For decades, the Zippo bottom stamp has marked the authenticity of every genuine Zippo windproof lighter. Now Zippo turns the whole system upside down . . . literally . . . with Bottomz Up, a high polish chrome lighter engraved with the traditional Zippo stamp not only on the bottom, but also on the top of the lighter. The conventional date code, showing month and year of manufacture, is stamped on the canned-style bottom, while the canned-style lid is branded with the year of manufacture and the **B** symbol authenticating it as Bottomz Up.

Packaging includes an I-card identifying lighter as Bottomz Up.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





It's the ultimate indulgence. With understated elegance, this 18kt. gold Zippo windproof lighter feels solid and substantial, looks absolutely beautiful.



Packaged in a custom crafted cherry gift box with certificate of registration.

**195**  
*18k Solid Gold*




**26**  
*Armor*  
*High Polish*  
*Sterling Silver*



**27**  
*Armor*  
*Brushed*  
*Sterling Silver*



**1500**  
*Slim®*  
*High Polish*  
*Sterling Silver*

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Prices for sterling silver lighters may vary due to fluctuating market value of precious metals. These changes are without notice.



**23**  
*High Polish*  
*Sterling Silver*



**24**  
*Hand Satin*  
*Sterling Silver*



A black velour hinged box is standard packaging for all Sterling Silver lighters.



**13**  
*Brushed*  
*Sterling Silver*



**14**  
*High Polish*  
*Sterling Silver*



**15**  
*High Polish*  
*Sterling Silver*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2






**28069**  
Armor  
High Polish Chrome



**20991**  
Armor  
High Polish Chrome



**24952** **NEW**  
Armor  
High Polish Chrome

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**362**  
Emblem  
Black Crackle



**363**  
Emblem  
Black Crackle



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2







**21088**  
*Black Ice®*



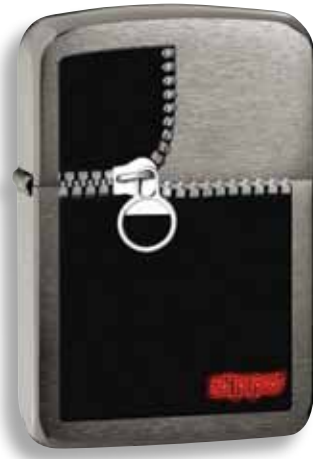
**20969**  
*Black Ice®*



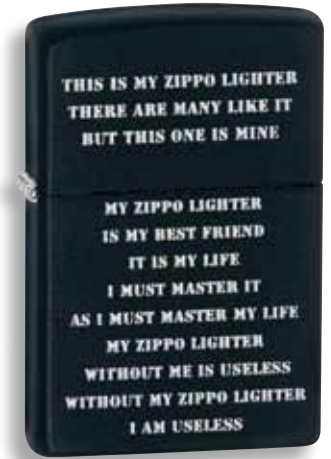
**21192**  
*Satin Chrome*



**28309** **NEW**  
*Black Matte*



**28326** **NEW**  
*Black Ice®*



**24710**  
*Black Matte*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**21193**  
*Street Chrome*

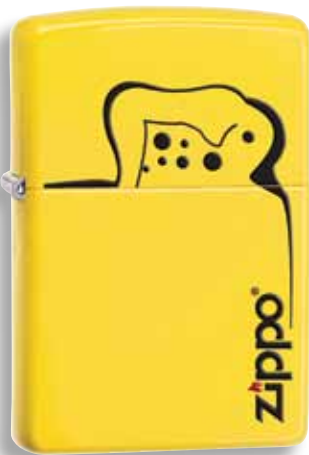


**24335**  
*Satin Chrome*

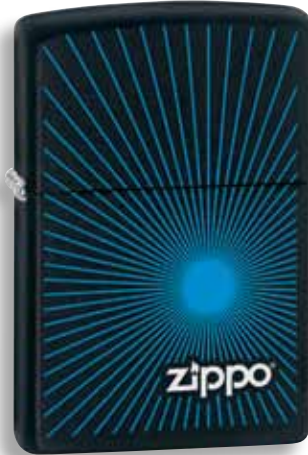


**24207**  
*High Polish Chrome*

The design on this lighter is stamped from the opposite side of the face, resulting in an enduring embossed look.



**28062**  
*Lemon*



**24150**  
*Black Matte*



**28058**  
*Licorice*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28056**  
*Brushed Chrome*



**28342** **NEW**  
*Candy Apple Red*



**28280** **NEW**  
*Brushed Chrome*



**28064**  
*Brushed Chrome*



**28033**  
*Black Matte*





**28339 NEW**  
*Candy Apple Red*



**28340 NEW**  
*Meadow*



**28341 NEW**  
*Cerulean*



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 windproof 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 windproof lighter. Similar to this enhancement, a lasered hinge barrel will provide further assurance that the unit is a genuine Zippo windproof lighter.



**24951 NEW**  
*Ebony*



*Reverse of lighter*



**24814**  
*Abyss*





**355**  
*Emblem*  
*High Polish Chrome*



**350**  
*High Polish Chrome*

**1655**  
*Emblem*  
*Slim®*  
*High Polish Chrome*

**1615**  
*Slim®*  
*High Polish Chrome*

Delicate engraving, whimsical animal prints, and the timeless black ultralite – each lighter is a delightful gift option right off the shelf. Engrave the customization panel with initials, a short message, or a significant date for a truly personalized gift.



**21138**  
*High Polish Chrome*



**28046**  
*High Polish Chrome*



**28047**  
*High Polish Chrome*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**200ZP**  
*Brushed Chrome*



**24013**  
*Satin Chrome*



**28324** **NEW**  
*Ebony*

Made with  
**CRYSTAL  
LIZET**  
SWAROVSKI ELEMENTS



**667**  
*Emblem  
Black Ice®*



**21155**  
*Satin Chrome*



**28325** **NEW**  
*Brushed Chrome*



**28277 NEW**  
Satin Chrome



**28051**  
Satin Chrome



**28286 NEW**  
High Polish Chrome



**24903 NEW**  
High Polish Chrome



**24906 NEW**  
Satin Chrome



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28328** **NEW**  
Slim®  
Satin Chrome



**24816**  
Slim®  
High Polish Chrome

Made with  
**CRYSTAL  
LIBERTY**  
SWAROVSKI ELEMENTS



**28043**  
Black Matte



**24459**  
High Polish Chrome



**24016**  
Street Chrome

Innovative Double Lustre engraving produces a multi-level image on gleaming high polish chrome.



1 9 3 2 - 2 0 1 2



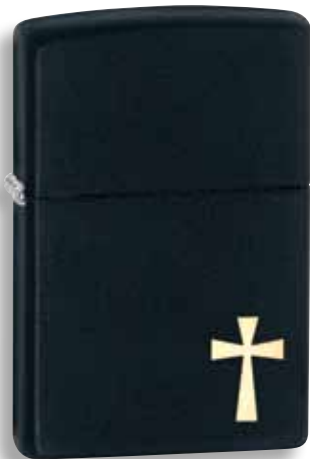
1 9 3 2 - 2 0 1 2







**28288** **NEW**  
High Polish Chrome



**24721**  
Black Matte



**20850**  
High Polish Chrome



**24800**  
Brushed Chrome



**24875** **NEW**  
Emblem  
Street Chrome



**24355**  
Brushed Chrome

Made with  
**CRYSTAL  
LIZZY**  
SWAROVSKI ELEMENTS



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# I LOVE NEW YORK

Available Worldwide.



**28282** **NEW**  
Brushed Chrome



**24798**  
Black Matte



**24799**  
High Polish Chrome

**I ♥ NY.** is a registered trademark/service mark of the NYS Dept. of Economic Development, used with permission.



**28048**  
High Polish Chrome



**20854**  
Emblem  
Brushed Brass



**21069**  
High Polish Chrome



1 9 3 2 - 2 0 1 2



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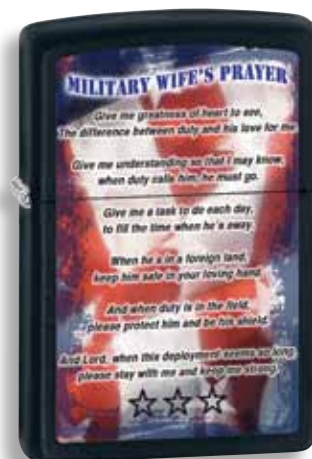




**28290 NEW**  
High Polish Chrome



**28291 NEW**  
High Polish Chrome



**28315 NEW**  
Black Matte



**28316 NEW**  
Black Matte



**28279 NEW**  
Street Chrome



**28287 NEW**  
High Polish Chrome





**20895**  
Emblem  
Brushed Chrome



**28292** **NEW**  
High Polish Chrome



**24797**  
Brushed Chrome



**24836**  
High Polish Chrome



**28336** **NEW**  
High Polish Chrome



**28054**  
High Polish Chrome



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

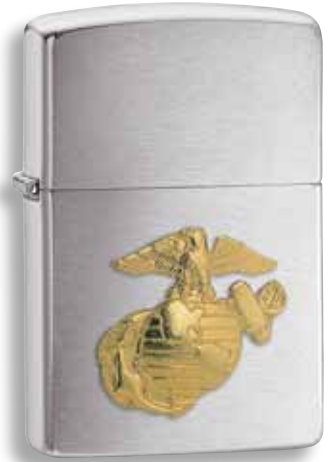




**280ANC**  
Emblem  
Brushed Chrome



**280ARM**  
Emblem  
Brushed Chrome



**280MAR**  
Emblem  
Brushed Chrome

Officially Licensed Product of the United States  
Marine Corps. [www.Marines.com](http://www.Marines.com) 1.800.marines



**280CG**  
Emblem  
Brushed Chrome



**280AFC**  
Emblem  
Brushed Chrome



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# USMC

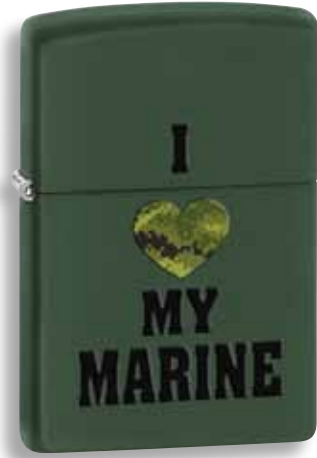
Available Worldwide.



**218.539**  
Black Matte

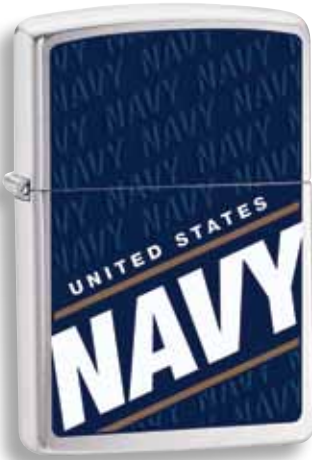


**28337 NEW**  
Green Matte



**28338 NEW**  
Green Matte

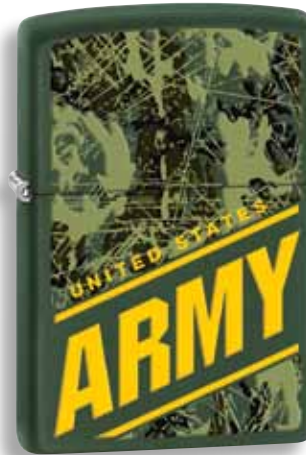
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[www.Marines.com](http://www.Marines.com) 1.800.marines



**24813**  
Brushed Chrome



**24827**  
Brushed Chrome



**24828**  
Green Matte



**24457**  
Emblem  
Street Chrome



**28330 NEW**  
*Green Matte*



**28036**  
*Green Matte*

## Mossy Oak®

*Available Worldwide.*



**28332 NEW**  
*Break-Up*  
*Green Matte*



**28331 NEW**  
*Break-Up Infinity*  
*Green Matte*

Mossy Oak is a trademark used under license from Haas Outdoors, Inc.,  
by Zippo Manufacturing Company.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28001**  
Black Matte



**28272 NEW**  
White Matte



**28303 NEW**  
Black Matte



**28276 NEW**  
Ebony



**769**  
Black Ice®



**20855**  
Emblem  
Brushed Chrome



**28314 NEW**  
Black Matte



1 9 3 2 - 2 0 1 2



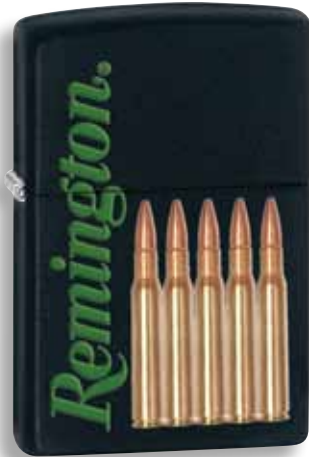
1 9 3 2 - 2 0 1 2





# REMINGTON®

Available USA and Canada only.  
Additional territories upon request.



**28270 NEW**  
Black Matte



**28262 NEW**  
Brushed Chrome

**Remington®**

# REALTREE®

Available Worldwide.



**24072**  
REALTREE MAX-1®



**28263 NEW**  
REALTREE APG



**28078**  
REALTREE APC  
Pink Matte



**28079**  
REALTREE APG  
Green Matte



**REALTREE**

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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# MAZZI

Available Worldwide.



**28003**  
Black Matte



**24764**  
Street Chrome



**24745**  
Harvest Bronze



**28002**  
Brushed Chrome

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**28320 NEW**  
Brushed Brass



**28321 NEW**  
Brushed Brass



**28305 NEW**  
Black Matte



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**24522**  
Brushed Chrome



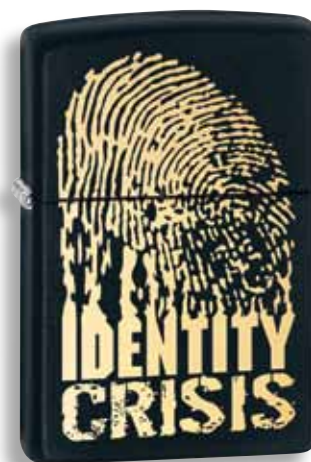
**28296** **NEW**  
White Matte



**20836**  
High Polish Chrome



**28297** **NEW**  
Black Matte

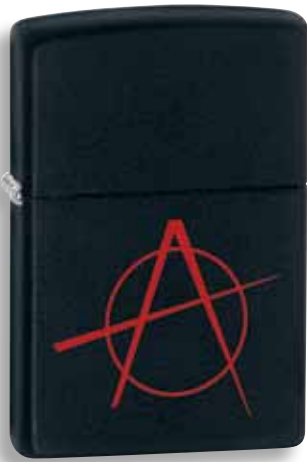


**28295** **NEW**  
Black Matte



**28283** **NEW**  
Brushed Chrome





**20842**  
Black Matte



**28140** **NEW**  
Red Matte



**28318** **NEW**  
Lemon



**24330**  
Black Matte



**28060**  
Lemon



**28310** **NEW**  
Black Matte



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28329 NEW**  
*Street Chrome*

The design on this lighter is stamped from the opposite side of the face, resulting in an enduring embossed look.



**28137 NEW**  
*High Polish Chrome*



**28319 NEW**  
*Licorice*



**28034**  
*Lurid*



**24717**  
*Toffee*

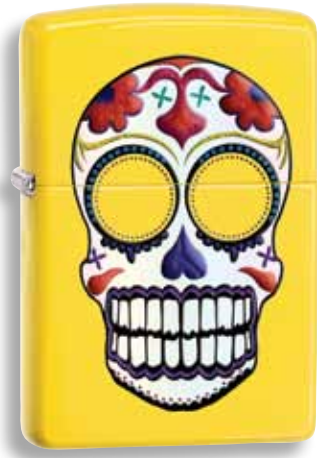




**28044**  
*Black Matte*



**28042**  
*Black Matte*



**24894**  
*Lemon*



**24901**  
*Emblem*  
*Street Chrome*



**28135** **NEW**  
*Black Matte*



**21067**  
*Black Matte*

Made with  
**CRYSTAL  
LIZARD**  
SWAROVSKI ELEMENTS



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**24891**  
*Black Matte*



**28275** **NEW**  
*High Polish Chrome*



**28278** **NEW**  
*Street Chrome*



**28306** **NEW**  
*Black Matte*



**28307** **NEW**  
*Black Matte*

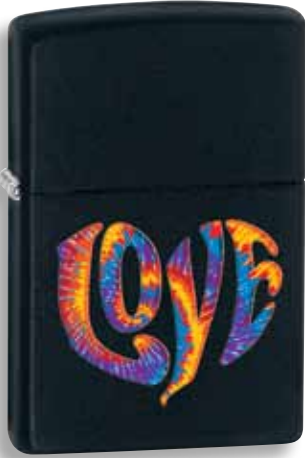


1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

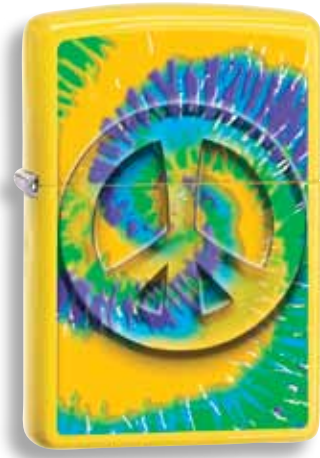




**28045**  
*Black Matte*



**28327 NEW**  
*Chrome Arch*



**24895**  
*Lemon*



**21055**  
*Sapphire*



**28274 NEW**  
*High Polish Chrome*



**24472**  
*Black Matte*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2







**28035**  
*Sapphire*



**24339**  
*Satin Chrome*



**21027**  
*Spectrum*



**28057**  
*Lurid*



**28059**  
*Lemon*



1 9 3 2 - 2 0 1 2

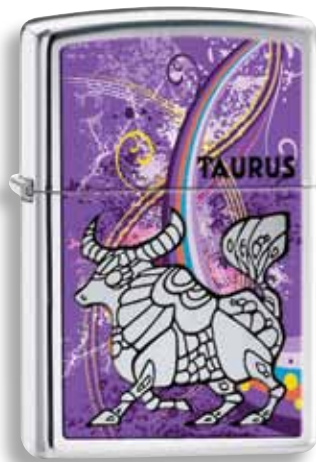


1 9 3 2 - 2 0 1 2





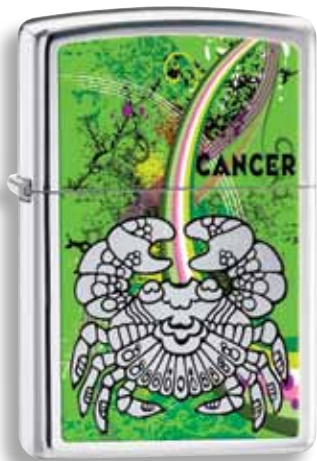
**24931**  
High Polish Chrome



**24932**  
High Polish Chrome



**24933**  
High Polish Chrome



**24934**  
High Polish Chrome



**24935**  
High Polish Chrome



**24936**  
High Polish Chrome

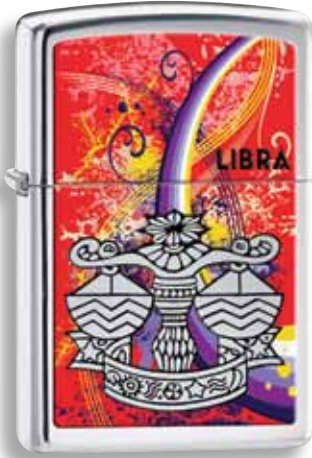


1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

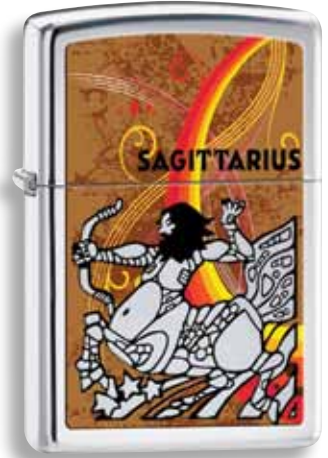




**24937**  
High Polish Chrome



**24938**  
High Polish Chrome



**24939**  
High Polish Chrome



**24940**  
High Polish Chrome



**24929**  
High Polish Chrome



**24930**  
High Polish Chrome



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28273 NEW**  
Brushed Chrome



**28299 NEW**  
Black Matte



**28271 NEW**  
White Matte



**20762**  
Black Ice®



**24892**  
Black Matte



**28317 NEW**  
Black Matte



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





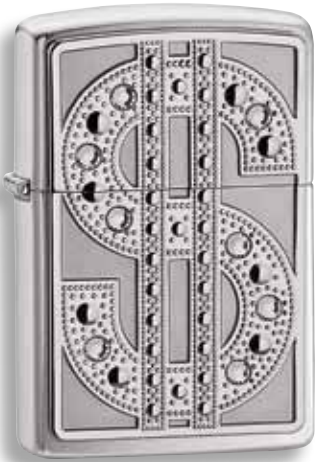
**24007**  
*High Polish Chrome*



**21032**  
*Moss Green Matte*



**24699**  
*High Polish Chrome*



**20904**  
*Emblem*  
*High Polish Chrome*



**28301** **NEW**  
*Black Matte*



**28302** **NEW**  
*Black Matte*

Made with  
**CRYSTAL  
LIZYTY**  
SWAROVSKI ELEMENTS

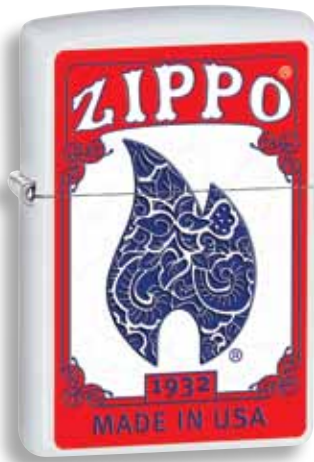


1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**24880**  
*Zipper Lighter & Playing Cards  
Gift Set*  
*White Matte*



**24850** **NEW**  
*Emblem*  
*Satin Chrome*



**28281** **NEW**  
*Brushed Chrome*



**28298** **NEW**  
*White Matte*



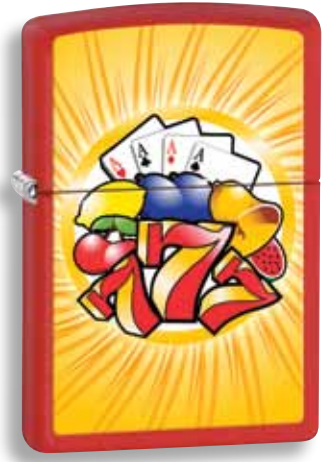
**28031**  
*White Matte*



**24196**  
*High Polish Chrome*



**28038**  
*White Matte*



**28037**  
*Red Matte*



**24011**  
*High Polish Chrome*



**28323** **NEW**  
*Black Ice®*



**24815**  
*White Matte*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# MILLERCOORS

Available USA and its possessions and territories.



**28250 NEW**  
High Polish Chrome



**28251 NEW**  
Street Chrome

New splashed texture enhancement used on model 28250.



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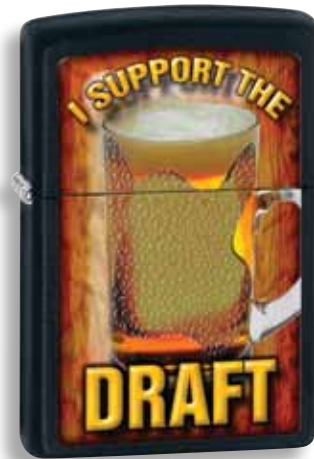
**24331**  
Licorice



**24047**  
High Polish Chrome



**28293 NEW**  
High Polish Chrome



**28294 NEW**  
Black Matte

New splashed texture enhancement irresistibly entices you to touch it to see if it's wet. If you think these lighters look great on the page, wait 'til you hold them in your hand!



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**JIM BEAM®**

Available selected countries, some restrictions may apply.



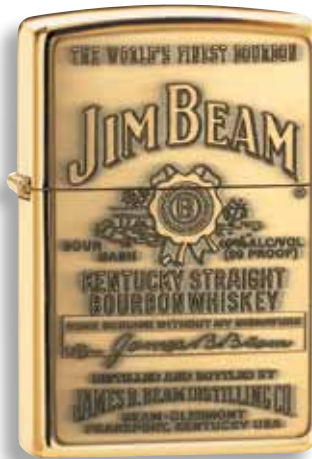
**28072**  
Black Matte



**28071**  
High Polish Chrome



**28070**  
1935 Replica



**254JB.929**  
Emblem  
High Polish Brass



**250JB.928**  
Emblem  
High Polish Chrome

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1 9 3 2 - 2 0 1 2

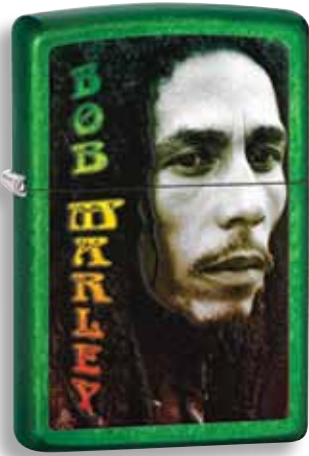


1 9 3 2 - 2 0 1 2

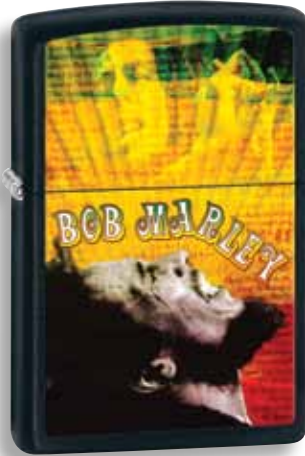


# BOB MARLEY

Available Worldwide.



**28256 NEW**  
Meadow



**28257 NEW**  
Black Matte



**24991**  
Street Chrome



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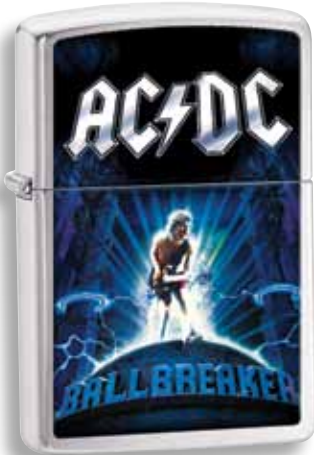


# AC/DC®

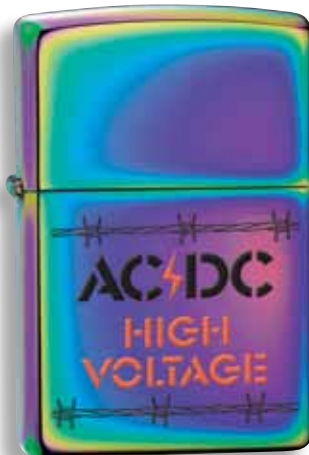
Available Worldwide.

# SHAKIRA

Available Worldwide.



**28020**  
Brushed Chrome



**28021**  
Spectrum



**28028**  
Street Chrome



**28029**  
Street Chrome

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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

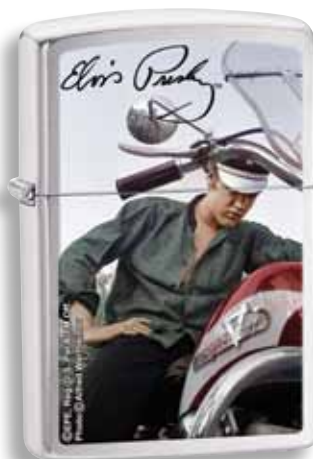


# ELVIS®

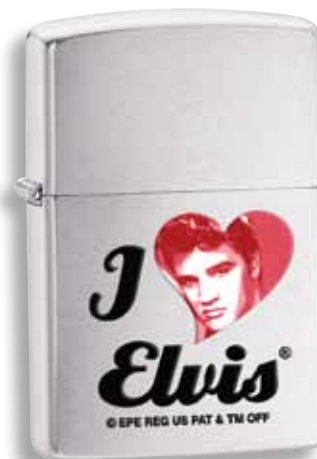
Available Worldwide.



**28073**  
Brushed Chrome



**28074**  
Brushed Chrome



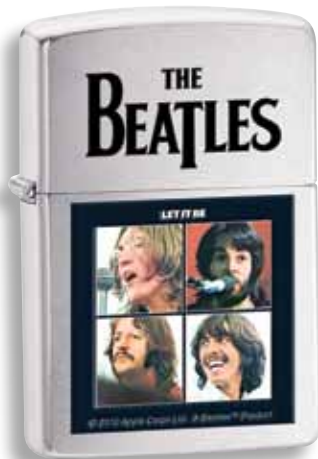
**28258 NEW**  
Brushed Chrome



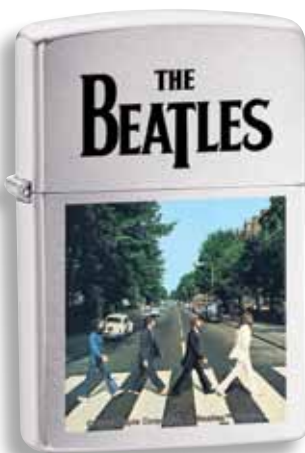
© EPE, Reg. U.S. Pat & TM Off. Photo ©Alfred Wertheimer

# THE BEATLES®

Available Worldwide.



**28254 NEW**  
Brushed Chrome



**28255 NEW**  
Brushed Chrome

# SEX PISTOLS

Available Worldwide.



**28025**  
White Matte



**28024**  
Street Chrome

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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





# ROLLING STONES®

Available Worldwide.



**28018**  
Cream Matte



**28253 NEW**  
Black Matte



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# LYNYRD SKYNYRD

Available Worldwide.



**28022**  
Black Matte



**28023**  
Brushed Chrome



**28019**  
Brushed Chrome



**24565**  
Brushed Chrome



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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

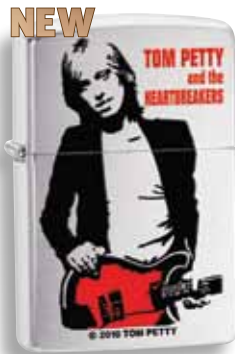


# ARTISTS CUSTOM IMPRINT PROGRAM

Available Worldwide.



The Who



Tom Petty & The Heartbreakers



Aerosmith



Aerosmith



Judas Priest



Judas Priest



Motley Crüe



Def Leppard



U2



U2



Lil Wayne



Lil Wayne



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Cheech & Chong



Cheech & Chong

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Can't get enough of the music scene? Stage an encore performance with this additional line-up of legendary names available on a custom imprint basis, and create your own Zippo Moment!

Lighters are pre-approved exactly as pictured here, and must be ordered in a minimum of 30 pieces per design. **Please contact your Zippo representative or sales associate for pricing, lead times, and ordering details.**



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# JACK DANIEL'S® GIFT SETS

Available selected countries, some restrictions may apply.



**24652**

*Jack Daniel's® Lighter/Flask Gift Set  
High Polish Chrome*



**24707**

*JD Lighter/Pouch Set  
High Polish Chrome*



**28014**

*JD Lighter/Card Set  
Black Matte*



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# JACK DANIEL'S®

Available selected countries, some restrictions may apply.



**24779**  
Street Chrome



**28252** **NEW**  
White Matte



**28012**  
Black Ice®



**250JD.321**  
High Polish Chrome



**254BJD.428**  
Emblem  
High Polish Brass



**250JD.427**  
Emblem  
High Polish Chrome

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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**28065**  
High Polish Chrome



**28066**  
High Polish Chrome



**28067**  
High Polish Chrome



**28030**  
Brushed Chrome



**21195**  
Emblem  
Toffee



**28139** **NEW**  
Cerulean



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2







**28304 NEW**  
*Black Matte*



**28313 NEW**  
*Black Matte*



**28308 NEW**  
*Black Matte*



**28052**  
*High Polish Chrome*



**28053**  
*High Polish Chrome*



**28285 NEW**  
*Brushed Chrome*

New splashed texture enhancement irresistibly entices you to touch 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!



1 9 3 2 - 2 0 1 2

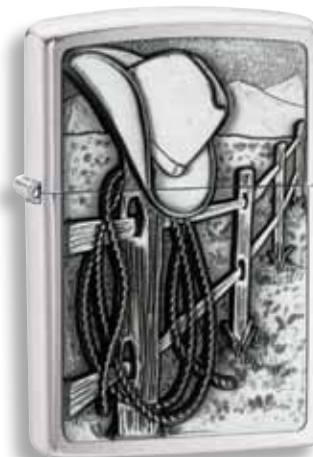


1 9 3 2 - 2 0 1 2





**20286**  
Emblem  
Street Chrome



**24879**  
Emblem  
Brushed Chrome



**28311 NEW**  
Black Matte



**28284 NEW**  
Brushed Chrome



**28289 NEW**  
High Polish Chrome



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# CHEVY®

Available selected countries, some restrictions may apply.



**24553**  
*High Polish Chrome*



**28260** **NEW**  
*Street Chrome*



**28011**  
*Black Matte*

Chevy's centennial commemorative is packaged in a custom cardboard gift box.



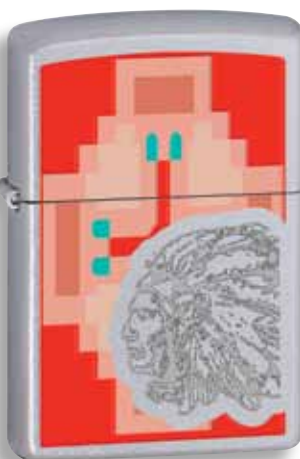
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**28195** **NEW**  
*Ebony*



**28049**  
*High Polish Chrome*



**28068**  
*Satin Chrome*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# PLAYBOY

Available selected countries, some restrictions may apply.



**28075**

*High Polish Chrome*



**28261** **NEW**

*Brushed Chrome*



**24789**

*High Polish Chrome*



**20831**

*Slim®*

*Pink Matte*

Made with  
**CRYSTAL  
LIZET**  
SWAROVSKI ELEMENTS



**28077**

*Satin Chrome*



**28268** **NEW**

*White Matte*



**28269** **NEW**

*Brushed Chrome*

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1 9 3 2 - 2 0 1 2

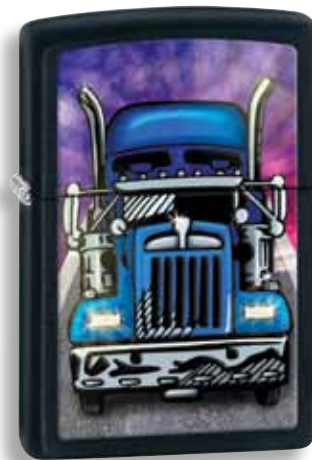


1 9 3 2 - 2 0 1 2





**28335 NEW**  
Black Matte



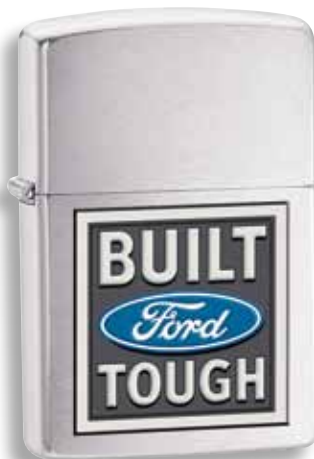
**28312 NEW**  
Black Matte

## FORD

Available in selected countries, some restrictions may apply.



**28016**  
Satin Chrome



**28259 NEW**  
Brushed Chrome



**250F.957**  
High Polish Chrome



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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

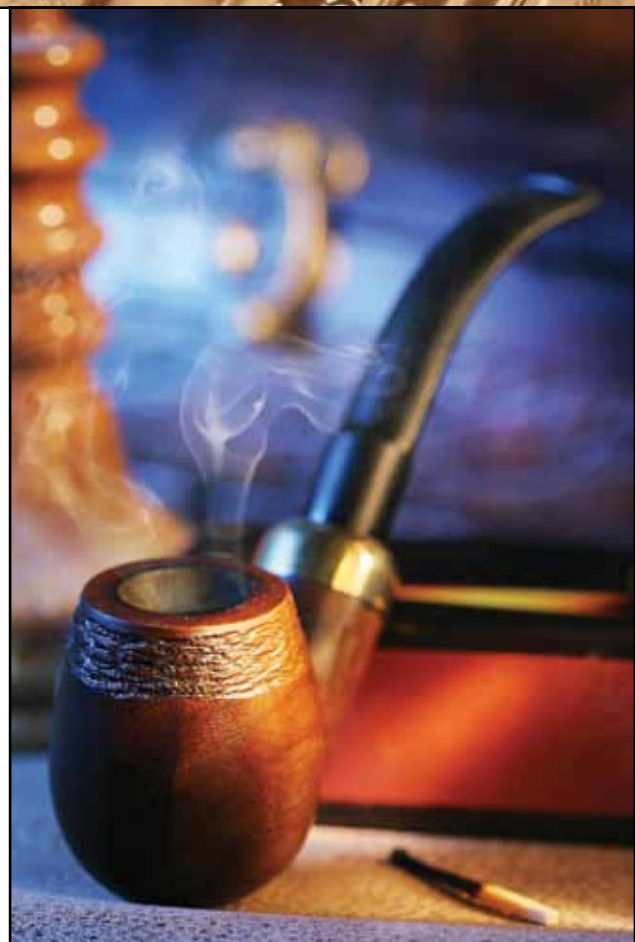




**20903**  
Emblem  
Brushed Brass



**359**  
Emblem  
High Polish Chrome



The Zippo pipe lighter is made to the same high quality standards as a Zippo windproof lighter, but designed for the special needs of pipe smokers. The ingenious design encases the flame in metal, allowing it to be drawn directly into the pipe without bending over the side. The result: perfectly lit tobacco, with no damage to the pipe. The insert of a Zippo pipe lighter is exactly the same size as the standard windproof lighter insert, allowing pipe smokers who have a treasured Zippo windproof lighter the option of replacing the insert to continue carrying the favorite case.



**200PL**  
Brushed Chrome



**28322 NEW**  
High Polish Brass



**218PL**  
Black Matte

Any full size lighter may be ordered from the factory with a pipe lighter insert. Pipe lighter inserts are not sold separately, and must be fit to the lighter at the Zippo factory to ensure a proper fit that meets our quality standards. When ordering, add PL to lighter code number and \$1.50 to retail price



**LPCB**  
*Lighter Pouch  
with Clip-Brown*



**LPCBK**  
*Lighter Pouch  
with Clip-Black*



**LPLB**  
*Lighter Pouch  
with Loop-Brown*



**121506**  
*Z-Clip  
Black*



**LPTBK**  
*Lighter Pouch with  
Thumb Notch-Black*



**LPLBK**  
*Lighter Pouch  
with Loop-Black*

Plastic unit clips on belt, waistband, pocket, or sun visor. Holds Zippo windproof lighter securely, yet easily accessible. (Lighter not included.)

Thumb notch allows easy removal of any Zippo windproof lighter. Wide leather loop fits belts up to 2" wide.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





## ALL-IN-ONE KIT



All in one kit includes Street Chrome lighter, 6-flint dispenser and a 4 oz. tin of Zippo Premium Lighter Fluid in clamshell packaging.

**24651**  
*All-In-One Kit*

Available in USA only.

## Z-CHAIN/LIGHTER COMBO SET

Fashion meets function with the Zippo windproof lighter chain. End the frustration of lost Zippo windproof lighters and look good doing it. Attach one end of the chain to a belt loop or purse and slip a Zippo lighter into the collar at the other end and you have a stylish way to keep your Zippo lighter securely in your possession. Each Z-Chain comes standard with a model #207 Street Chrome lighter.



**24414**  
*Z-Chain Set*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2







Price of gift kits does not include lighter.  
Add cost of lighter to all gift kit pricing.



**50R**  
Regular Gift Kit



**50S**  
Slim Gift Kit

A Zippo gift kit is the perfect way to give a Zippo windproof lighter. Gift kit includes 6-flint dispenser and a 4 ounce tin of Zippo Premium Lighter Fluid in a handsome gift box. Add any regular or slim lighter for a distinctive presentation.



**LPGS**  
Lighter Pouch  
Gift Set

Please specify lighter and pouch to be packaged in gift set. Price includes gift set and pouch. Add cost of lighter to price of LPGS.



**MGSGK**  
Gift Set

Add your choice of any Zippo windproof 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 MGSGK suggested retail.



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**PDF-09**

*Plastic Display Flames*  
5 flames per package



Plastic flames enhance the display of any Zippo windproof lighter. Five flames per blister carded package.

**142226**

*Lighter Display Base*

Highlight any Zippo windproof lighter with these great lighter display bases. Lighters fit snugly into base and are held in magnetically. (Please order in multiples of 10).

Dimensions: 2.05" x 1.375" x 1.8125"  
6.35cm x 3.492cm x 4.604cm



**ZAT**

*Zippo Ashtray*

Durable ashtray with Zippo logo.  
Dimensions: 5.25" diameter  
13.34cm diameter



Classical style and contemporary convenience. Gift set includes a brushed chrome Zippo lighter and an all metal pocket ashtray.

**24748**

*Brushed Chrome Pocket Ashtray Gift Set*



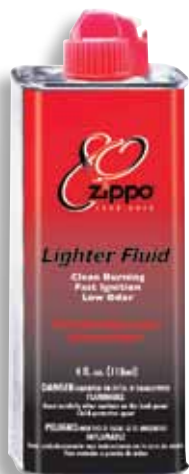
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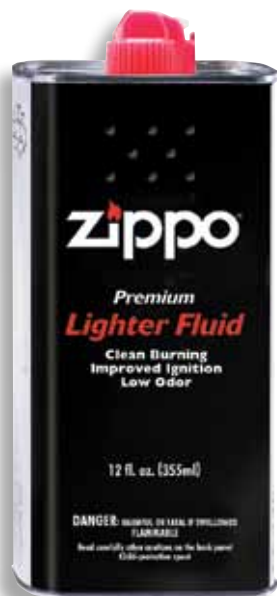
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For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo flints, wicks, and premium lighter fluid. The 80th Anniversary fluid can is available in select markets for a limited time only.



**3141**  
Lighter Fluid 4 oz.  
(shipping carton of 24)



**3165**  
Lighter Fluid 12 oz.  
(shipping carton of 24)

(No. 3341 carton of 12)

(No. 3365 carton of 12)

Price is subject to change without notice.



Take along an extra refill of Zippo premium lighter fluid. Reusable personal-sized aluminum canister holds enough fuel to fill one Zippo windproof lighter. Includes swivel snap fastener, split ring for keys, disk to tighten and loosen flint screw, and rubber storage sleeve for two extra Zippo flints. Note: cannot be taken on airplane.

**121503**  
Aluminum Fuel Canister

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



**2406C**  
Six Flint Dispenser  
24 per Display Card



**2406N**  
Flint Cards

**2425**  
Wick Cards

24 cards per display box;  
24 boxes per master carton



**121505**  
Brushed Chrome  
Pocket Ashtray



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**zippo**  
**BLU<sup>2</sup>**



BLU<sup>2</sup> is the next generation of the Zippo BLU® premium butane lighter. More reliable than ever, new high-precision technology sparks a flawless butane flame, light after light. The restyled case echoes the unforgettable look and sound of a classic Zippo windproof lighter. Made in the USA, the wind-resistant BLU<sup>2</sup> is unmatched in delivering a clean-burning, hot flame every time.

- New case styling
- Elegant s-curve lid
- Patented BLU technology
- Distinctive “z” patterned chimney
- Compact gift box with butane lighter identifier.



**30200 NEW**  
*High Polish Chrome*



**3810**  
*Butane Fuel*  
165 grams (5.82 oz.)  
Shipping carton of 48  
with 4 innerpacks of 12



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



Standard packaging for  
all BLU lighters



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**30051** **NEW**  
*Vertical Chrome*



**30052** **NEW**  
*Candy Apple Red*



**30053**  
*Ebony*

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

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



**30039**  
*High Polish Chrome*



**30001**  
*Vertical Chrome*



**30013**  
*Sable*





Contact your Zippo representative to customize BLU Shadow with spectrum shroud option

**30035**  
*BLU® Shadow*

With standard high polish chrome shroud



**30029**  
*Dusted Chrome*

Engraved on both sides



**30028**  
*Dusted Chrome*

Engraved on both sides



Contact your Zippo representative to customize Shadow with gloss black shroud option.

**30004**  
*Shadow*

With standard high polish chrome shroud



**30037**  
*Vertical Chrome*

Engraved on both sides



**30031**  
*Shadow*

Engraved on both sides



**30032**  
*Shadow*

Engraved on both sides



**30030**  
*Dusted Chrome*

Engraved on both sides

Many of the iconic characteristics of the classic Zippo windproof lighter are carried over in the BLU® lighter, including the trademark flint wheel ignition system, rugged metal construction, hinged lid, one-hand operation and the distinctive 'click'. In addition, the BLU butane lighter features sleek and contemporary designs, a signature "Z" patterned chimney, large fuel tank and quick refilling options. The butane-fueled BLU lighter delivers a hot, consistent, clean-burning blue flame, unlike the traditional windproof lighter which sports a yellow flame fueled by liquid lighter fluid. Made entirely in the United States, the product uses a patented two-stage burner technology that creates the blue flame.



**30005**  
*Vertical Gold*

Engraved on both sides



**30033**  
*Vertical Gold*

Engraved on both sides





**30047**  
*High Polish Chrome*



**30002**  
*Vertical Gold*



**30027**  
*Dusted Chrome*

## BLU® Gift Set

*Available in selected countries, some restrictions may apply.*



**30B**  
*Zippo BLU® Gift Set*

Our new gift set includes everything a new user needs to enjoy the famous Zippo flame – butane style. Gift set includes a 1.48 oz. can of Zippo Premium Butane gas and a 6-flint dispenser in a handsome gift box. A recessed cavity awaits your favorite BLU lighter.

The price of the gift set does NOT include the Zippo BLU® Lighter. Add the lighter cost to the gift set price.



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**142100**

*12 Piece Counter Display*  
Two-sided swivel counter display showcases 12 BLU® lighters. Lock and key included.

*Product sold separately*  
25" x 13.5" x 11.75"  
63.5cm x 34cm x 30cm



**142095**

*BLU® Silo Display*  
Cylindrical acrylic display showcases one BLU® lighter. Mirrored disks at top and bottom of display module bathe featured lighter in reflected battery-powered blue light. Top is removable to insert four D-cell batteries (included).

*Product sold separately*  
17.375" high x 4.375" diameter  
44.13 cm high x 11.11 cm diameter

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**142096**

*6 Piece Under-Counter Tray*  
Leather-like tray is angled for under-counter display of six BLU® lighters and boxes. Flocked insert, sturdy plastic header card.

*Product sold separately*  
15.5" x 12.875" x 3.875"  
39.37cm x 32.7cm x 9.84cm



**142625**

*Individual Lighter Easel*  
Molded acrylic easel displays individual BLU® lighters in package. *Product sold separately*

5.5" x 3" x 3.75"  
13.97cm x 7.62cm x 9.925cm



**142099**

*6 Piece Counter Display*  
Wooden display reflects BLU® elegance. Displays 6 lighters in package, stores 12 more. Lock and key included. *Product sold separately*

14" x 12" x 11"  
36cm x 31cm x 28cm



**zippo**

OUTDOOR



**40182**  
*High Polish Chrome*

Shown actual size



Enjoy the Great Outdoors even when it's cold outside. Our rugged, metal hand warmer has a high-polish finish and a sleek, thin design that easily fits into pockets. It's virtually odorless (great for hunters) and stays warm for up to 12 hours. Reusable with Zippo lighter fluid, includes a convenient filler cup and warming bag. So whether your customers are going hunting or hitting the slopes, our hand warmer will keep them warm.



**44003**  
*Replacement Burner*



Standard packaging for all Zippo Hand Warmers



**40285** **NEW**  
*Black Matte*



**40289** **NEW**  
*Realtree*



Realtree AP HD ©2006 are copyrights of Jordan Outdoor Enterprises, Ltd. All Rights Reserved.



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# Flex Neck Utility Lighter

Grills, lanterns, tiki torches and fireplaces all require a certain degree of precision when being lit. And that's where the Flexible Neck Utility Lighter comes in. Its slim, powerful nozzle easily fits into the openings on most grills and lanterns, and with wind-resistant dual-flame technology, it's ideal for any outdoor setting. For optimum performance of every Zippo Flexible Neck Utility Lighter we recommend Zippo Premium Butane Fuel.



**121340 - Filled**  
**121351 - Empty**  
*Satin Silver*

*Not shown actual size*



*Packaging for unfilled Utility Lighter*



*Packaging for filled Utility Lighter*

Flexible Neck Utility Lighter is available in both filled and unfilled.



Packed 6 Clamshells per Display Tray.

## FEATURES INCLUDE:

PATENTED CHILD-RESISTANT SAFETY BUTTON (ON BACK) →

ADVANCED IGNITION SYSTEM →

ADJUSTABLE FLAME →



**121330 - Filled**  
**121321 - Empty**  
*Rubberized Flat Black*

*Not shown actual size*



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# Zippo® OUL®

The OUL - Outdoor Utility Lighter - is built to handle the rugged conditions that come with hunting, fishing and camping. The wind-resistant dual-flame and durable metal construction mean it can take on the outdoors no matter the season.



Standard packaging for all Zippo OULs.



Packed 6 Clamshells per Display Tray.

## FEATURES INCLUDE:

PATENTED CHILD-RESISTANT SAFETY BUTTON

ADVANCED IGNITION SYSTEM

SLIP-RESISTANT RUBBER GRIP

FUEL-LEVEL INDICATOR

ADJUSTABLE FLAME



**121399**  
*Outdoor Utility Lighter*

*Not shown actual size*



The Mini MPL® is easy to use, with an advanced soft-touch ignition system and an adjustable flame dial. Made of durable metal, the Mini MPL features a patented child-resistant safety button. For optimum performance of every Zippo Mini MPL, we recommend genuine Zippo premium butane fuel (found on page 72).

## Mini MPL®

available in four colors



121460 Pink

121461 Sea Foam



121458 Cabernet

121459 Pearl



Adjustable flame.

Shown at actual size

Made by Zippo. You get a reliable product. Your customers get a lifetime guarantee.

Patented child-resistant safety button (on back).

Ergonomic yet stylish design.

Available in four colors: cabernet, pearl, pink and sea foam.

Adjustable flame dial.

Butane fuel valve (on bottom).



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A dynamic new direction from Zippo . . . updated, contemporary men's watches designed with simple, yet innovative features geared for performance, elegance and sportsmanship. Distinctive characteristics like a flame-embossed logo crown, mirrored case back with etched Zippo logo and flame, and engraved bracelet clasp or buckle identify these watches as uniquely Zippo. Mineral crystal and Japan movement confirm the quality you expect from Zippo. Most Zippo watches\* are water resistant to 5 ATM. Dimensions denote case size.

## DRESS

Practical, modern styles



46 x 53.5 mm

30 x 38 mm

**45024**

Smaller size with all the features.

**45015**

Make an impression. Silver sunray dial with white luminous hands and red accents for a polished look every time.

- Silver dial with Zippo logo
- Solid stainless steel band
- Vertical brushed bracelet clasp w/ deep etched logo

46 x 53.5 mm



**45014**

Dress it up. White logo, numerals, and luminous hands pop against a stark black dial in a goes-with-everything black stainless steel case and bracelet.

- Black dial with Zippo logo
- Black solid stainless steel band
- Vertical brushed bracelet clasp w/ deep etched logo

**45021**

A classic accessory for any look, this pocket chronograph is a perfect fit from boardroom to boardwalk.

- Pocket watch
- Black dial with Zippo logo
- Chronograph
- Stainless steel chain and buckle



45 x 54 mm

\* Model 45021 is not water resistant to 5 ATM.



## CASUAL

Well crafted and very functional, these watches will accent any outfit. Details such as stainless steel cases, stitched leather straps, and chrome buckles with an etched logo make these watches perfect for work, a workout, or a night out on the town.

44 x 53.5 mm Models: 45002, 45003, 45004, 45005



### 45002

Classic polished stainless steel built for your modern lifestyle.

- *White dial with Zippo logo*
- *Black leather strap*
- *Polished chrome buckle w/ etched logo*

### 45003

A sporty look that works for either ball field or boardroom.

- *Black dial with Zippo logo*
- *Black leather strap*
- *Polished chrome buckle w/ etched logo*



### 45004

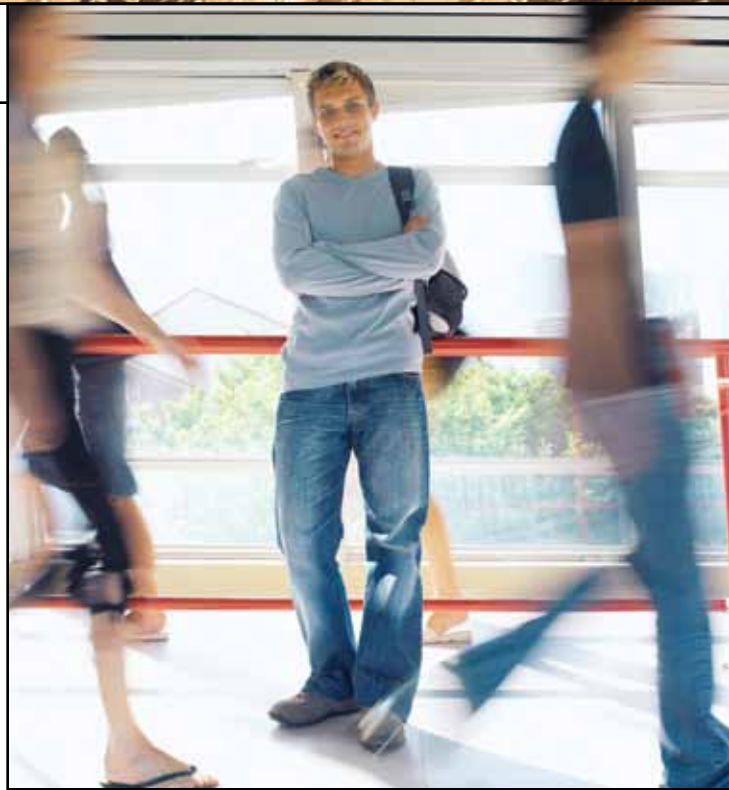
Bold blue dial with white luminous hands and red accents.

- *Blue dial with Zippo logo*
- *Blue leather strap*
- *Polished chrome buckle w/ etched logo*

### 45005

Anything but ordinary, this yellow dialed watch adds a little adventure to any look.

- *Yellow dial with Zippo logo*
- *Yellow leather strap*
- *Polished chrome buckle w/ etched logo*





46 x 53.5 mm



46 x 53.5 mm

### 45010

Simple design is casual and understated for a polished look every time.

- *Black dial with Zippo logo*
- *Black leather strap*
- *Brushed chrome buckle w/ etched logo*

### 45011

Updated and contemporary with white dial and white luminous hands.

- *White dial with Zippo logo*
- *Brown leather strap*
- *Brushed chrome buckle w/ etched logo*

42 x 49 mm



### 45022

White logo, numerals, and luminous hands complement the jet-black face of this classic timepiece.

- *Fully back-lit black dial with Zippo logo*
- *Black leather strap*
- *Brushed chrome buckle w/ etched logo*

42.5 x 52.5 mm



42.5 x 52.5 mm

### 45008

Go casual with this bolted-look stainless steel watch.

- *White dial with Zippo logo*
- *Black leather strap*
- *Brushed chrome buckle w/ etched logo*

### 45009

Go casual with this bolted-look stainless steel watch.

- *Black dial with Zippo logo*
- *Brown leather strap*
- *Brushed chrome buckle w/ etched logo*



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## SPORT

Keep track of more than just the time with these multi-function sport watches. Modern designs combine precision timing features with distinctive characteristics.

40 x 60 mm



\* Model 45023 is not water resistant to 5 ATM.

46 x 53.5 mm



### 45012

Stark black dial contrasts with white numerals and luminous hands. Black silicone strap fits comfortably and securely.

- Black dial with Zippo logo
- Black silicone strap
- Brushed chrome buckle w/ etched logo

### 45023

Sturdy and dependable companion for all your adventures.

- Black dial with Zippo logo
- Black nylon strap
- Aluminum carabiner clip
- Compass
- LED light

46 x 53.5 mm



### 45013

The simple design is casual and understated, set off with an olive drab adjustable fabric strap.

- White dial with Zippo logo
- Olive drab fabric strap
- Brushed chrome buckle w/ etched logo





### 45019

Keep track of the hour, the date, and everything in between with this multi-functional sports chronograph.

- *Black dial with Zippo logo*
- *Chronograph*
- *Black solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*

45.5 x 55 mm



### 45020

Keep track of the hour, the date, and everything in between with this multi-functional sports chronograph.

- *White dial with Zippo logo*
- *Chronograph*
- *Solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*

45.5 x 55 mm



### 45000

Precision dials and brushed stainless steel bracelet band give this chronograph a practical modern style.

- *White dial with Zippo logo*
- *Chronograph*
- *Solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*

42.5 x 49 mm

### 45001

This black-dialed chronograph is anything but ordinary. White logo, numerals, and luminous hands accent the stark black dial in a goes-with-everything stainless steel case and bracelet.

- *Black dial with Zippo logo*
- *Chronograph*
- *Solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*



42.5 x 49 mm



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41 x 50 mm



**45016**

Adjustable polyurethane strap turns everyday style into adventure gear. Contemporary digital display.

- Digital
- Black polyurethane strap
- Polished chrome buckle w/ etched logo
- 1/100 second chronograph
- 12/24 hour format
- Timer
- Backlight

45 x 49.5 mm



**45017**

Contemporary digital display for an extraordinary sense of time and style. Adjustable polyurethane strap with polished chrome buckle.

- Digital
- Black polyurethane strap
- Polished chrome buckle w/ etched logo
- 1/100 second chronograph
- 12/24 hour format
- Timer
- Backlight

42.5 x 54 mm



**45018**

A unique mix of digital display and standard watch hands combine for stylish design and efficient timekeeping.

- Digital
- Black polyurethane strap
- Polished chrome buckle w/ etched logo
- 1/100 second chronograph
- 12/24 hour format
- Timer
- Backlight





## WORK

Rugged and reliable precision timekeepers.

45 x 52.5 mm



### 45006

Modern details and a classic solid stainless steel strap team up for a practical, contemporary look.

- *White dial with Zippo logo*
- *Solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*

45 x 52.5 mm



### 45007

Clean and uncluttered look for ultimate style.

- *Black dial with Zippo logo*
- *Black solid stainless steel band*
- *Vertical brushed bracelet clasp w/ deep etched logo*





## Watch Warranty

Your ZIPPO® brand watch is warranted to be free of defects in materials and workmanship for a period of two (2) years from the date of original retail purchase.

During the Warranty period, the case and metal strap, watch movement, hands and dial are the only components covered under this Warranty. These will be repaired or the watch will be replaced, at the sole discretion of Zippo, free of repair charges.

This Warranty does not cover the battery, crystal, non-metal strap or bracelet, incidents of normal wear and tear (including but not limited to scratches or other damage to the finish), incidents of abuse, or water damage unless the watch is marked as waterproof and the watch was used as instructed when the damage occurred.

This Warranty gives you specific legal rights which are in addition to, but run concurrently with, any other legal rights which you may have under the statutes of a state, province or country, and does not limit those statutory rights.

**NEW**

**142636**

12 pc watch display



**142628 NEW**

1 pc watch holder



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**41117** *Glossy Black Ballpoint* **NEW**



**41118** *Glossy Black Rollerball* **NEW**

Minimal high polish chrome appointments accent gloss black finish. Solid brass ballpoint pen features a dual twist action, rigid steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box.



**41119** *Silver Brushed Chrome Ballpoint* **NEW**



**41120** *Silver Brushed Chrome Rollerball* **NEW**

Minimal high polish chrome appointments accent brushed chrome finish. Solid brass ballpoint pen features a dual twist action, rigid steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box.





**41121** *Burgundy Leather Wrap Ballpoint*

**NEW**



**41122** *Burgundy Leather Wrap Rollerball*

**NEW**

Burgundy leather wrap with high polish chrome cap and appointments. Solid brass ballpoint pen features a dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid spring steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box.



**41123** *Black Leather Wrap Ballpoint*

**NEW**



**41124** *Black Leather Wrap Rollerball*

**NEW**

Black leather wrap with high polish chrome appointments. Solid brass ballpoint pen features a dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid spring steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box.





**41073** *Moshannon Carbon Fiber/Gloss Black Ballpoint*



**41074** *Moshannon Carbon Fiber/Gloss Black Rollerball*

### **Moshannon Pens**

Solid brass ballpoint pen features a dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid spring steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box. Finish includes carbon fiber barrel and gloss black cap over high polish chrome.



**41101** *Rushford Gloss Black Ballpoint*

### **Rushford Pen**

Black plated chrome appointments and a textured diamond pattern on the barrel lend distinction to this bold writing instrument. Solid brass ballpoint pen features dual twist action, a rigid spring steel clip with Zippo logo, and medium point black refill. Packaged in a distinctive black gift box.







**41065** *Oyster Marble/Gloss Black Ballpoint*



**41066** *Oyster Marble/Gloss Black Rollerball*

### Oyster Pens

Solid brass ballpoint pen features a dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Rollerball features cap-off action, rigid spring steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box. The barrel resembles marble in appearance and the cap is finished in gloss black over high polish chrome.



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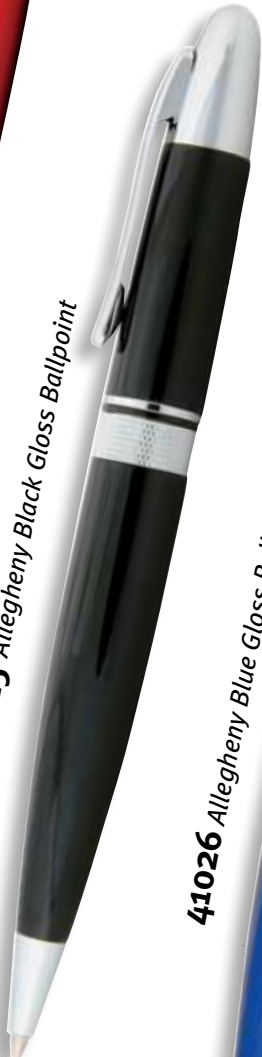


### Allegheny Pens

Solid brass ballpoint pen features twist action mechanism, medium point black refill, and a rigid spring steel clip with Zippo logo. Packaged in a distinctive black gift box.



**41028** *Allegheny Red Gloss Ballpoint*



**41025** *Allegheny Black Gloss Ballpoint*



**41026** *Allegheny Blue Gloss Ballpoint*



**41029** *Allegheny High Polish Ballpoint*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





**41067** *Shenango Gloss Black Ballpoint*



**41069** *Shenango Gloss Black Rollerball*

### **Shenango Pens**

Solid brass ballpoint pen features a dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Solid brass rollerball features a screw-on cap, rigid spring steel clip with Zippo logo and high quality German black refill. Packaged in a distinctive black gift box. Intricate detail on band enhances value. Finish is gloss black over high polish chrome.



**41085** *Seneca Satin Chrome Ballpoint*

### **Seneca Pen**

Solid brass diamond plate design with satin chrome finish. High polish chrome appointments with black gloss detail. Ballpoint features dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Packaged in a distinctive black gift box.



**41087** *Cayuga Satin Chrome Ballpoint*

### **Cayuga Pen**

Solid brass Zippo branded flame design with satin chrome finish. High polish chrome appointments with black gloss detail. Ballpoint features dual twist action, rigid spring steel clip with Zippo logo and medium point black refill. Packaged in a distinctive black gift box.



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### Keuka Pen

Horizontal bands engraved on cap and barrel offer a delicate enhancement to this classic writing instrument. Solid brass ballpoint pen features high polish chrome appointments, dual twist action, a rigid spring steel clip with Zippo logo, and medium point black refill. Packaged in a distinctive black gift box.



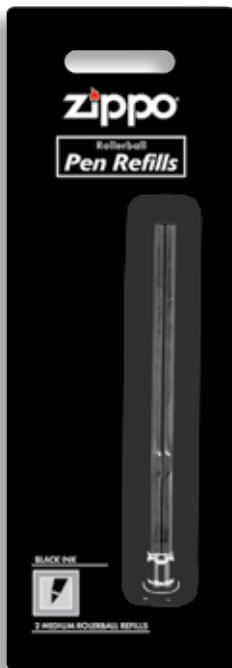
**41113** Keuka Gloss Black Ballpoint

### Willow Pocket Pen

Compact stainless steel pen features cap-off action, rigid spring steel clip with Zippo logo and high quality medium point black refill. Packaged in a distinctive black gift box.



**41012** Willow Ballpoint



**NEW**

- 41125** Blue Rollerball Refill
- 41126** Blue Ballpoint Refill
- 41127** Black Rollerball Refill
- 41128** Black Ballpoint Refill



Pen model shown 41085

### Pen box – standard packaging

Every Zippo pen is packaged in an attractive black cardboard gift box with cardboard insert and removable dust cover. Two-piece box and insert are made from renewable materials and are 100% recyclable. Transparent dust cover easily slips on and off like a second lid. The stylish new packaging is sturdy, lightweight, and easy to handle.

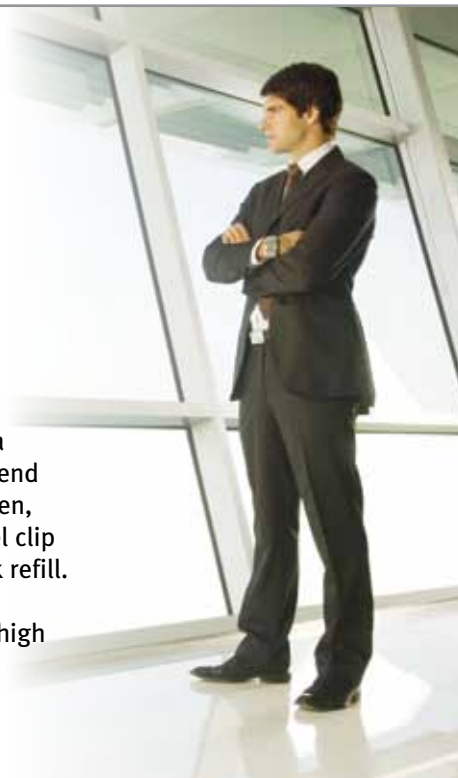
## PEN & LIGHTER GIFT SETS



**24749**  
*High Polish Chrome*

Black plated chrome appointments and a textured diamond pattern on the barrel lend distinction to this solid brass ballpoint pen, with dual twist action, a rigid spring steel clip with Zippo logo, and medium point black refill.

Diamond pattern is color imaged on the high polish chrome companion lighter.



**24823**  
*High Polish Chrome*

Gloss black cap and accents, high polish chrome appointments, and a marbled barrel lend distinction to this solid brass ballpoint pen, with dual twist action, a rigid spring steel clip with Zippo logo, and medium point black refill.

Marbled pattern is color imaged on the high polish chrome companion lighter.



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**142707**

*15 Piece Countertop Display*

Angled shelves hold a combination of Zippo pens and lighters, or 15 Zippo windproof lighters. Product sold separately. Dimensions: 3 1/2" x 8" x 19 3/4"



**142708**

*30 Piece Countertop Display*

Angled shelves hold a combination of Zippo pens and lighters, or 30 Zippo windproof lighters in this two-sided lockable swivel display. Product sold separately. Dimensions: 6 3/4" x 8" x 20 1/4"

**142104**

*Flush Mount Accessory Display Adapter*

Holds one empty fuel can, included, and up to 24 flints/wicks. (Product sold separately) Used with the following displays: #142707 and 142708.

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Make your Zippo display a one-stop-shop with our new Accessory Display Adapter.



**142102**

*Hinged Mount Accessory Display Adapter* holds one empty fuel can, included, and up to 24 flints and or wicks. (Product sold separately) Used with the following displays: #142711.



Each facing panel holds five Zippo pens, 15 Zippo windproof lighters, or a combination of pens and lighters on angled shelves. Product sold separately.

**142711**

*Light and Motion Display* (shown with base 142725, sold separately on page 102) Lighted, lockable countertop unit revolves to display a combination of Zippo pens and windproof lighters, or 60 Zippo lighters. Product sold separately. Dimensions: 15-1/2" x 16" x 27"

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**142718**

*Light and Motion Display*

(shown with base 142725, sold separately below)

Lighted, lockable countertop unit revolves to display a combination of Zippo pens and lighters, or 96 Zippo windproof lighters.

Product sold separately.

Dimensions: 15-1/2" x 16" x 37 1/2"



Each facing panel holds eight Zippo pens, 24 Zippo lighters, or a combination of pens and windproof lighters on angled shelves. Total of four panels in 96-piece display. Product sold separately.

**142725 (Base)**

*Floor Stand Storage Base*

Sturdy, lockable optional base for countertop units 142711, 142718, 142746 ships flat and provides ample storage for back-up stock.

Dimensions: 17-3/4" x 17-1/4" x 29 1/2"

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**142744**

*192-Piece Display*

Lockable two-sided swivel display holds a generous combination of Zippo pens and lighters, or 192 Zippo windproof lighters. Square storage base provides ample storage for back-up stock. Product sold separately. Dimensions: 18 "x 18" x 76"



Each facing panel holds eight Zippo pens, 24 Zippo lighters, or a combination of pens and windproof lighters on angled shelves. Total of eight panels in 192-piece display. Product sold separately.

**142626**

*Individual Lighter Easel*

Molded acrylic easel displays individual traditional Zippo windproof lighters. Product sold separately. Dimensions: 5.5" x 3" x 3.75"



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**142746**

*Small Showcase Display*

(shown with base 142725, sold separately on page 102)  
Lighted, lockable countertop unit displays a combination of Zippo pens and lighters, or 72 Zippo windproof lighters on three angled acrylic shelves. Product sold separately.  
Dimensions: 13-1/2" x 17-1/4" x 33"



**142745**

*Large Showcase Display*

Sturdy fixed acrylic shelves encourage creative display of any assortment of Zippo products and packaging options in this lighted, lockable showcase. Square storage base provides ample storage for back-up stock. Multi-directional casters allow easy mobility of large showcase unit. Product sold separately.  
Dimensions: 24" x 24" x 70"



## POINT-OF-PURCHASE



**142252**

*3-D Logo Sign*

*(U.S. Version Only - 120V)*

Illuminated electric sign.  
Dimensions: 24" x 9"  
60.96cm x 22.86cm

**142634**

*Flame Light Box*

*(U.S. Version Only - 120V)*

The iconic Zippo flame glows along with the Zippo logo. Perfect for counter top or window display.  
Dimensions: 7.25" x 14" x 5.625"  
18.41cm x 35.56cm x 14.29cm



**142586**

*Neon Lighter Sculpture*

*(U.S. Version Only - 120V)*

Neon Zippo lighter on black base with Zippo logo.  
Dimensions: 12" x 9"  
30.48cm x 22.86cm

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1 9 3 2 - 2 0 1 2





**142248 NEW**

*Zippo Watch Window Cling*

Dimensions: 8.5" x 4"  
20.32cm x 10.16cm

Inside application for windows or glass surfaces.  
Cling is removable and reusable leaving no residue.



**142272 NEW**

*Zippo Watch Counter Plaque*

Dimensions: 4" x 2.5"  
10.16cm x 6.35cm

White acrylic counter plaque. Perfect  
for counter top or jewelry display.

**ZLP-10 NEW**

*Zippo Logo License Plate*

Dimensions: 12" x 6"  
30.48cm x 15.24cm





**142097 (International)**



**142098 (U.S.)**

*Zippo BLU® Window Decal*

Announces that there is something new from Zippo. Inside application for windows or glass surfaces. Dimensions: 8.75" x 4.25" 22.22cm x 10.79cm



**12ZG**

*Consumer Guide*



**142267**

*Flying Display Decal*

Decal designed especially for Zippo displays, applies to outside of display outside application and serves as a reminder to consumers that – A fueled Zippo windproof lighter is permitted in the passenger cabin of domestic flights Dimensions: 6" x 1.3125" 15.24cm x 3.334cm

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**142247**

*Zippo Window Decal*

Inside application for windows or glass surfaces. Decal is removable and reusable leaving no residue. Dimensions: 8.5" x 4" 21.59cm x 10.16cm





**CCD-05**  
*Counter Card Display*

Clear plexiglas panels offer easy two-sided display of standard 8.5" x 11" sheets. Base plate is screen printed with Zippo logo and chimney pattern.  
Dimensions: 8.75" x 11.875"  
22.22cm x 30.16cm



**142270**  
*Black Cardboard Logo Sign*

Zippo corporate logo printed on high gloss coated stock.  
Dimensions: 30" x 12"  
76.2cm x 30.48cm



**142276**  
*Vinyl Banner*

Dimensions: 4' x 2'  
1.219m x .6096m

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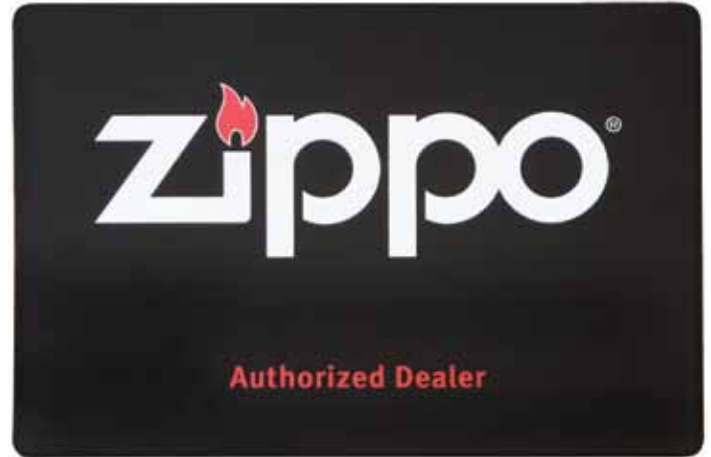


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1 9 3 2 - 2 0 1 2





**CM02**  
*Zippo Change Mat*

Perfect for countertop or next to your cash register.  
Dimensions: 18.25" x 12.25"  
46.36cm x 31.12cm



**142261**  
*Small Size Shopping Bag*

qty. of 100  
Dimensions: 6" x 8"  
15.24cm x 20.32cm



**142262**  
*Medium Size Shopping Bag*

qty. of 100  
Dimensions: 15" x 18"  
38.1cm x 45.72cm



**142263**  
*Large Size Shopping Bag*

qty. of 100  
Dimensions: 24.25" x 25.75"  
61.6cm x 65.4cm



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



# SIGNATURE STYLEGUIDE : Methods available to customize Zippo product

## ENGRAVE

### Auto Engrave

The crisp, clean jewelry look of auto engraving has become one of the most popular methods of customization. Skilled operators use either rotary engrave or diamond cut method to inscribe an image into the product using creative fill patterns. A dimensional effect can be achieved by using directional fill patterns.

Also known as Rotary Engraving or Computer Engraving

pg. 7



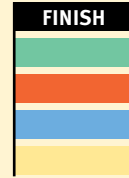
- standard imprint charges
- not available on powder coat and translucent finishes
- can be done on sterling silver and solid gold
- minimum quantity required
- lid line adjustment may be made
- may require additional lead times

### Laser Engrave

This state-of-the-art process allows Zippo tremendous flexibility when reproducing your artwork on our products. Our laser engravers are computer programmed to generate an accurate replication of your imprint.

Also known as Laser Mark

pg. 21



- standard imprint charges
- minimum quantity required
- multiple surfaces available
- shows great contrast

## COLOR

### Color Image

State-of-the-art printing method allows Zippo to imprint multiple spot colors or full-color photographic representations.

Spot colors can be matched to PMS colors and used for one, two, or three-color simple logos. *Previously known as surface imprint.*

- Zippo will accept vector artwork files (Adobe Illustrator) in these formats: .ai, .eps, .pdf (provided entire contents of file are vector).

Zippo can also imprint artwork in full color or a photographic representation. *Previously known as 4-color process pad print.*

- Zippo will accept raster artwork files (Adobe Photoshop) no less than 1.5" wide by 2.25" high with a resolution of 600 DPI (dots per inch). Acceptable formats include .psd, .tif, .eps, .jpg (provided the resolution is high enough.) Any file requiring background isolation must have paths or a layered file with transparent background included.

pg. 40



- standard imprint charges
- not available on precious metal finishes
- minimum quantity required
- special art requirements / hi resolution photo required to be reviewed by Creative Services

All color imprinting will now be run using the color imaging method.

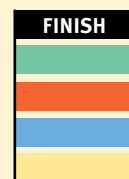
pg. 32



### Chromed Out

When rendering art, an area of design is opened up displaying the base finish. No additional charge for this method.

pg. 31

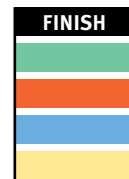


- contact Zippo sales representative for imprint charges
- minimum quantity required

### Distressed

When rendering artwork, artists use a unique filter to give the art a pocket worn effect.

not shown in catalog




- standard imprint charges
- minimum quantity required

 Plated

 Powder Coat

 PVD Finish

 Translucent Powder

### Custom Art • Limited Editions • Exclusive Designs • Signature and Licensed Designs

Special event and/or anniversary designs can be supplied by customer or created by Zippo artists.

Personalization and consecutive numbering are available for an additional charge.

Designs supplied by Zippo customers can be restricted to others. Must be discussed and approved through Design Center. Signature and licensed designs must be processed and approved by our licensing department. Call your sales representative for details.



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All models below require special handling due to the unique processes and methods on each piece. Several model styles below require minimum quantities, tooling charges, special lead times, as well as specific art files. Contact your Zippo sales representative for more information. **All premium custom orders need to be routed through the Zippo Design Center.**

## Lustre

Zippo's signature lustre etch method produces an attractive, durable imprint. The artwork is etched into the lighter and plated for a permanent mark. A beautiful contrasting effect is created.



pg. 16

## Double Lustre

The design is double etched into the lighter. This layered process is then buffed and plated, displaying a multi dimensional effect. A portion of the design will be chromed out for impact.



pg. 28

## Stone Attachment

Zippo designers and engineers continue to develop special inlaid materials and stones to delight Zippo customers.



pg. 28

## Photo Imaging

A high resolution photo is required to achieve a crisp beautiful gradated image.

- On dark finishes, Zippo may invert image for a better photographic representation



not shown in catalog

## Stamping

Image is debossed into the case, creating a 3D design.

- Restricted to #207
- Art constraints
- Tooling charges and minimum quantities may be required



pg. 22

## Emblem

Image is die struck onto various metal substrates such as brass, aluminum, and pewter.

- Art constraints
- Additional lead times required
- Tooling charges and minimum quantities may be required
- Contact sales rep for details



pg. 20

## Auto Two-Tone

Contrast is achieved when Zippo engraves in two different depths. Vibrant chrome and brass engraving allows for a "gold and silver" effect.

- Some model restrictions apply
- Art constraints apply
- Available on 200, 205, 207, 24647, 24648, 28181, 28182
- Cannot pass thru lid line



pg. 21

## Laser Two-Tone

Zippo's lasers can be programmed utilizing two different depths, creating a unique contrast within the image.

- Restricted to models 150, 151, 200, 205, 207, 250, 20446, 24647, 24648, 24756, 28181, 28182,
- Cannot pass thru lid line
- \* note multiple processed, gold colored logo is 2 tone



pg. 22

## Ghost Clear

Zippo can apply a clear epoxy image along with additional inks to achieve a "ghosted" effect.

- Large areas of clear not recommended



not shown in catalog

## Splash & Texturing

Splash adds a wet effect and feel to the design. Zippo designers make art that is specific to the design.

Texturing is created by applying layers of ink. Small icons or patterns can be selected by design.



pg. 52



pg. 34

# LUXURY CUSTOM IMPRINT METHODS

## Deep Carved

Graphic is rendered in state of the art 3D software. A powerful milling machine accurately engraves deep contoured cuts into an Armor™ case using many tool sizes, special buffing, and plating.

- Heavy Wall Armor™ case only



pg. 20

## Epoxy Inlay

Clear, marbled or solid epoxies can be inlaid into deep cavities by highly skilled artisans.

- Lid line and size restrictions apply
- Special engraving can be designed under translucent epoxy for a luxury look.



pg. 20

## Laser Color Fill

A legendary process, Zippo's etch and paint method produces an attractive durable imprint. The artwork is rendered to display a vintage effect. The image is etched into the plated lighter, then colorfilled in the cavities.



not shown in catalog

## Laser/Auto Engrave

Zippo can combine Laser and Auto Engrave processes to achieve a jewelry look.

- Art constraints apply
- Some model restrictions apply
- Engraving can also be done on top of lasered area



pg. 21

## Reverse Etch

Unique process that etches the area around the design, leaving the image raised.

- Model restrictions #121FB, #201FB, #301FB
- Art constraints
- Tooling charges and minimum quantities may be required



not shown in catalog

## Selective Inlays

Designs can be inlaid in 24KT gold or rhodium.

- Additional lead times
- Art constraints
- Tooling charges and minimum quantities may be required



not shown in catalog

## Precious Metals

Special handling is needed when engraving precious metals.

- Sterling Silver and Solid Gold
- Limited customization options available



not shown in catalog



# 500 Million Lighters

You've seen our 80th Anniversary celebration lighters, been bedazzled by brilliant new color finishes and techniques, marked the return of Zippo camo, and geared up for the Great Outdoors.

We have one more surprise in store for our anniversary year. Sometime in 2012 – mid to end of second quarter, as close as we can calculate now – Zippo will produce our **500 millionth** (that's a half billion!) Zippo windproof lighter.

What a milestone to celebrate! We'll be keeping a close eye on production – watch for more information as the time gets closer.

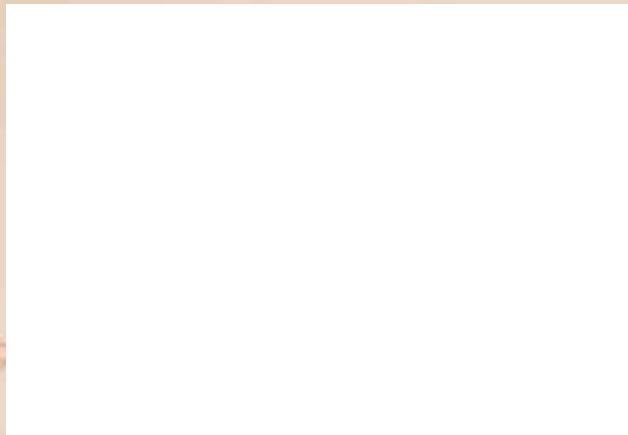


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2012



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