

zippo[®]

2013/2014 Choice Catalog

*Lights
Beautifully—*
...EVEN IN A GALE!



Zippo

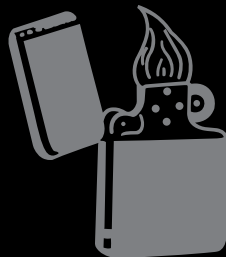
THE ORIGINAL

WINDPROOF

LIGHTER

ZIPPO
Windproof

LIGHTER



ZIPPO

MANUFACTURING CO.
BRADFORD, PA., U.S.A.

{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.





Smaller in size, but bursting with great new looks, Zippo Choice showcases the most outstanding selection of lighters we've offered in a long time. New finishes like tumbled brass Armor and Slim Armor; new processes that allow engraving on every surface of the lighter; three incredible new BLU² finishes – this is truly a Choice collection! Order from Zippo Choice now through July 31, 2014.



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.

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. Lighters are not shown actual size.

 , “Zippo”, **Zippo**, **BLU**, “SLIM”, , Venetian,  , “Black Ice” and  and “BLU” are registered trademarks in the United States and in many countries. The listed Trademarks are used in the United States under license of ZippMark, Inc. The BLU Lighter shape  and the BLU Z Windscreen are patented designs in the U.S.A. and are registered designs in many countries. All Zippo lighter decorations are protected by copyright. Zippo Manufacturing Company. All Rights Reserved. 2013.

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



Choice Collection

Striking new technique

on gray dusk finish – horseshoe design is stamped from reverse side for an embossed look, then laser engraved for contrast.

28498
Gray Dusk





Choice Collection



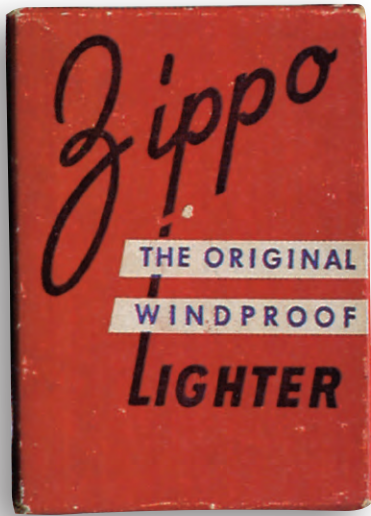
28535
Ebony



28534
1941 Replica
Black Ice®



Choice Collection



The expression “everything old is new again” rings true with these lighters and the Zippo-themed lighters on selected pages through this catalog. Vintage ads and images are reprised on new finishes or using new techniques.

Here, packaging art from the 1940s is engraved on Black Ice and Ebony, using a multi-level engraving technique to produce the two-tone images.



Choice Collection

28530
*High Polish
Chrome*






Choice Collection

Stunning Slim Armor partners the smaller size of a slim lighter with the weight and feel of high polish Armor for a solid, substantial lighter that is beautifully deep carved front and reverse. Distinctive bottom stamp authenticates it as genuine Armor.

28581
Slim®
Armor
High Polish
Chrome



 The Armor logo is used under license by ZippMark, Inc. All Rights Reserved.




Choice Collection

Crisp deep carve engraving produces a gently undulating pattern with the look of a high quality emblem directly on the surface. Gold-flashed inside unit adds to the unique attraction of this lighter designed by Grant Duke, a fourth generation member of the Zippo family. Distinctive bottom stamp authenticates it as genuine Armor.



28544
Armor
High Polish
Black Chrome

 The Armor logo is used under license by ZippMark, Inc. All Rights Reserved.



Choice Collection

For over 15 years, Playboy and Jack Daniel's brands have been richly displayed on the canvas of a Zippo lighter. They are two of our most popular and best-known licenses. Our newest models are unique in design. The Playboy combines innovative engraving of laser and rotary and Jack Daniel's lighter combines color imaging and laser engrave.

Some territory restrictions may apply.



28545
High Polish
Chrome



28577
Gray Dusk

© 2013 Playboy. PLAYBOY and iconic Playboy Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.


JACK DANIEL'S and OLD NO. 7 are registered trademarks used under license to Zippo Manufacturing Company. © 2013, Jack Daniel's — All Rights Reserved. Your friends at Jack Daniel's remind you to drink responsibly. For sale to adults of legal drinking age.



Choice Collection

Vintage advertising, circa 1940s.

The Zippo lighter was practically standard issue for military personnel in WWII, when Zippo Manufacturing Company earmarked all lighters produced to go to the military. Every ship in the U.S. Navy has been commemorated on a Zippo lighter; every major U.S. military engagement since WWII has been immortalized with its own Zippo lighter.



ZIPPO is in the War!

Zippo Windproof LIGHTERS have acted as rescue beacons for men in open boats, as a guide through dense dark jungles and as a means of lighting fires for food and warmth. Lighting lanterns as well as pipes is a regular duty for a ZIPPO. Its water-tight case is a life saver.

So, if you are in the service and are going "over there", where matches are scarce and sometimes difficult to light, you'll be glad to have Zippo, the world's most practical windproof lighter, and the choice of the men in the Service.

We now can furnish ZIPPO Windproof LIGHTERS only to our Armed Forces outside of continental United States, and to post exchanges at ports of embarkation and ship service stores on board ship. We hope your local dealer can still supply you—the factory consumer stock is done and gone until metals essential for victory are again available. Sorry.

ZIPPO MANUFACTURING CO., 7 Barbour St., BRADFORD, PA. See your lighter in trademarks etc.

ZIPPO Windproof LIGHTER



"He Gets to Sleep By Counting ZIPPO Lighters"

Those of us back home will have to continue to "dream" about that genuine ZIPPO Windproof LIGHTER that always works at the zip of the wheel. No consumer sales until the boys on the high seas and the fighting fronts are fully supplied.

WARNING: Watch out for imitations claimed to be ZIPPO, or "ZIPPO type"—you may pay a high black-market price for something that won't work—so wait a little longer for a real ZIPPO Lighter.



No one ever paid a cent to repair a ZIPPO

Most dealers carry genuine ZIPPO Flints and Fluid.

ZIPPO MFG. CO.
Dept. C,
Bradford, Pa.



ZIPPO Windproof LIGHTER

Naturally THEY RATE FIRST CHOICE

ZIPPO Windproof LIGHTERS are now being made exclusively for the boys fighting on far flung fronts and on the high seas. We can't accept service or civilian orders for delivery in continental U. S. A.*

So be kind to your ZIPPO LIGHTER, you can't get another today: Don't pull out your wick—it's "asbestosized" and should last a lifetime. Use only ZIPPO Hard FLINTS (they fit most other lighters, too). They give a big spark, last longer, fit better. Package of four, 10¢ . . . and ZIPPO Long Lasting FLUID goes far and burns clean. Ask your dealer for ZIPPO accessories.

ZIPPO MANUFACTURING COMPANY, DEPT. C, Bradford, Pa.

ZIPPO Windproof LIGHTER



Choice Collection

28533
*Black
Matte*



28583
*Emblem
1941 Replica
Black Crackle*



Black Crackle 1941 Replica,
a reproduction of the legendary
black crackle lighter used in World
War II, sports a dimensional U.S.
Army pewter emblem.

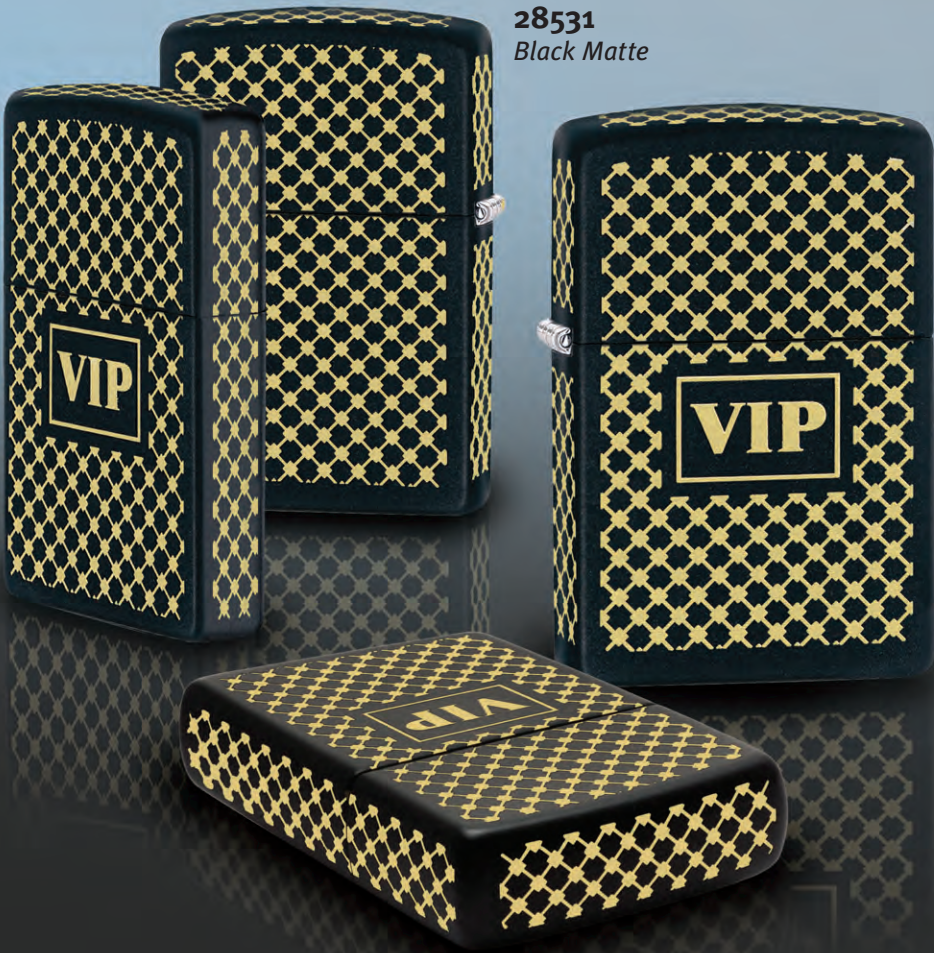
By federal law, licensing fees paid to the U.S. Army for the use of its trademarks provide support to the Army Trademark Licensing Program, and net licensing revenue is devoted to U.S. Army Morale, Welfare, and Recreation programs



Choice Collection

Although the surface area of a Zippo lighter remains constant, the possibilities for decorating it seem endless, as illustrated by the lighters on these two pages. The laser engraved theme of each lighter carries around every surface – front, reverse, hinge side, opposite side – even the top! It's an incredible look that ties all the elements together.

28531
Black Matte





Choice Collection

28527
Black Ice®





Choice Collection

Reflections of



28540
Gold Dust



28536
Ebony



Choice Collection

Gifts of you



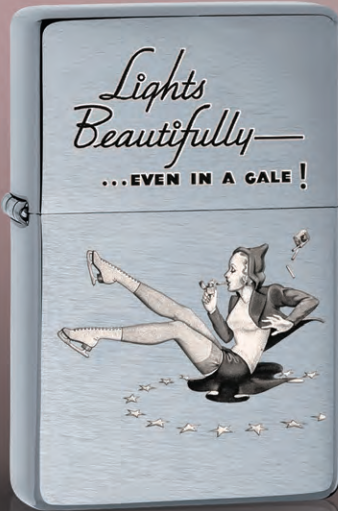
28526
*High Polish
Chrome*

28532
Black Matte

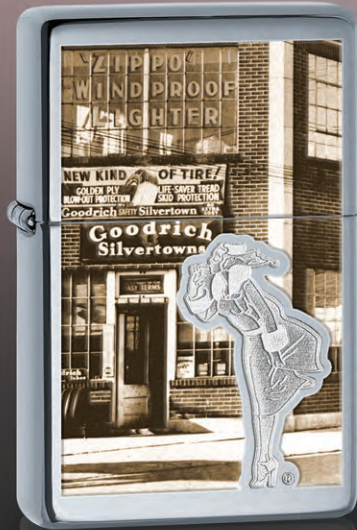




Choice Collection



28537
Vintage
Brushed
Chrome



28538
Vintage
High Polish
Chrome



Choice Collection

December, 1946 177

Lights Beautifully

...EVEN IN A GALE!

Just a tip of the wind and ZIPPO lights every time.

Because ZIPPO Windproof LIGHTER is the only lighter with an UNCONDITIONAL LIFETIME GUARANTEE (no one has ever paid a cent to repair a ZIPPO) it makes a remembrance long appreciated after average gifts are forgotten.

In the quiet of the sofa or when locating that elusive keyhole, a good lighter is expected to work. BUT when the wind whisks around cupped hands, when sleet or spray bites the cheeks—then ever-faithful ZIPPO, and only ZIPPO, will always light the smoke.

ZIPPO MANUFACTURING CO., Dept. E, BRADFORD, PA. New York Office: 29 Franklin Ave. 1916-1918 Pennsylvania Ave., Philadelphia, Pa. In all licensed retail stores ZIPPO LIGHTERS.

ZIPPO

Windproof LIGHTER

EXECUTIVES ATTENTION: A ZIPPO with your firm's initials, trademark, or product faithfully reproduced in color embossed, adds your gift problem, adds your remembered longer, also sports featured.

No. 888 888 Windproof
Lighter. A perfect gift for
any occasion. It is made
of the finest materials and
is guaranteed for life.
Price, \$3.50. Retail \$4.50.

No. 888 888 Windproof
Lighter. A perfect gift for
any occasion. It is made
of the finest materials and
is guaranteed for life.
Price, \$3.50. Retail \$4.50.

No. 200 Deluxe Lt.
Lighter. A perfect gift for
any occasion. It is made
of the finest materials and
is guaranteed for life.
Price, \$3.50. Retail \$4.50.

No. 200 Deluxe Lt.
Lighter. A perfect gift for
any occasion. It is made
of the finest materials and
is guaranteed for life.
Price, \$3.50. Retail \$4.50.

SEND FOR CATALOG.

Delightful vintage advertising image comes to life in vivid color imaging on brushed chrome.



The iconic Rickerson & Pryde building, location of the first Zippo factory, is imprinted on a high polish chrome Vintage lighter, then accented by a double lustre engraved image of Windy. A creative blending of old and new!



Choice Collection

BLU² is the next generation of the 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 BLU² is unmatched in delivering a clean-burning, hot flame every time.

Three stunning new finishes reflect the superior attributes of BLU². Zippo designers join a rhodium lid with a 22kt. gold bottom for a glamorous Fleetwood finish. Golden Wheat is brushed gold plate front and reverse. The timeless beauty of high polish Sterling Silver rounds out the trio of stylish new BLU² finishes.

For optimum performance of every Zippo BLU² lighter, we recommend genuine Zippo premium butane gas.

30209
Fleetwood

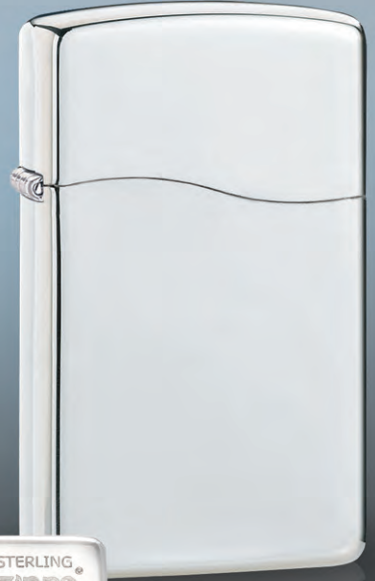




Choice Collection

Zippo's brushed chrome finish takes on a new look in this brushed gold plated BLU² lighter. Directional brushing results in a creative design pattern reminiscent of golden wheat with the enduring appeal of traditional brushed chrome in a fresh new perspective.

30210
*Sterling
Silver*



30208
*Golden
Wheat*





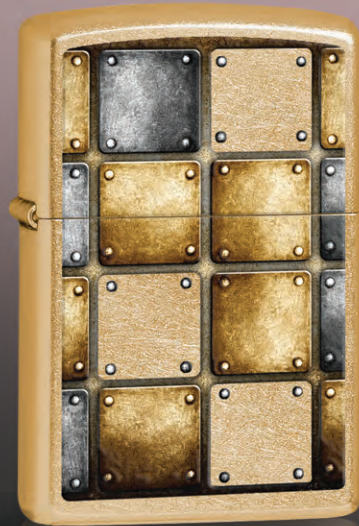
Choice Collection

New Armor tumbled brass


is deep carved in a swirled pattern, resulting in a tactile, all-over design. The deep dimensional engraving has the look and feel of a top-quality emblem directly on the surface of the lighter.



28541
*Armor
Tumbled Brass*



28539
*Gold
Dust*

 The Armor logo is used under license by ZippMark, Inc. All Rights Reserved.



Choice Collection

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

Zippo flints fit all Zippo windproof lighters and Zippo BLU and BLU² lighters.



2406C
Six Flint Dispenser
24 per Display Card



2425
Wick Cards
24 cards per display box;
24 boxes per master carton



2406N
Flint Cards
24 cards per display box;
24 boxes per master carton



Choice Collection

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo premium lighter fluid.

For optimum performance of every Zippo BLU² lighter, we recommend genuine Zippo premium butane gas.



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)



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

(No. 3341 carton of 12)




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

(No. 3365 carton of 12)

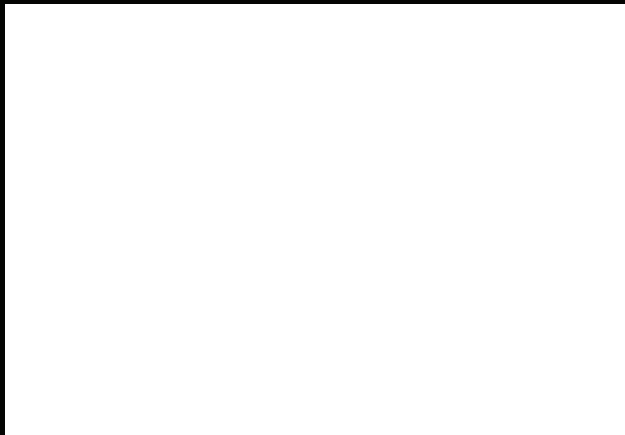
Part Number – Page Number Cross Reference Table

Part #	Pg.	Part #	Pg.
2406C.....	19	28535	2
2406N.....	19	28536	12
2425	19	28537	14
3141.....	20	28538	14
3165.....	20	28539	18
3809.....	20	28540	12
3810	20	28541.....	18
28498.....	1	28544	6
28526	13	28545	7
28527	11	28577.....	7
28530	4	28581	5
28531.....	10	28583	9
28532	13	30208.....	17
28533	9	30209.....	16
28534	2	30210	17




THE WORLD FAMOUS
ZIPPO
GUARANTEE

*Any Zippo pocket lighter, when returned to our factory,
will be put in first class mechanical condition free
of charge, for we have yet to charge a cent for the repair
of a Zippo pocket lighter, regardless of age or condition.
The finish, however, is not guaranteed.
This guarantee gives you specific legal rights and you may
also have other rights which vary from state to state.*



zippo[®]

©2013 Zippo Manufacturing Co.
All Rights Reserved.

ZCU13



zippo.com
Printed in USA