



2012 COMPLETE LINE COLLECTION

©



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.

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. Other Zippo products carry their own specific warranties.

zippo® Zippo Manufacturing Company
33 Barbour Street
Bradford, PA 16701 USA

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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ZippoRetailer.com offers latest product releases and business news and resources for wholesalers and retailers. See full color product catalogs, newest sell sheets, and promotional initiatives.

Register your retail business in the Store Finder on Zippo.com – consumers are always looking for stores that carry a full line of Zippo products, and we want to make it easy for them to find you.

Come to ZippoRetailer.com for marketing tools, sales support, merchandising tips, and more.

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Welcome to Retailer.Zippo.com

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.

Register now and come back often to learn about the latest new products, marketing initiatives, retail tips, resources, and important issues affecting your business today.

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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2012 1932 2012 1932 2012 1932 2012 1932 2012



30s

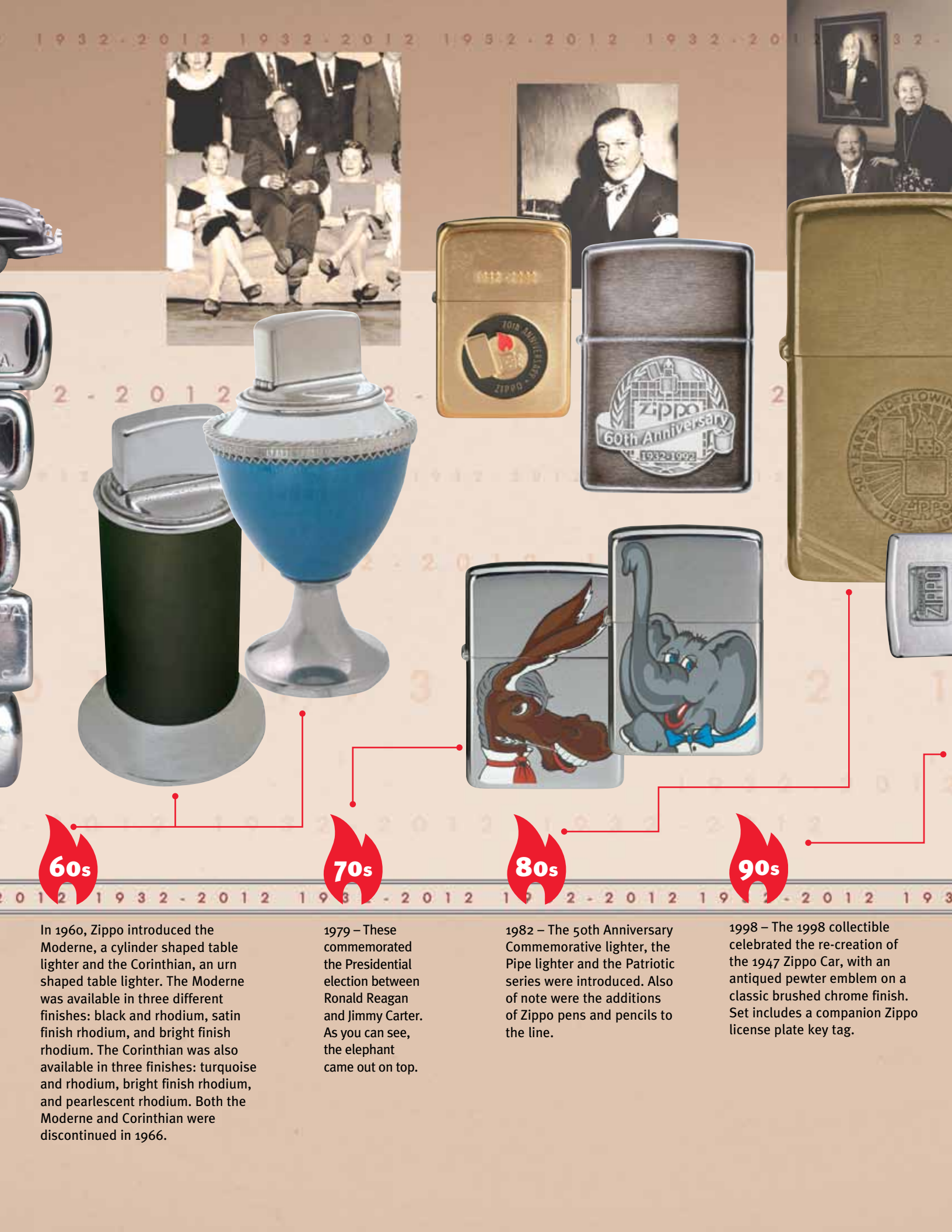
40s

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

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.

70s

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

80s

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.

90s

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.

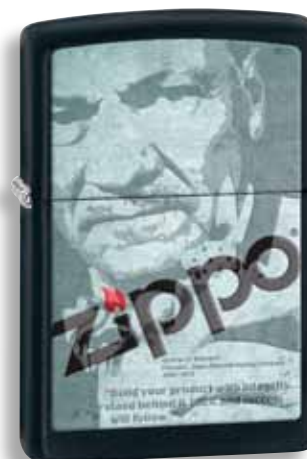




200
Brushed Chrome



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

1654B
Slim®
High Polish Brass



254
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

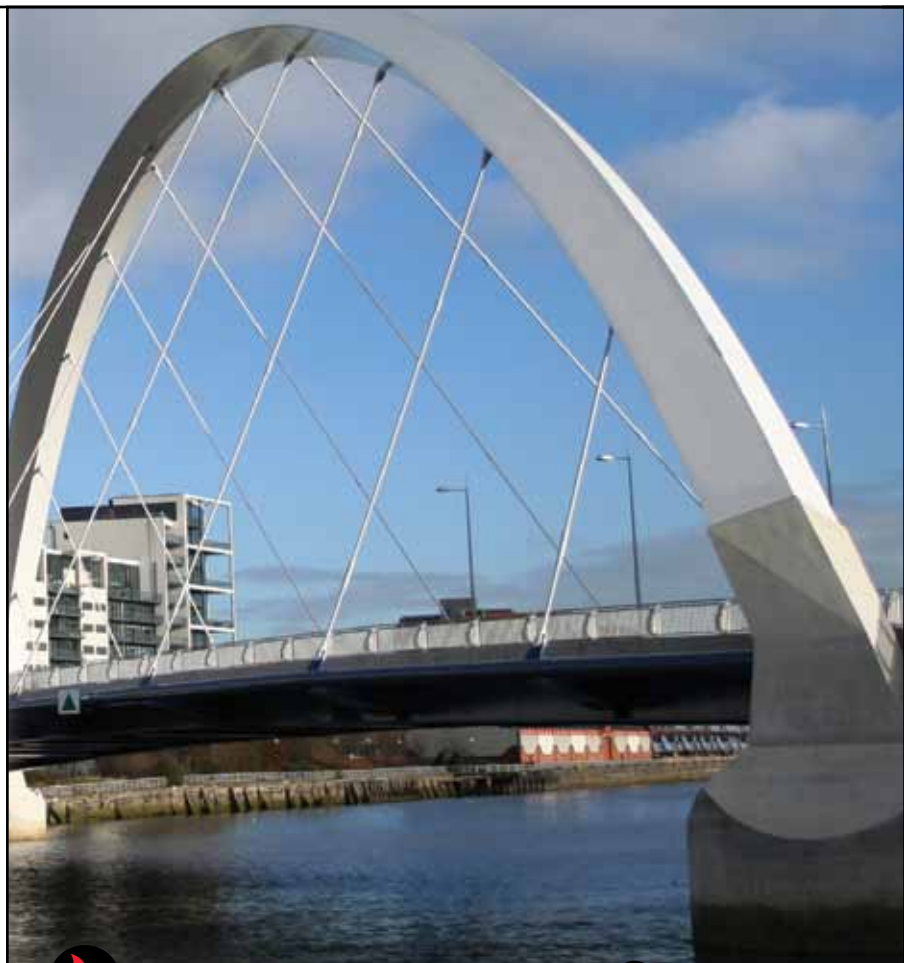


1607
Slim®
Street Chrome



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.

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.



24647
Chrome Arch



24648
Herringbone Sweep



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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®



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



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.

168
Armor
Brushed Brass


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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



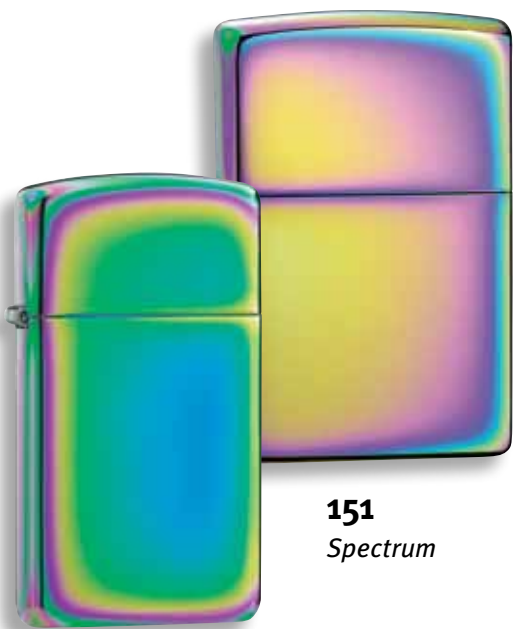


150
Black Ice®

20492
Slim®
Black Ice®



24747
Abyss



151
Spectrum

20493
Slim®
Spectrum



20446
Sapphire

20494
Slim®
Sapphire



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



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



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.



352
Venetian®
High Polish Chrome

Reverse of lighter



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®



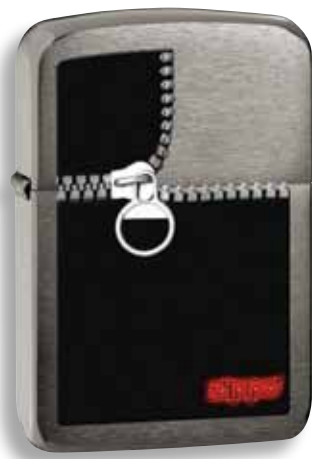
20969
Black Ice®



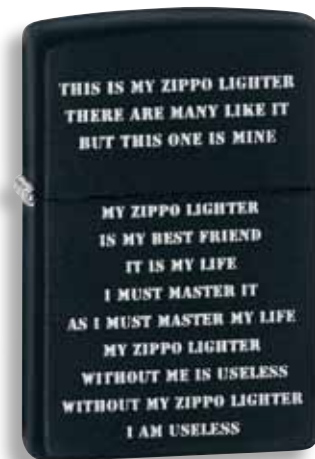
21192
Satin Chrome



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

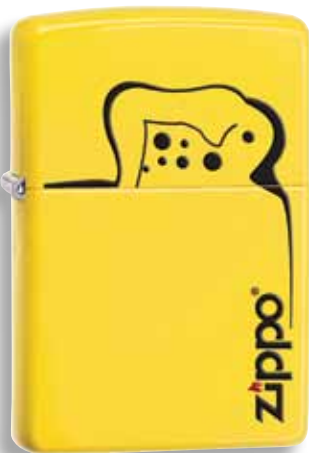
The design on this lighter is stamped from the opposite side of the face, resulting in an enduring embossed look.



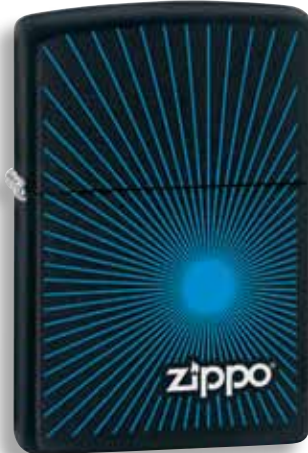
24335
Satin Chrome



24207
High Polish Chrome



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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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
LITZ**
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

Made with
**CRYSTAL
 LIZER**
 SWAROVSKI ELEMENTS



24816
 Slim®
 High Polish Chrome



28043
 Black Matte



24459
 High Polish Chrome

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



24016
 Street Chrome



1 9 3 2 - 2 0 1 2

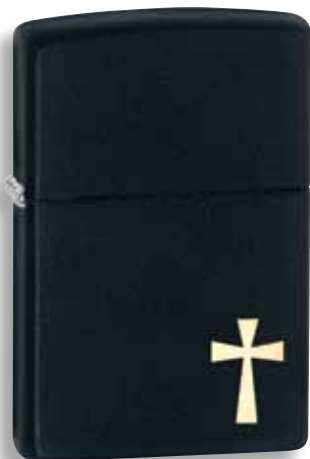


1 9 3 2 - 2 0 1 2





28288 **NEW**
High Polish Chrome



24721
Black Matte



20850
High Polish Chrome



24800
Brushed Chrome



24875 **NEW**
Emblem
Street Chrome

Made with
**CRYSTAL
LIZZY**
SWAROVSKI ELEMENTS



24355
Brushed Chrome



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



1 9 3 2 - 2 0 1 2

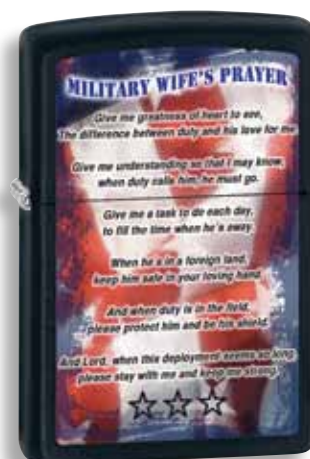




28290 NEW
High Polish Chrome



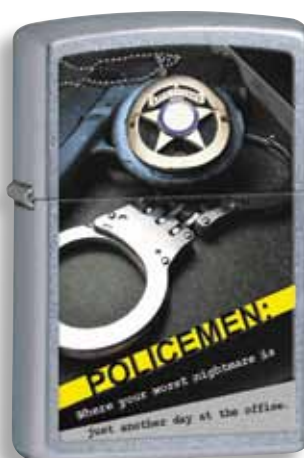
28291 NEW
High Polish Chrome



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

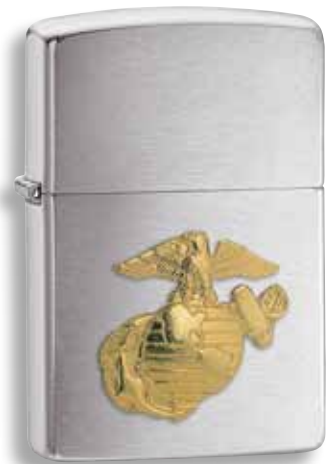




280ANC
Emblem
Brushed Chrome



280ARM
Emblem
Brushed Chrome



280MAR
Emblem
Brushed Chrome

Officially Licensed Product of the United States
Marine Corps. www.Marines.com 1.800.marines



280CG
Emblem
Brushed Chrome



280AFC
Emblem
Brushed Chrome



1 9 3 2 - 2 0 1 2

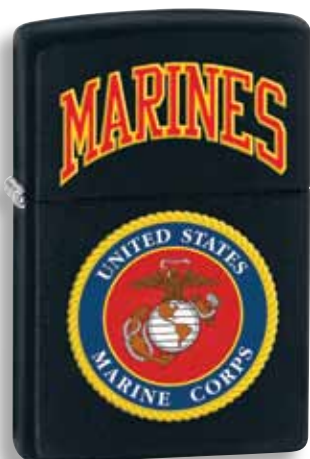


1 9 3 2 - 2 0 1 2



USMC

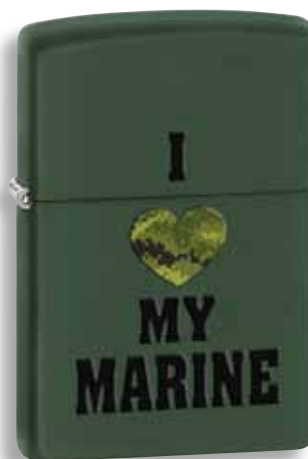
Available Worldwide.



218.539
Black Matte

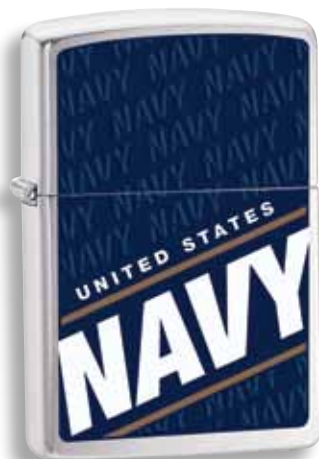


28337 **NEW**
Green Matte



28338 **NEW**
Green Matte

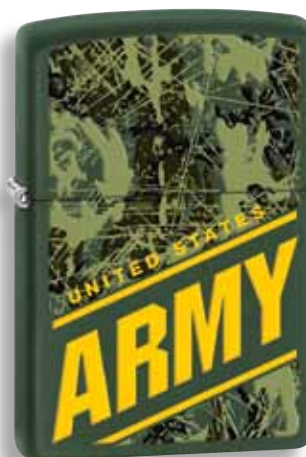
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www.Marines.com 1.800.marines



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

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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

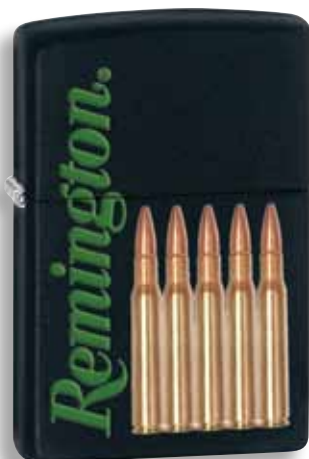


1 9 3 2 - 2 0 1 2



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



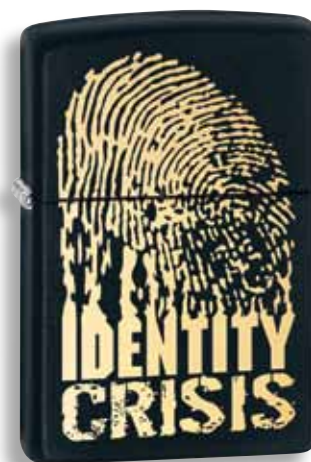
28296 **NEW**
White Matte



20836
High Polish Chrome



28297 **NEW**
Black Matte



28295 **NEW**
Black Matte



28283 **NEW**
Brushed Chrome

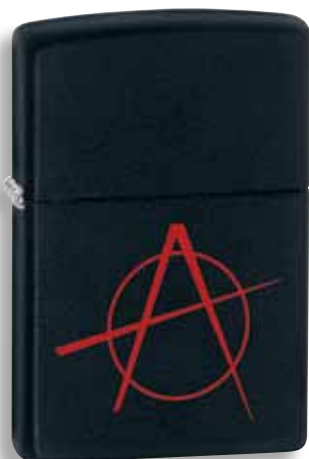


1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2

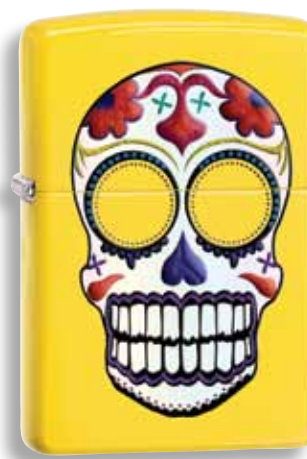




28044
Black Matte



28042
Black Matte



24894
Lemon



24901
Emblem
Street Chrome



28135 **NEW**
Black Matte



21067
Black Matte

Made with
**CRYSTAL
LIZER**
SWAROVSKI ELEMENTS



24891
Black Matte



28275 NEW
High Polish Chrome



28278 NEW
Street Chrome



28306 NEW
Black Matte



28307 NEW
Black Matte

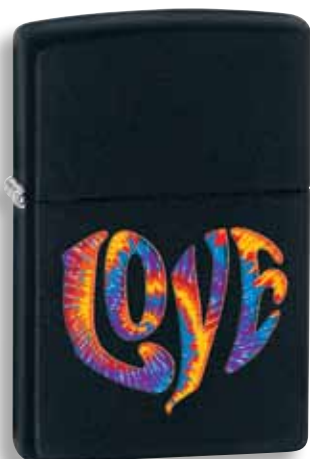


1 9 3 2 - 2 0 1 2



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



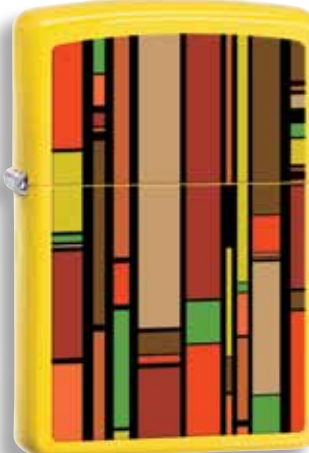
24339
Satin Chrome



21027
Spectrum



28057
Lurid



28059
Lemon



1 9 3 2 - 2 0 1 2

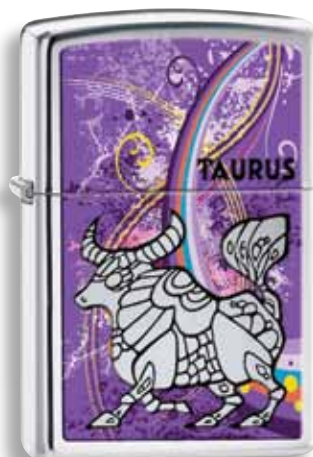


1 9 3 2 - 2 0 1 2





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

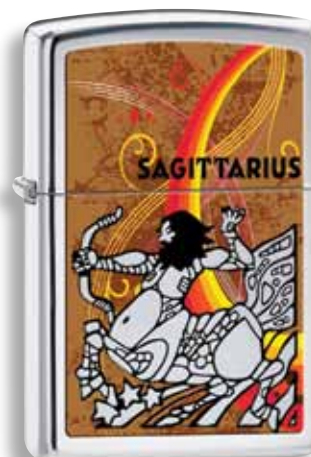




24937
High Polish Chrome



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





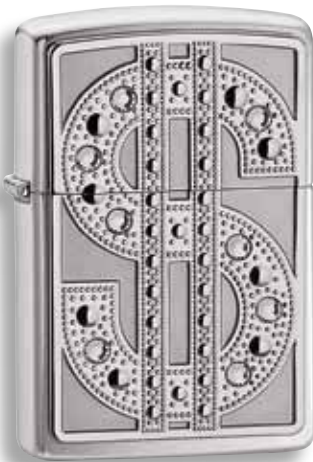
24007
High Polish Chrome



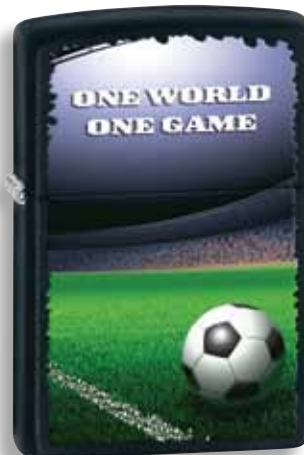
21032
Moss Green Matte



24699
High Polish Chrome



20904
Emblem
High Polish Chrome



28301 **NEW**
Black Matte



28302 **NEW**
Black Matte

Made with
**CRYSTAL
LIZZY**
SWAROVSKI ELEMENTS

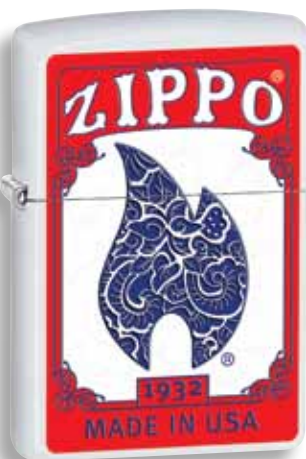


1 9 3 2 - 2 0 1 2



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



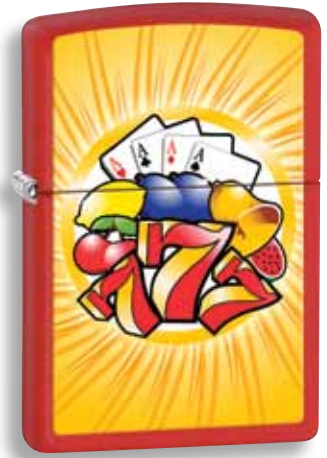
28031
White Matte



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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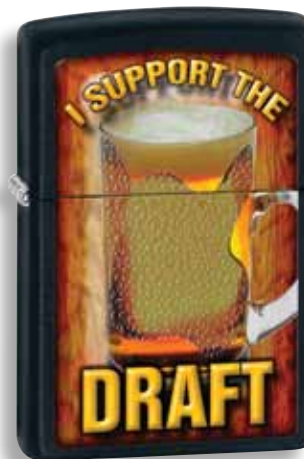
24331
Licorice



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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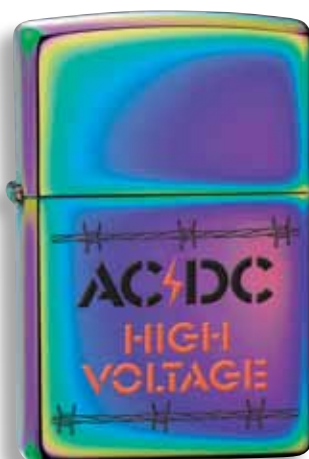


AC/DC®

Available Worldwide.



28020
Brushed Chrome



28021
Spectrum



28028
Street Chrome



28029
Street Chrome

SHAKIRA

Available Worldwide.

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Rock Express is a Trademark of Signatures Network. Produced by Zippo, in joint distribution with Live Nation Merchandise.



1 9 3 2 - 2 0 1 2

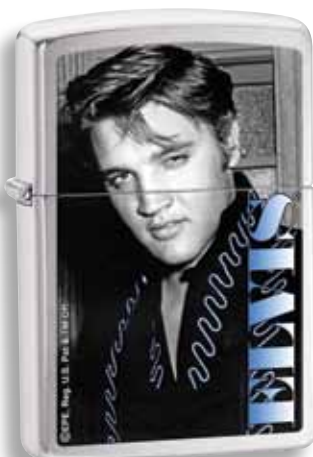


1 9 3 2 - 2 0 1 2



ELVIS®

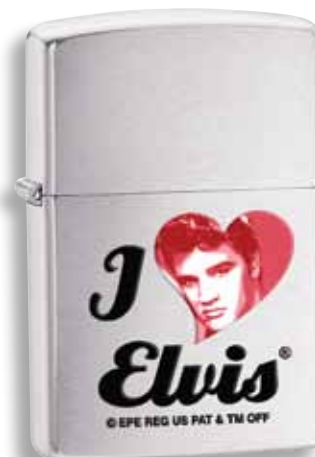
Available Worldwide.



28073
Brushed Chrome



28074
Brushed Chrome



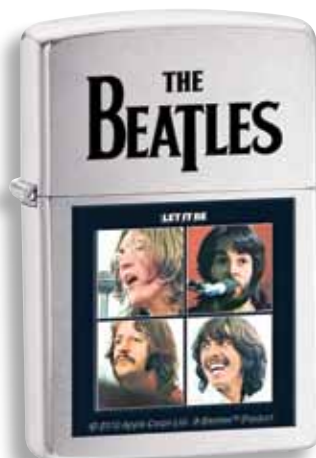
28258 **NEW**
Brushed Chrome



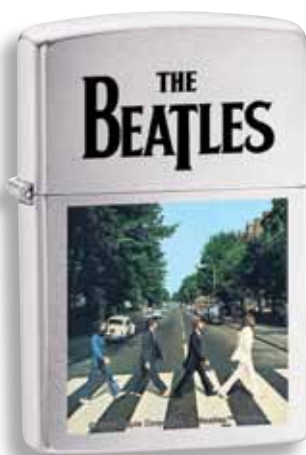
© EPE, Reg. U.S. Pat & TM Off. Photo © Alfred Wertheimer

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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by Zippo, in joint distribution with Live Nation Merchandise.



1 9 3 2 - 2 0 1 2



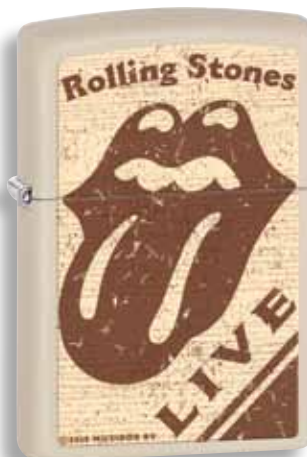
1 9 3 2 - 2 0 1 2





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



Rock Express is a Trademark of Signatures Network. Produced by Zippo, in joint distribution with Live Nation Merchandise.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



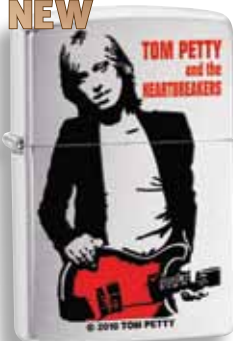
ARTISTS CUSTOM IMPRINT PROGRAM

Available Worldwide.



The Who

NEW



Tom Petty &
The Heartbreakers



Aerosmith



Aerosmith

NEW



Judas Priest

NEW



Judas Priest



Motley Crüe



Def Leppard

NEW



U2



U2

NEW



Lil Wayne

NEW



Lil Wayne



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NEW



Cheech & Chong

NEW



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





24652

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

JACK DANIEL'S® GIFT SETS

Available selected countries, some restrictions may apply.



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

© 2012 Playboy. PLAYBOY and the iconic Playboy Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.



1 9 3 2 - 2 0 1 2

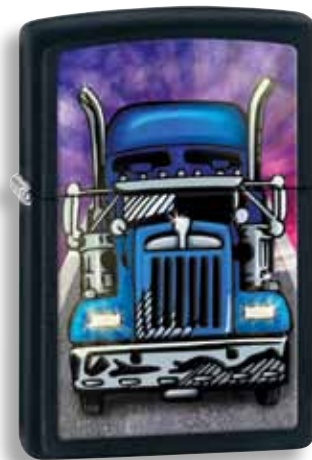


1 9 3 2 - 2 0 1 2





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

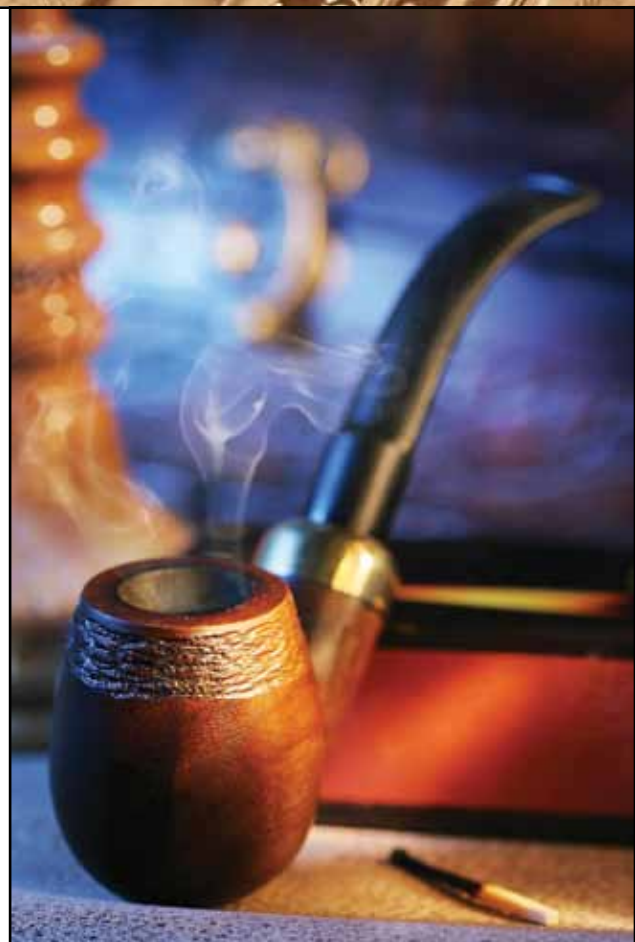


1 9 3 2 - 2 0 1 2



**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.



MSGK
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 MSGK suggested retail.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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: 205" 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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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.

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



2406C
Six Flint Dispenser
24 per Display Card



2406N
Flint Cards

24 cards per display box;
24 boxes per master carton

2425
Wick Cards



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



121505
Brushed Chrome
Pocket Ashtray



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



zippo
BLU²



BLU² 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 BLU² 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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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

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.



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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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.



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.



121340 - Filled
121351 - Empty
Satin Silver

Not shown actual size

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



1 9 3 2 - 2 0 1 2



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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.

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



Standard packaging
for all Zippo OULs.



Packed 6 Clamshells
per Display Tray.



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).



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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

46 x 53.5 mm



45024

Smaller size with all the features.



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

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

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.



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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

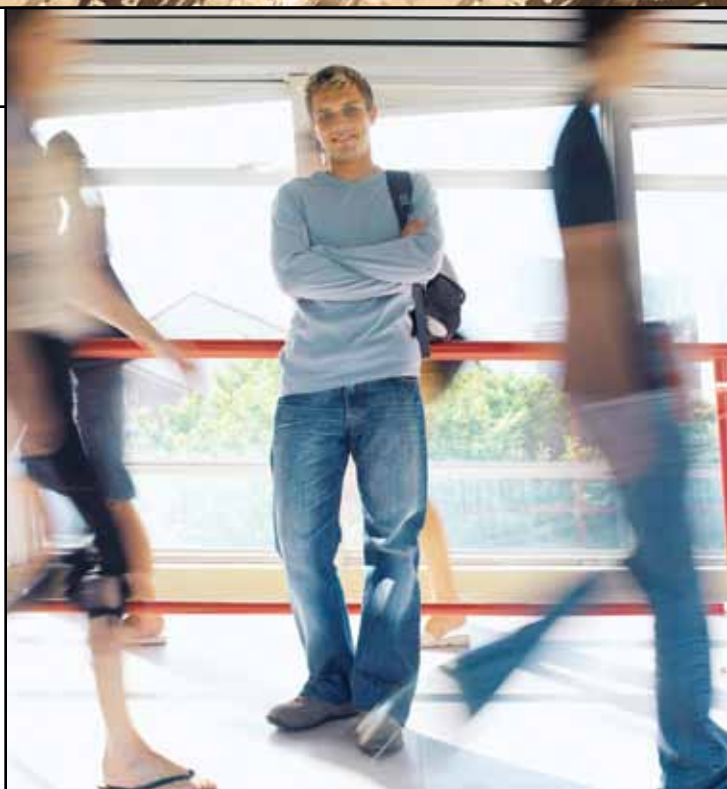
Bold blue dial with white luminous hands and red accents.

- *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*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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*



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



142628 NEW

1 pc watch holder

NEW

142636

12 pc watch display



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1 9 3 2 - 2 0 1 2



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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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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.

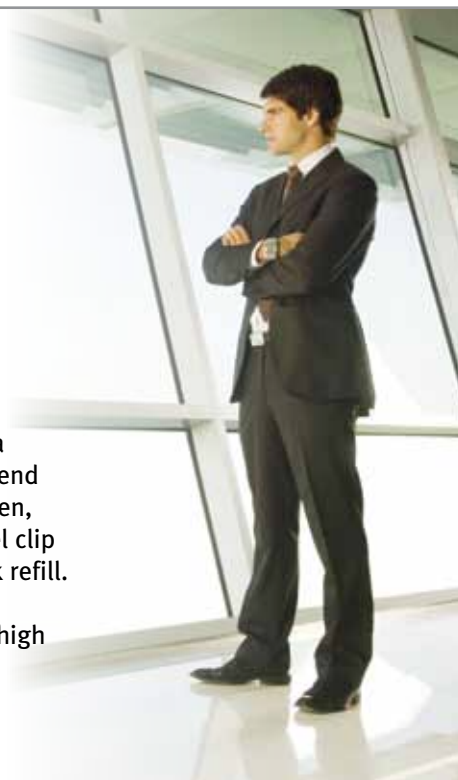
PEN & LIGHTER GIFT SETS



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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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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1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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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1 9 3 2 - 2 0 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"

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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"



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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



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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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Zippo sales distributors and wholesalers only. Unless specified as retail
pricing, this information is not intended for consumer use.



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



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2





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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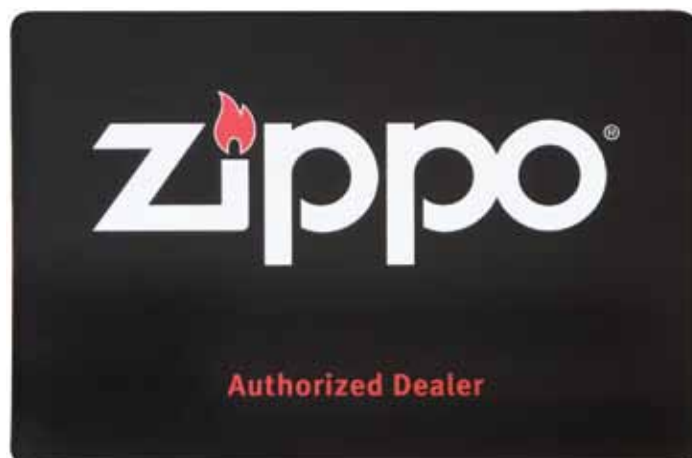


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1 9 3 2 - 2 0 1 2





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

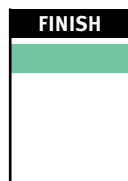
ENGRAVE

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).

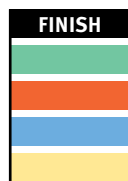
Zippo can also imprint artwork in full color or a photographic representation. *Previously known as 4-color process pad print.*

- 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



pg. 32



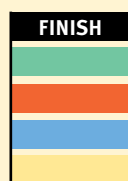
- standard imprint charges
- not available on precious metal finishes
- minimum quantity required
- special art requirements / hi resolution photo required to be reviewed by Creative Services

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

Chromed Out

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

pg. 31

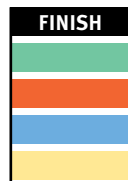


- contact Zippo sales representative for imprint charges
- minimum quantity required

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.



1 9 3 2 - 2 0 1 2



1 9 3 2 - 2 0 1 2



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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