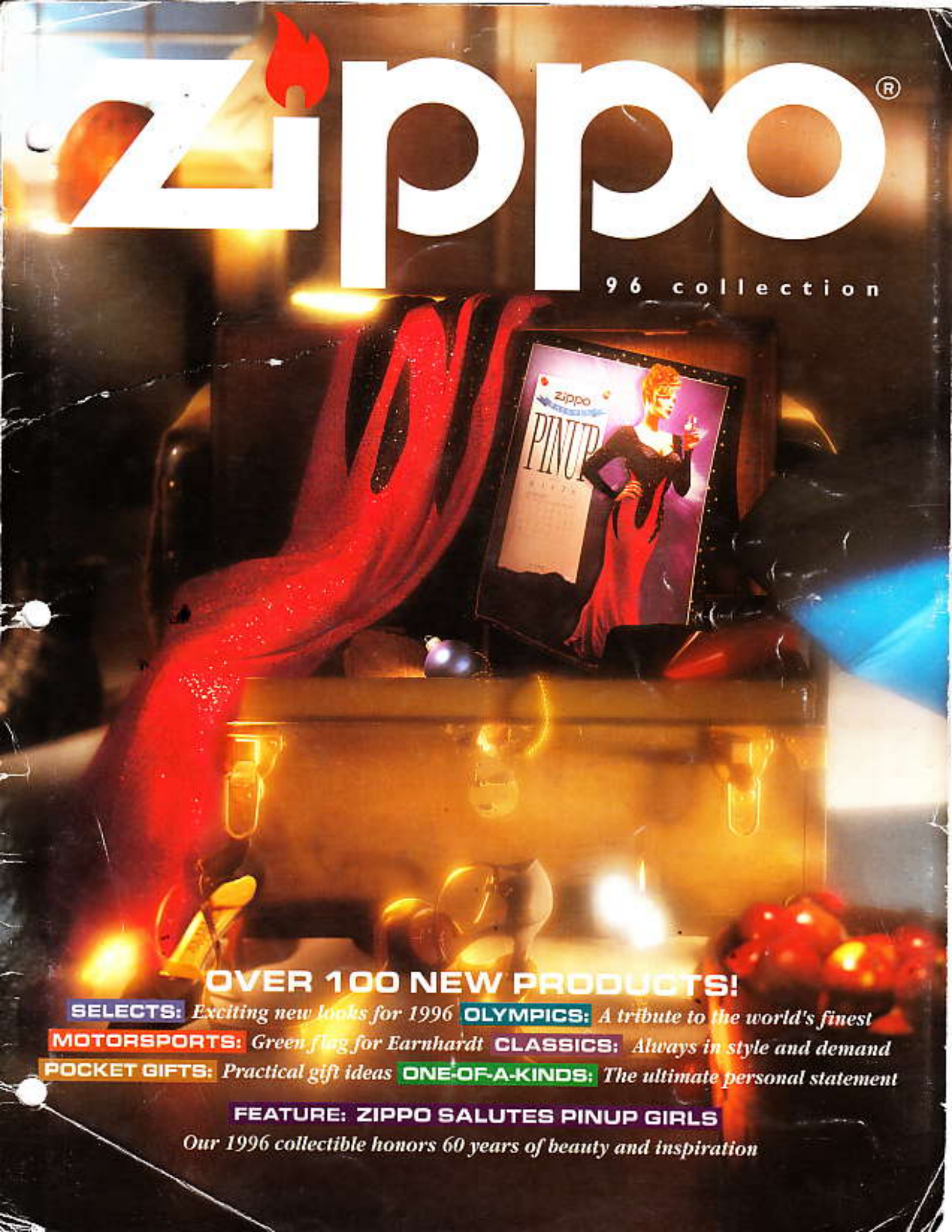
Zippo®

96 collection



OVER 100 NEW PRODUCTS!

SELECTS: *Exciting new looks for 1996* **OLYMPICS:** *A tribute to the world's finest*

MOTORSPORTS: *Green flag for Earnhardt* **CLASSICS:** *Always in style and demand*

POCKET GIFTS: *Practical gift ideas* **ONE-OF-A-KINDS:** *The ultimate personal statement*

FEATURE: ZIPPO SALUTES PINUP GIRLS

Our 1996 collectible honors 60 years of beauty and inspiration

1996 Collectibles

Zippo®

SALUTES

PINUP

girls

In the 1930s, a delightful pinup girl introduced the Zippo windproof lighter to a national audience. "Windy", Zippo's original "windproof beauty" became part of a glorious American tradition. Since the turn of the century, pinup

girls have served during war and peacetime to boost morale and inspire dreams to hold on to.

Now Zippo celebrates these beauties with our 1996 limited edition collectible lighters. The single lighter portrays Zippo's newest pinup, who proudly bears the torch Windy first lifted sixty years ago. Each lighter in the four-lighter set embodies a season of the year in saucy style.

No. 601 *Pinup of the Year* $29.95

Both the Pinup of the Year *lighter and* The Four Seasons *companion set are boxed in exquisitely illustrated keepsake tins. The stunning artwork on these collectible lighters is produced with Zippo's exclusive Technigraphic™ process to capture every exquisite detail, and ensure that the vibrant images will continue to dazzle for years to come.* Zippo Salutes Pinup Girls *is the fifth in the series of annual limited edition collectibles, and is available only during 1996.*

No. 142637
Counter Display

No one can overlook Zippo's Pinup Girls with this specially designed counter display. The full-color portraits of the *Pinup of the Year* and *The Four Seasons* invite lingering looks.

Zippo Salutes Pinup Girls calendar set

For collectors captivated by Zippo Salutes Pinup Girls, *Zippo extends a special in-pack premium offer. The collectible calendar set includes five full-color prints and a bonus portrait of the* Pinup of the Year.

Joan —Pinup of the Year

This beauty queen calls "The Windy City" of Chicago home. Joan's classic features and regal bearing have won her titles like Miss Steady Flame. More than merely glamourous, this American Beauty is a wholesome lass with traditional values. Dependability, quality, and a lifetime commitment are what Joan looks for in a man—and in her Zippo windproof lighter. Her Zippo perfectly complements her "Flaming Beauty" designer dress, making her the ideal date the whole year through.

Zippo Salutes Pinup Girls • The Four Seasons

Pinup girls are the warm and winsome stuff daydreams are made of. Meet Holly, April, Sommer, and Ida Redd, The Four Seasons *collectible companion set. These four lovely ladies add their special charms and individual beauty to the changing of the seasons.*

Holly is sure to warm up the frostiest weather. Decked out in her Santa suit, she's the shining ornament of the holiday season.

No. FS–4 *The Four Seasons* $119.95

April is a lovely reminder that spring is in the air. Her blossoming beauty is as refreshing as a walk in the rain.

Sommer is sunny, sultry and very independent. Whether she's heating up the beach by day or setting off fireworks after dark, Sommer provides the inspiration to reach for the stars.

Ida Redd is the pick of the fall crop. In gingham and denim, she's the freshest country girl ever.

The Four Seasons *are displayed on a velour platform in their own keepsake tin. The inside lid of the tin is imprinted with a biography of each pinup. Collectors' information and authenticity is included on the bottom of the tin.*

Dreams To Hold On To

Holly

April

Sommer

Ida Redd

Collectible

Selects

Classics

Pocket Gifts

One-of-a-Kind

ZIPPO SALUTES PINUP GIRLS

Our 1996 limited edition collectibles salute the timeless allure of the gorgeous gals who've graced our walls and our lives.

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Licensed products, exciting new collections, Zippo Motorsports

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THE WORLD FAMOUS

Zippo

GUARANTEE

Any Zippo metal product, 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 product, regardless of age or condition. The finish, however, is not guaranteed.

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA.

Zippo is pleased to present our 1996 collection. In these pages, you'll find our greatest selection of fine Zippo products ever. It's been 64 years since George G. Blaisdell created the famous Zippo windproof lighter, and it has never been more popular. Collectors around the world eagerly await our annual limited edition collectibles, and the 1996 Pinup Girls are a beautiful continuation of that tradition.

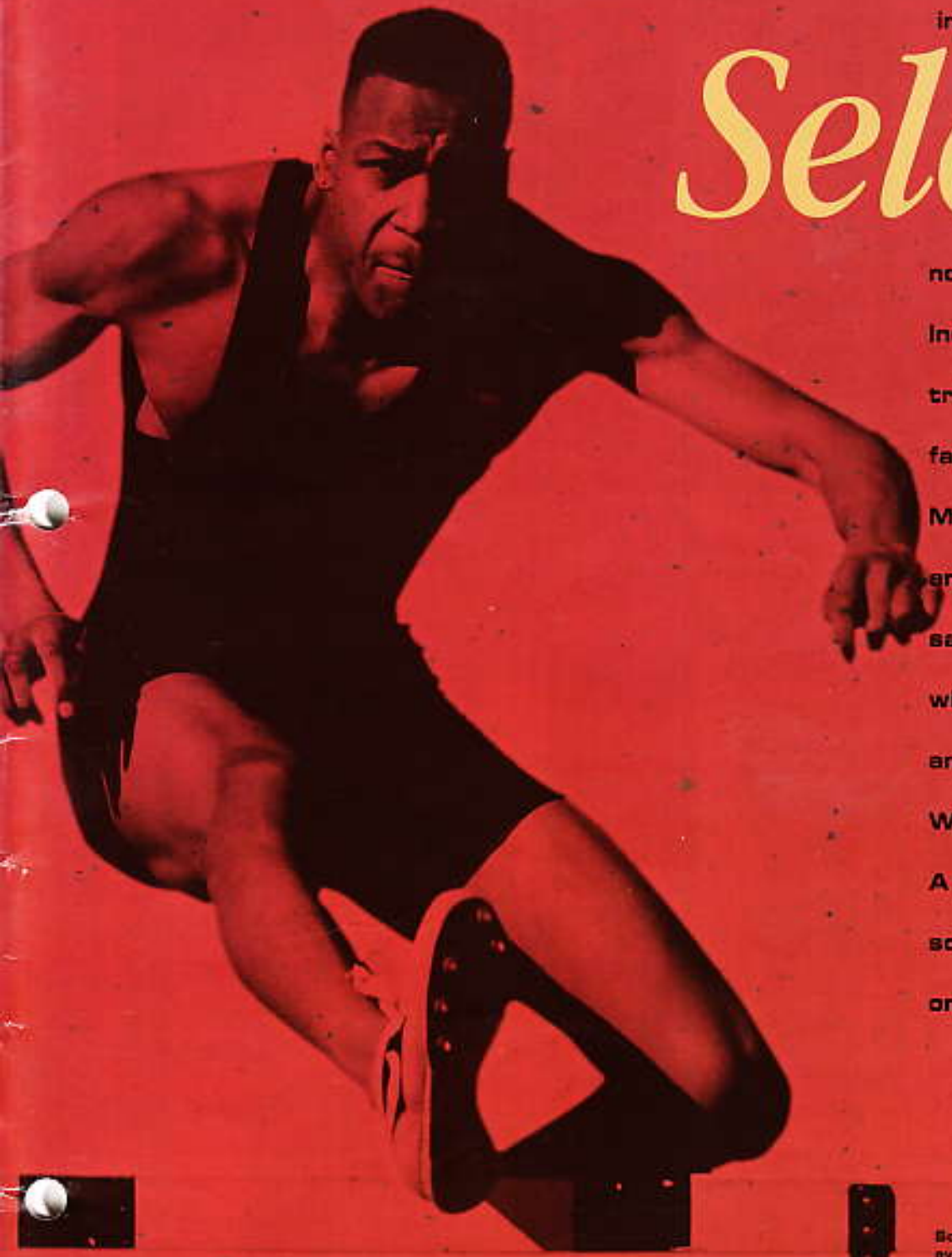
***Zippo Selects** offers an unprecedented variety of licensed images in new and exciting designs. You'll find all our **Zippo Classics**, as well as sterling silver, and finely engraved art. The comic strip series is pure fun, and the Wild West series brings a piece of Americana to life.*

Gift sets, handilites, slimlines, pocket gifts, and the exclusive One-of-a-Kind designs round out this year's offerings. As always, every Zippo product is backed by our famous Lifetime Guarantee to ensure that it will provide faithful service and complete satisfaction for years to come.

Once you've reviewed this year's selections, we're confident you'll agree that Zippo shines more brightly than ever.

Because Zippo is constantly improving our products, some items may not look exactly as depicted.

Prices and specifications subject to change without notice.



Zippo Selects proudly introduces exciting new series: the Dale Earnhardt signature collection, the intrigue of James Bond,

Selects

nostalgic cigar store Indians, and fascinating trick lighters. Perennial favorites include Zippo MotorSports, Camel, and Anheuser-Busch. We salute the 1996 Olympics with a variety of designs and commemorate World War II in Volume II of Zippo: A Remembrance. There's something for everyone on the following pages.

Some products in Zippo Selects are not available in all countries. Check with your Zippo representative for availability in your market. Packaging variations are not allowed for officially licensed products.

OLYMPIC GAMES CENTENNIAL SERIES (Available in USA only)

No. 254BA0 851
Torchmark-High Polish Brass
$30.95

Every four years, the Olympic Games call forth the finest athletes from around the world, each striving for the title of Olympic champion. Achieving such a goal requires relentlessly hard work, unflagging dedication, and the drive to excel–the same qualities exemplified by Zippo products. With the 1996 Olympics taking place in Atlanta, Georgia, it is even more fitting that the Olympic Games be commemorated on an American icon.

The 1996 Olympic Games Series includes single lighters and gift sets.

No. M250AO 852
Midnight Chrome
$29.95

No. 100AO 853
Torchmark-Silver Plated
$29.95

Silver Plated Torchmark is packaged in Zippo Silver Foil Gift Box

No. 250AO 973
Athens-Pewter
$28.95

No. 254BAO 974
Athens-Brass
$30.95

No. 1654BAO 975
Solid Brass
$24.95

Officially licensed product is packaged in Zippo individual tin except as noted.

No. OT-2
Silver Plate with Gold Inlay in
Laser Engraved Wood Box
$109.95

This year the world marks the 100th Anniversary of the Modern Olympic Games. Atlanta proudly takes its place among other U.S. cities honored to have hosted the event.

Since 1896, posters have announced and celebrated the Olympic Games. Zippo is proud to reproduce these posters on windproof lighters in this Limited Edition Olympic Games leatherette commemorative volume. One of only 10,000 sets produced, each hand-numbered set is truly a Collector's Edition.

No. OL-7
Olympic Games Commemorative Volume
$219.95

No. OL-2
Brass Torchmark Gift Set
$39.95

TM

TM

Official Licensed Product of The Atlanta Committee for the Olympic Games, Inc.
For USA sales and distribution only.

TOLEDO BLACK MATTE SERIES

No. 520
Mystical Lion
$40.95

No. 522
Majestic Eagle
$40.95

No. 523
Floral Portrait
$40.95

No. 524
Eagle of Justice
$40.95

No. 525
Medieval Knight
$40.95

No. 526
Nature's Medley
$40.95

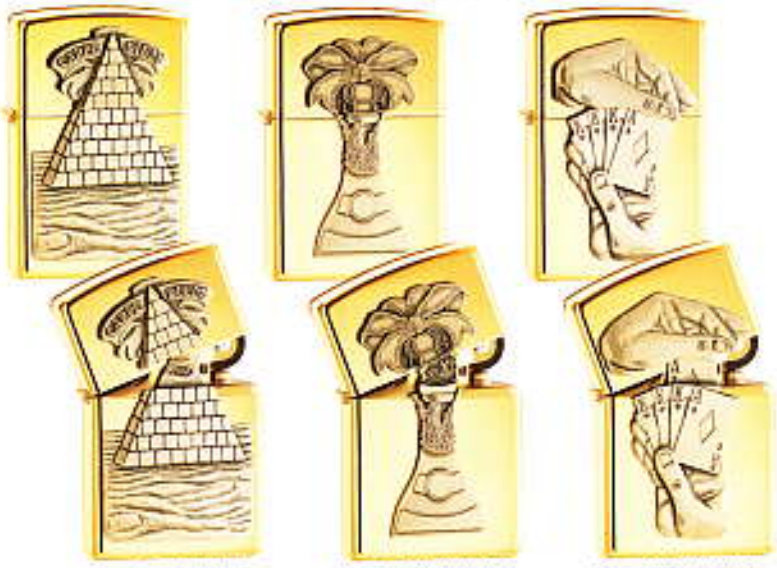
No. 527
Bear's Fresh Fish
$40.95

No. 528
Richard the Lion Hearted
$40.95

No. 529
Portuguese Shield
$40.95

No. 531
Fierce Guardian
$40.95

BARRETT-SMYTHE TRICK LIGHTERS



No. 254BBS B149
Carpe Diem
$28.95

No. 254BBS B150
Champagne
$28.95

No. 254BBS B151
Full House
$28.95

These unusual lighters have something extra–

click them open to reveal a delightful surprise. Sure

to be a conversation starter and a treasured gift.

Product is packaged in Zippo individual tin.

* Not shown

CIGAR STORE INDIANS

No. 254BBS B134
Solid Brass
$28.95

No. 250BS B138*
High Polish Chrome
$25.95

No. 250BS B140
High Polish Chrome
$25.95

No. 254BBS B136*
Solid Brass
$28.95

No. 254BBS B133
Solid Brass
$28.95

No. 250BS B137*
High Polish Chrome
$25.95

No. 250BS B139
High Polish Chrome
$25.95

No. 254BBS B135*
Solid Brass
$28.95

RED DOG (Available in USA only)

No. 218RD 969
Black Matte
$21.95

No. 218RD 970
Black Matte
$20.95

RD-8 **$169.60**
Individual lighters may be ordered as open stock

RED DOG. Enjoy It Responsibly.

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No. 250RD 971
High Polish Chrome
$20.95

No. 250RD 972
High Polish Chrome
$20.95

MILLER (Available in USA only)

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All Rights Reserved.

No. 250MB 965
High Polish Chrome
$21.95

No. 250MB 966
High Polish Chrome
$22.95

No. 250MB 967
High Polish Chrome
$21.95

No. 250MB 968
High Polish Chrome
$27.95

MB-8 **$189.60**
Individual lighters may be ordered as open stock

JIM BEAM

No. 250JB
High Polish Chrome
$22.95

No. 254BJB
High Polish Brass
$25.95

No. 250JB 928
High Polish Chrome
$26.95

No. 254BJB 929
High Polish Brass
$29.95

No. JBL-2
Jim Beam Gift Set
$44.95

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Officially licensed product is packaged in Zippo individual tin except as noted.

ANHEUSER-BUSCH (Available in USA only)

No. 250AB 931
High Polish Chrome
$22.95

No. 250AB 932
High Polish Chrome
$22.95

No. 250AB 933
High Polish Chrome
$22.95

No. 250AB 995
High Polish Chrome
$22.95

No. 250AB 996
High Polish Chrome
$22.95

No. 250AB 997
High Polish Chrome
$22.95

No. 250AB 755
High Polish Chrome
$22.95

No. 250AB 820
High Polish Chrome
$22.95

AB-8 $183.60
Individual lighters may be ordered as open stock

©1996 Anheuser-Busch Inc.

No. BUD-2
Budweiser Gift Set
$36.95

No. AB-2
Anheuser-Busch Gift Set
$38.95

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CORONA

No. 218CR 979
Black Matte
$21.95

No. 250CR 980
High Polish Chrome
$20.95

CR-8 $175.60
Individual lighters may be ordered as open stock

No. 254BCR 981
Solid Brass
$22.95

No. 250CR 982
High Polish Chrome
$21.95

No. 218CR 983
Black Matte
$21.95

The Corona Trademark is officially licensed to Zippo Manufacturing Co. by PROCERMEX, Inc.

COLT FIREARMS

No. 250C 984
High Polish Chrome
$26.95

No. 250C 985
High Polish Chrome
$26.95

No. 250C 986
High Polish Chrome
$26.95

COLT-8 $198.60
Individual lighters may be ordered as open stock

COLT is a registered trademark of New Colt Holding Corp.

No. 250C 987
High Polish Chrome
$23.95

No. 250C 988
High Polish Chrome
$20.95

No. 254BC 989
High Polish Brass
$25.95

Officially licensed product is packaged in Zippo individual tin except as noted.

CAMEL (Available only in USA and Latin American markets)

No. 201FBCML 919
Antique Brass
$27.95

No. 218CML 918
Black Matte
$27.95

No. 250CML 921
High Polish Chrome
$27.95

No. M250CML 920
Midnight Chrome
$27.95

CAMEL-8 $223.60
Individual lighters may be ordered as open stock

The Camel lighters include a custom imprinted tin and sleeve as standard packaging.

© 1998 R.J. Reynolds Tobacco Co.

DALE EARNHARDT (Available in USA only)

Officially licensed by High Country Products and Dale Earnhardt, Inc.

No. 250DE 961
High Polish Chrome
$32.95

No. 218DE 962
Black Matte
$23.95

No. 250DE 963
High Polish Chrome
$32.95

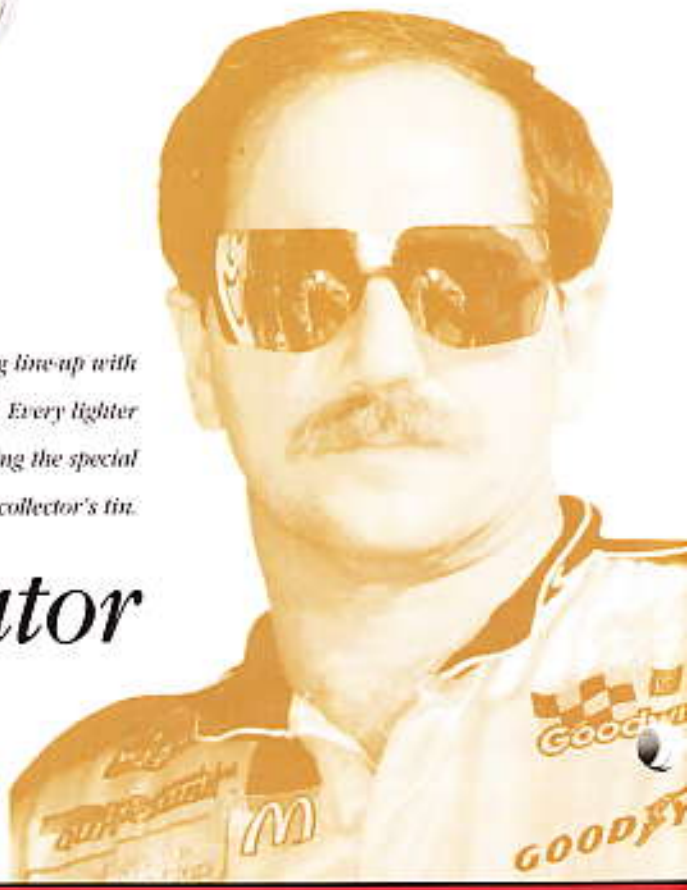
No. 250DE 964
High Polish Chrome
$29.95

DE-8 $239.60
Individual lighters may be ordered as open stock

No. 218N 930
Dale Earnhardt Brickyard 400
Black Matte in Collector's Tin
$35.95

We've added The Intimidator to our racing line-up with the Dale Earnhardt Signature Series. Every lighter bears a facsimile autograph, including the special edition Brickyard 400 lighter in a collector's tin.

The Intimidator



Officially licensed product is packaged in Zippo individual tin except as noted. Officially licensed Zippo MotorSports lighters are also available on a custom MotorSports blister card. Please indicate MS packaging code.

DRIVER SERIES (Available in USA only)

No. 218N 830
Rusty Wallace
$29.95

No. 218N 831
Kyle Petty
$29.95

No. 218N 832
Morgan Shepherd
$29.95

No. 218N 833
Bill Elliott
$29.95

No. 218N 834
Jeff Gordon
$29.95

No. 218N 835
Mark Martin
$29.95

No. 250N 992
1996 NASCAR
Schedule
$34.95

(1995 schedule pictured)

Winston Cup Display Panel
WIN Panel does not come with pre-packed assortment. Order any 8 MotorSports lighters and request to pack with WIN Panel.

Rusty Wallace licensed by Penske Racing South, Inc. and Rusty Wallace Inc. Dupont and Jeff Gordon products officially licensed by Hendrick Motorsports Co. and Jeff Gordon, Inc. Morgan Shepherd, Wood Brothers, Citgo Racing Name and or likeness licensed by the Source International, Inc., Winston-Salem, North Carolina. Bill Elliott name and likeness licensed by Advantage Management, Inc., Nashville, Tennessee. Kyle Petty and Coors Products officially licensed by Sabco Racing. Mark Martin's name and or likeness granted under authority of Roush Racing, Livonia, Michigan. Valvoline® registered trademark used with permission from the Valvoline company, A Division of Ashland Oil, Inc.

MSD
MotorSports Display available for $1.00 with purchase of 36 Zippo MotorSports lighters on custom MotorSports blister cards.

Winston Cup's hottest drivers and their rides are pictured on these popular MotorSports lighters. The driver portraits and car series are produced with Zippo's Technigraphic® method for a photo finish. Keep the 1996 NASCAR Winston Cup schedule at hand on a chrome lighter with full-color NASCAR logo.

zippo MotorSports

NASCAR

CAR SERIES (Available in USA only)

No. 218N 874
Citgo #21
$29.95

No. 218N 875
Valvoline #6
$29.95

No. 218N 876
Miller Genuine
Draft #2
$29.95

No. 218N 877
Dupont #24
$29.95

No. 218N 926
Coors #42
$29.95

Officially licensed product is packaged in Zippo individual tin except as noted. Officially licensed Zippo MotorSports lighters are also available on a custom MotorSports blister card. Please indicate MS packaging code.

zippo MotoSports

NASCAR

EVENT SERIES — DAYTONA 500

(Available in USA only)

No. 250N 948
High Polish Chrome
$24.95

No. 5990BN 948
Brushed Brass
$11.95

No. 7000N 953
Cut-About Lite
in black velour gift box
$29.95

No. 7818N 953
Black Matte
$17.95

EVENT SERIES — INDY 500

(Available in USA and Europe)

No. 250IMS 949
High Polish Chrome
$22.95

No. 5990BIMS 951
Brushed Brass
$11.95

No. 7000IMS 954
Cut-About Lite
in black velour gift box
$29.95

No. 7818IMS 954
Black Matte
$17.95

EVENT SERIES — BRICKYARD 400

(Available in USA and Europe)

No. 250IMS 950
High Polish Chrome
$21.95

No. 5990BIMS 952
Brushed Brass
$9.95

No. 7000IMS 952
Cut-About Lite
in black velour gift box
$27.95

No. 7818IMS 955
Black Matte
$15.95

Officially licensed product is packaged in Zippo individual tin except as noted.
Officially licensed Zippo MotoSports lighters are also available on a custom MotoSports blister card. Please indicate MS packaging code.

TRACK SERIES — DAYTONA
(Available in USA only)

No. 250N 789
Daytona
$23.95

No. 7000N 868
Daytona Cut-About Lite
in Black Velour Gift Box
$27.95

TRACK SERIES — INDIANAPOLIS
(Available in USA and Europe)

No. 250IMS 804
Indianapolis Motor Speedway
$21.95

No. 7000IMS 811
Indianapolis Motor Speedway
Cut-About Lite in Black Velour Gift Box
$24.95

RACING TRADEMARK SERIES — NASCAR
(Available in USA only)

No. 250N 788
NASCAR
$22.95

No. 7000N 870
NASCAR Cut-About Lite
in Black Velour Gift Box
$26.95

RACING TRADEMARK SERIES — WINSTON CUP
(Available in USA only)

No. 250N 782
Winston Cup Eagle
$25.95

No. 7000MT 871
Winston Cup Cut-About Lite
in Black Velour Gift Box
$25.95

There are some events no racing fan should miss—the Daytona 500, the Indy 500, and the Brickyard 400. That special excitement is captured on the Zippo products they love. The selection includes lighters, key holders, Cut-About knives, and money clips.

Racing's legendary tracks and trademark logos are also available on Zippo lighters and Cut-About knives.

Officially licensed product is packaged in Zippo individual tin except as noted.
Officially licensed Zippo MotoSports lighters are also available on a custom MotoSports blister card. Please indicate MS packaging code.

CHEVROLET
(Available in USA only)

No. 250CH 878
High Polish Chrome
$21.95

No. 250CH 956
High Polish Chrome
$19.95

No. 250CH 993
High Polish Chrome
$19.95

No. 254BCH 879
Solid Brass
$22.95

Genuine Chevrolet, Corvette, The Heartbeat of America, and Chevy Trucks are Trademarks of Chevrolet Motor Division, General Motors Corporation and Licensed to Zippo Manufacturing Company.

CHEVY-8 **$167.60**

Ford or Chevy? The debate's been raging since drivers first chose their favorite. We remain neutral, offering a series for each side. Sports car, pick-up, or family sedan, there's a quality American-made Zippo to match. Whatever you choose, your Zippo will come along for the ride.

Ford, Ford Trucks, Ford Mustang, and Built Ford Tough are used under license from Ford Motor Company.

FORD
(Available in USA only)

No. 250F 957
High Polish Chrome
$19.95

No. 250F 958
High Polish Chrome
$19.95

No. 250F 959
High Polish Chrome
$19.95

FORD-8 **$161.60**

No. 250F 960
High Polish Chrome
$20.95

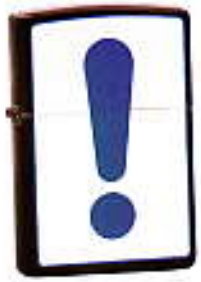
Officially licensed product is packaged in Zippo individual tin except as noted.
Officially licensed Zippo MotorSports lighters are also available on a custom MotorSports blister card. Please indicate MS packaging code.

BARRETT-SMYTHE COMIC STRIP

No. M200BS B120
?
$21.95

No. M200BS B121
POW!
$21.95

No. M200BS B122
YIPE!
$21.95



No. M200BS B128
!
$21.95

No. M200BS B129
&
$21.95

No. M200BS B130
ZAP
$21.95

BSCS-8
$175.60

WILD WEST SERIES

No. 254BBS B141
Buffalo w/Necklace
Brass Emblem
$28.95
No. 250BS B145*
Pewter Emblem
$25.95

No. 254BBS B142
Indian Chief
Brass Emblem
$28.95
No. 250BS B146*
Pewter Emblem
$25.95

No. 254BBS B143
Cow Skull w/Necklace
Brass Emblem
$28.95
No. 250BS B147*
Pewter Emblem
$25.95

No. 254BBS B144
Eagle Over Mesa
Brass Emblem
$28.95
No. 250BS B148*
Pewter Emblem
$25.95

*Not shown

BARRETT-SMYTHE X-RAY

No. 250BS B131
Zippo X-Ray
Pewter Emblem
$25.95

No. 254BBS B132
Zippo X-Ray
Brass Emblem
$28.95

Ever wonder what makes a Zippo lighter work? The clever design of the x-ray lighter puts the inside on the outside. Another burning question answered!

Product is packaged in Zippo individual tin.

JAMES BOND MOVIE POSTERS

No. 250BND 938
High Polish Chrome
$31.95

No. 250BND 939
High Polish Chrome
$25.95

No. 250BND 940
High Polish Chrome
$29.95

No. 250BND 941
High Polish Chrome
$25.95

No. 250BND 942
High Polish Chrome
$29.95

No. JBMP-8 $223.60

No. 250BND 943
High Polish Chrome
$29.95

No. 254BND 945
Solid Brass
$25.95

No. 250BND 946
High Polish Chrome
$23.95

Bond is back, and Zippo's got him! Classic movie poster reproductions capture 007 at every stage of his career. The Goldeneye *designs celebrate his return to the big screen.*

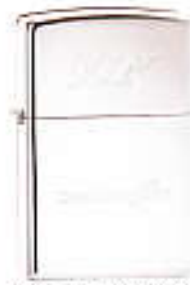
JAMES BOND GOLDENEYE

No. 254BBND 937
Brass
$25.95

No. 250BND 936
Chrome
$23.95

No. 254BBND 936
Brass
$25.95

No. JBGE-6 $159.70



No. 250BND 937
Chrome
$23.95

No. 250BND 935
Chrome
$29.95

007 and gun iris logo symbols
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and United Artists Corporation.

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Artists Corporation.

THUNDERBALL
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Artists Corporation.

FROM RUSSIA WITH LOVE
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Artists Corporation.

DIAMONDS ARE FOREVER
©1971 Danjaq, Inc. and United
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GOLDFINGER
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Artists Corporation.

GOLDENEYE
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No. 254BBS B71
Polar Bear
Brass Emblem
$28.95

No. 250BS B70
Polar Bear
Pewter Emblem
$25.95

No. 5990BS B105
Polar Bear Pewter Emblem
$9.95
No. 5990BBS B97
Polar Bear Brass Emblem*
$10.95

No. 7500BS B112
Polar Bear Brass Emblem
$24.95
No. 7500BS B113
Polar Bear Pewter Emblem*
$24.95

No. 254BBS B73
Cobra
Brass Emblem
$28.95

No. 250BS B72
Cobra
Pewter Emblem
$25.95

No. 5990BS B104
Cobra Pewter Emblem
$9.95
No. 5990BBS B96
Cobra Brass Emblem*
$10.95

No. 7500BS B82
Cobra Brass Emblem
$24.95
No. 7500BS B83
Cobra Pewter Emblem*
$24.95

No. 254BBS B60
Elephant
Brass Emblem
$28.95

No. 250BS B59
Elephant
Pewter Emblem
$25.95

No. 5990BBS B99
Elephant Brass Emblem
$10.95
No. 5990BBS B107
Elephant Pewter Emblem*
$9.95

No. 7500BS B79
Elephant Pewter Emblem
$24.95
No. 7500BS B78
Elephant Brass Emblem*
$24.95

No. 254BBS B62
Lion
Brass Emblem
$28.95

No. 250BS B61
Lion
Pewter Emblem
$25.95

No. 5990BS B106
Lion Pewter Emblem
$9.95
No. 5990BBS B98
Lion Brass Emblem*
$10.95

No. 7500BS B80
Lion Brass Emblem
$24.95
No. 7500BS B81
Lion Pewter Emblem*
$24.95

*Not Shown

Product is packaged in Zippo individual tin.

ZIPPO: A REMEMBRANCE, VOLUME II

Limited Edition

World War II has a special meaning for Zippo Manufacturing, for it was then that the Zippo lighter forged its reputation for reliability. Volume I of Zippo: A Remembrance *has sold out, so we proudly present Volume II. This four-lighter set with key holder is packaged in a presentation case, and commemorates events and people of this pivotal conflict in world history. Each hand-numbered set is truly a Collector's Edition.*

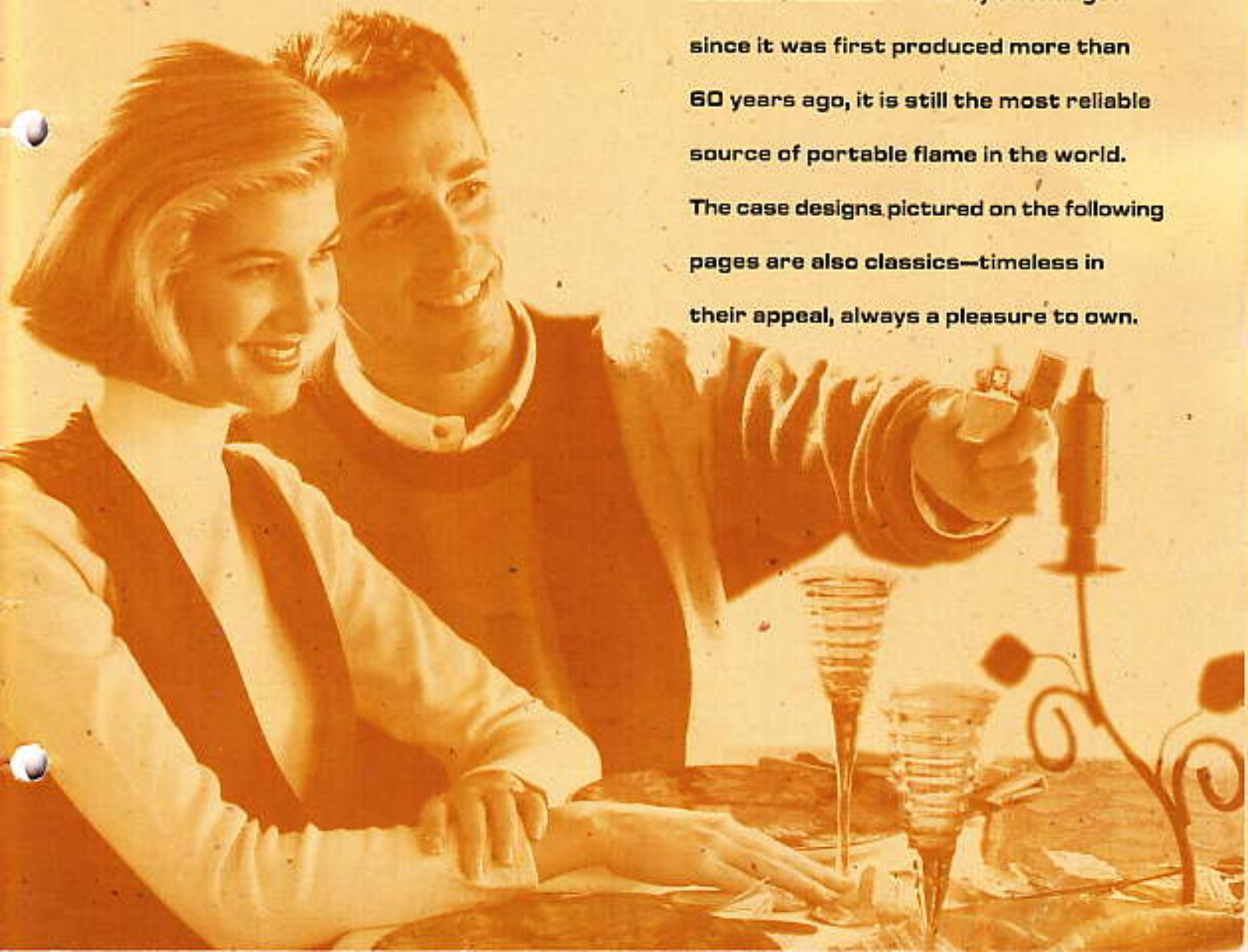
Zippo: A Remembrance, Volume I

No. ZRII-5 Zippo: A Remembrance Volume II $119.95

A classic is by definition a thing of the highest excellence, a definitive work of art. It is always in style, enduring through changes of fashion, immune to trends and fads.

Classics

The mechanism of the Zippo lighter is such a classic. Virtually unchanged since it was first produced more than 60 years ago, it is still the most reliable source of portable flame in the world. The case designs pictured on the following pages are also classics—timeless in their appeal, always a pleasure to own.



Today's Zippo lighters work flawlessly—just as they did back in 1932 when George G. Blaisdell first introduced the windproof lighter concept. From special designs like Zippo Salutes Pinup Girls *to venerable classics like our #200 brush chrome, the Zippo lighter has become a symbol of functional design and American excellence. Each Zippo windproof lighter is embossed with a distinctive hallmark on the bottom of the outer case. The certification includes the Zippo logo, and alphabetic and numeric codes signifying the date of manufacture. For over 60 years consumers have purchased over* ***300 million*** *genuine Zippo windproof lighters for their style, and their distinctive "click".*

CHROME CLASSICS

No. 200
Brush Chrome
$12.95

No. 200ZE
Brush Chrome with Zippo Emblem
$16.95

No. 200FL
Brush Finish Founders lighter
$16.95

No. 200 510
Brush Chrome USA on Map/Flag
$16.95

No. 200 511
Brush Finish Chrome Eagle/USA
$18.95

No. 230
Vintage Brush Chrome
$15.95

No. 250
High Polish Chrome
$15.95

No. 250ZE
High Polish with Zippo Emblem
$18.95

No. 250 512
High Polish Chrome US Seal
$18.95

No. 260
High Polish Chrome Vintage
$16.95

No. 275
Brush Chrome with Loop & Lanyard
$15.95

No. 350
High Polish Chrome Engine Turned
$16.95

No. 352
High Polish Chrome Venetian
$16.95

No. 355
Ultralite Black
$16.95

No. 356
Ultralite Ivory
$16.95

SOUTHWEST COLLECTION

No. 331
High Polish Chrome
Coyote Moon
$32.95

No. 332
High Polish Chrome
Death Valley
$32.95

No. 333
High Polish Chrome
Cactus Fire
$32.95

No. 334
High Polish Chrome
Buffalo Head
$32.95

No. 335
High Polish Chrome
Sundance
$32.95

MIDNIGHT CHROME

No. M200
Midnight Chrome
Brush Finish
$15.95

No. M250
Midnight Chrome
High Polish
$16.95

No. 336
High Polish Chrome
Navajo
$32.95

No. 337
High Polish Chrome
Buffalo Stampede
$32.95

No. M250ZB
Midnight Chrome
with Zippo & Border
$16.95

No. M250ZE
Midnight Chrome
with Zippo Emblem
$19.95

No. M352
Midnight Chrome
Venetian
$17.95

No. M200BS B28
Tiger
Midnight Chrome
$29.95

No. M200BS B42
Butterfly
Midnight Chrome
$29.95

No. M200BS B46
Elephant
Midnight Chrome
$24.95

No. M200BS B65
Tabby Cat
Midnight Chrome
$25.95

No. M200BS B67
Peacock
Midnight Chrome
$27.95

No. M200BS B68
Brown Bear
Midnight Chrome
$25.95

ANTIQUE FINISH

No. 121FB
Antique Silver Plate
$22.95

No. 201FB
Antique Brass
$19.95

No. 301FB
Antique Copper
$19.95

MARBLE

No. 281
White Marble
$52.95

No. 282
Grey Marble
$52.95

No. 283
Brown Marble
$52.95

No. 284
Green Marble
$52.95

No. 285
Red Marble
$52.95

No. 286
Blue Marble
$52.95

BLACK CRACKLE

No. 236
Black Crackle
$15.95

GOLD/SILVER

No. 380
Tyson
$34.95

No. 381
Titan One
$34.95

No. 382
Tryan
$34.95

No. 383
Teluke
$34.95

A genuine Zippo windproof lighter is always in style. Whether you choose one of

Always in Style

our contemporary designs or something more traditional, your Zippo will be as fashionable twenty years from now as it is today.

SCRIMSHAW

No. 359
Scrimshaw Ship
Chrome
$18.95

No. M359
Scrimshaw Ship
Midnight Chrome
$19.95

No. 368
Scrimshaw Ship
Black Matte
$18.95

No. 208
Scrimshaw Ship
Brass
$22.95

SOLID BRASS

No. 204
Brush Finish
Solid Brass
$16.95

No. 204B
Brush Finish Brass
(without lettering)
$16.95

No. 240
Vintage
Brush Brass
$17.95

No. 254
High Polish
Solid Brass
$17.95

No. 254B
High Polish Brass
(without lettering)
$17.95

No. 254BZE
High Polish Brass
with Zippo Emblem
$21.95

No. 270
Vintage
High Polish Brass
$18.95

No. 352B
Venetian
Solid Brass
$16.95

No. 254B 513
High Polish
Solid Brass
U.S. Seal
$19.95

The Zippo windproof lighter–the familiar shape, the distinctive click, the evocative scent...these sense memories belong to everyone who has ever owned a Zippo. More than a reliable tool, a Zippo lighter is a reflection of the owner's personality that is treasured for years.

Go ahead and judge a Zippo by its cover. Whether inlaid with 24 kt gold, or basic and unadorned, inside every Zippo is the same—windproof, depend-

REGENT

No. 384
Midnight Stripe
Solid Brass
$34.95

No. 385
Midnight Moon
Solid Brass
$34.95

No. 386
Manhattan Nights
Solid Brass
$34.95

No. 387
Midnight Stars
Solid Brass
$34.95

TOLEDO

GOLD ELECTROPLATE

No. 31
Classic
$24.95

No. 33
Shimmer
$24.95

No. 34
Swirl
$24.95

No. 35
Black Elegance
$26.95

No. 36
Golden Tortoise
$29.95

No. 200G
Brush Gold
$21.95

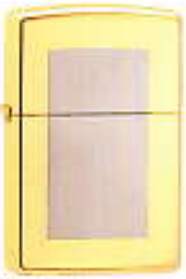
No. 250G
High Polish
$22.95

No. 250GZE
High Polish
w/Zippo Emblem
$25.95

No. 320A
Floral
$71.95

TWO-TONE GOLD AND SILVER

No. 217
Two-Tone Cameo
$29.95



No. 501
The Frame
$29.95

No. 502
Mr. President
$29.95

No. 503
Bold Stripe
$29.95

No. 504
Candy Cane
$29.95

No. 505
The Congressman
$29.95

The Zippo Tradition

In 1932, George G. Blaisdell introduced the first windproof lighter. In the years since, Zippo has manufactured over 300 million lighters, each carrying the world-famous Zippo Lifetime Guarantee: "They work or we fix them free."

HANDILITE

No. 200H
Brush Chrome
with Handilite Base
$19.95

No. 250GH
High Polish Gold
Electroplate with
Handilite base
$33.95

No. 218H-HG
Regular Black
Matte Handilite
with Horse
$54.95

No. 250GH-RM
High Polish Gold
Electroplate
$63.95

High Polish Chrome Handilite Base, add to the cost of any regular size lighter,$6.00.
Gold Electroplate Handilite Base, add to the cost of any regular size lighter,$11.00.
Not available on #204, #254, Sterling, #230, #240, #260, & #270

LEATHER POUCHES

LPGS
Lighter Pouch Gift Set
$10.25
Please specify lighter and pouch to be packaged in gift set. Price includes gift set & pouch. Add cost of lighter to above.

LPLB
Lighter Pouch
with Loop, Brown
$6.95

LPCBK
Lighter Pouch
with Clip, Black
$6.95

LPCB
Lighter Pouch
with Clip, Brown
$6.95

LPLBK
Lighter Pouch
with Loop, Black
$6.95

LKP
Lighter/Knife
Leather Pouch
$11.95

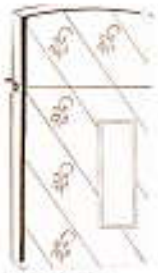
SLIM CHROME

No. 1610
High Polish Chrome
$15.95

No.1610ZE
High Polish Chrome
Zippo Emblem
$18.95

No.1615
High Polish
Chrome Ribbon
$16.95

No. 1621
High Polish
Chrome Bright Cut
$16.95



No. 1625
High Polish
Chrome Diagonal
$16.95

No. 1652
Venetian
$16.95

No. 1655
Ultralite Black
$16.95

No. 1656
Ultralite Ivory
$16.95

SLIM MIDNIGHT CHROME

No. M1610
Midnight Chrome
$16.95

No. M1610ZB
Midnight Chrome
w/Zippo & Border
$16.95

No. M1610ZE
Midnight Chrome
Zippo Emblem
$19.95

No. M1652
Midnight Chrome
Venetian
$17.95

No. M1610BS B57
Midnight Chrome
Cat
$25.95

No. M1610BS B58
Midnight Chrome
Horse
$23.95

Traditional Zippo craftsmanship and quality in a slimmer profile makes the Slimline Zippo a perfect fit for pocket or

Slim Collection

purse. Whether you choose simple elegance or elegant simplicity, there's a style to complement your look.

SLIM SCRIMSHAW

No. 1608
Scrimshaw Whale
Brass
$22.95

No.1659
Scrimshaw Whale
Chrome
$18.95

No. M1659
Scrimshaw Whale
Midnight Chrome
$19.95

No. 1668
Scrimshaw Whale
Black Matte
$18.95

SLIM BRASS

No. 1652B
Brass Venetian
$16.95

No. 1654
Solid Brass
$17.95

No. 1654B
Solid Brass
(without lettering)
$17.95

No. 1654BZE
Solid Brass
(without lettering)
with Zippo Emblem
$21.95

SLIM MATTE FINISH

AVAILABLE COLORS & STYLES

BLUE MATTE

GREEN MATTE

GREY MATTE

BLACK MATTE

1626	Blue Matte	$15.95
1627	Green Matte	$15.95
1629	Grey Matte	$15.95
1618Z	Black Matte w/Zippo	$15.95
1627Z	Green Matte w/Zippo	$15.95
1629Z	Grey Matte w/Zippo	$15.95
1618ZB	Black Matte w/Zippo & Border	$15.95
1626ZB	Blue Matte w/Zippo & Border	$15.95
1629ZB	Grey Matte w/Zippo & Border	$15.95
1618I	Black Matte w/Initial Panel	$15.95
1626I	Blue Matte w/Initial Panel	$15.95
1627I	Green Matte w/Initial Panel	$15.95

No. 1618
Black Matte
$15.95

No. 1626Z
Blue Matte
w/Zippo
$15.95

No. 1627ZB
Green Matte
w/Zippo & Border
$15.95

No. 1629I
Grey Matte
w/Initial Panel
$15.95

No. 1618ZE
Black Matte
w/Zippo Emblem
$18.95

No. 1619
Camouflage
$17.95

SLIM GOLD ELECTROPLATE

No. 1610G
High Polish Gold Electroplate
$22.95

No. 1610GZE
High Polish Gold Electroplate w/Zippo Emblem
$25.95

No. 3100
Gold Electroplate Classic
$24.95

No. 3300
Gold Electroplate Shimmer
$24.95

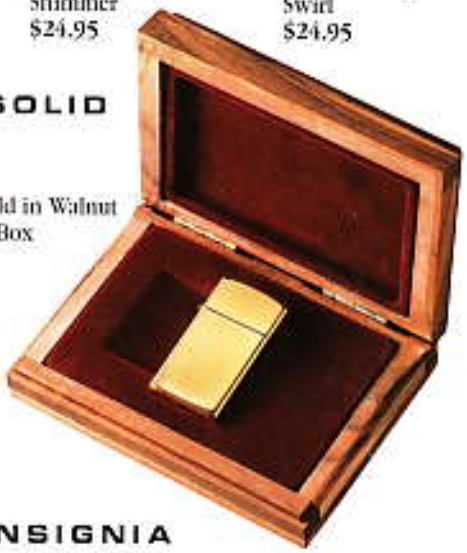
No. 3400
Gold Electroplate Swirl
$24.95

No. 3500
Gold Electroplate Black Elegance
$26.95

No. 3600
Gold Electroplate Golden Tortoise
$29.95

SLIM SOLID GOLD

No. 1800
18K Solid Gold in Walnut Presentation Box
$2,145.95



SILVER PLATE

No. 1000
Silver Plate
High Polish
$18.95

SLIM STERLING

No. 1500
Sterling Silver
$107.95

No. 1700
Sterling Silver
Engine Turned
$112.95

SLIM INSIGNIA

No. 1618ANC
Black Matte
$18.95

No. 1680MAR
High Polish Chrome
$18.95

No. 1618MAS
Black Matte
$18.95

No. 1680KFC
High Polish Chrome
$18.95

MILITARY

Navy Officer
NO

Coast Guard
CG

Marines
MAR

Air Force Crest
AFC

Army
ARM

Navy Anchor
ANC

Navy Wings
NW

Army Wings
AW

FRATERNAL

Moose - MSE

Elks - ELK

Rotary - ROT

Odd Fellows
IOOF

Eagles - EAG

Knights of Columbus - KC

Masonic 32nd Degree - M32

Shrine - SHR

Masonic Blue Lodge - MAS

Emblems may be ordered by model number and insignia code. Example: 1618AW - Slim Black Matte/Army Wings

PROFIT PANELS

BM-8
4 ea. No. 218Z Black Matte Regular Lighters w/Zippo Logo
4 ea. No. 1618Z Black Matte Slim Lighters w/Zippo Logo
$127.60

BR-8
4 ea. No. 1654 Slim High Polish Brass
2 ea. No. 254 High Polish Brass
2 ea. No. 204 Brush Finish Brass
$141.60

GE-8
2 ea. No. 31 Classic

MPA-8
4 ea.

PP-8
8 ea. No. 200 Brush Finish Chrome Lighters
$103.60

VT-8
4 ea. No. 352 Regular Venetian Design
4 ea. No. 1652 Slim Venetian Design
$135.60

VTB-8
4 ea. No. 352B Regular Brass Venetian Design
4 ea. No. 1652B Slim Brass Venetian Design
$135.60

WD6-AC
WD6-American Classic by Zippo
Wooden display holds your assortment of six regular Zippo lighters. Laser engraved with American Classic logo.
$25.95 (Lighters not included)

PP
Almost any combination of Zippo lighters can be ordered to pack with our display panel. Please specify on your order the models that you need.

PACKAGING

A Zippo gift kit is the perfect way to give a Zippo windproof lighter. Gift kit includes 6 flints and 4 1/2 oz. fuel in a silver gift box. It's a distinctive presentation for any Zippo lighter.

No. 50R
Gift Kit Regular
$3.95
(Add the price above to any regular lighter)

No. 50S
Gift Kit Slim
$3.95
(Add the price above to any slim lighter)

EFP
Four Lighter Package
$3.50
(Add the price above to any lighters)

ESP
Six Lighter Package
$3.50
(Add the price above to any lighters)

EZILT
Individual Lighter Tin
$1.00
(Add the price above to any lighter)

EZT2
Two Pack Lighter Tin
$4.95
(Add the price above to any lighters)

EZT4
Four Pack Lighter Tin
$5.95
(Add the price above to any lighters)

Classics

Zippo windproof lighters are available in a variety of optional packaging...from the compact blister pack to the elegant wooden gift box.

200CS
Blister Pack available for slim or regular lighters. Please specify blister card when ordering.

Custom Laser Engraved Boxes Available (minimum 25)
$18.95

WGB
Walnut Gift Box
$16.95

WGB Z
Walnut Gift Box with Zippo Logo
$17.95

ACCESSORIES

NEW packaging

COLLECTOR'S BOOK

Displays

Zippo's new display group was designed for dependability, versatility, and maximized selling in minimized space. A choice of sizes and storage options is designed to show our products to your best advantage.

Each unit features removable panels molded to lock our black plastic gift boxes firmly in place. Plastic brackets adapt panels to display Zippo cardboard gift boxes and individual tins.

Light and motion displays feature a sturdy all-metal turning mechanism and easily accessible standard sized fluorescent bulb.

▲ No. ZMB60 Light and Motion Display with storage drawer base
Display 60 Zippo products in black gift boxes or individual tins, and store additional stock in lockable storage drawer base.
Dimensions: 16 5/8" x 16 3/8" x 31 1/2"

No. ZM60 Light and Motion Display (not pictured)
Same features as ZMB60, without the storage drawer base.
Dimensions: 15 7/8" x 15 7/8" x 27"

▲ No. MD30 Manual Display Unit
Hand-operated turntable displays 30 Zippo products. Three sides lock ten black gift boxes securely in place for reliable operation. Powerful sales message is displayed on the fourth side.
Dimensions: 13 3/4" x 13 3/4" x 27"

No. MDB30 Manual Display Unit with storage drawer base (not pictured)
Lockable storage drawer provides a secure foundation for MD30.
Dimensions: 14 5/8" x 14 1/4" x 31 1/2"

◀ *Storage drawer is available separately:*
No. 142461
For use with MD30
Dimensions: 14 5/8" x 14 1/4" x 4 1/2"
No. 142469
For use with ZM60
Dimensions: 16 5/8" x 16 3/8" x 4 1/2"

▲ No. ZMSD Zippo Modular Stationary Display
This modular unit holds ten lighters. Additional units can be added by side or front to back.

▶ No. FSB96 Light and Motion Floor Stand with storage base
Display 96 Zippo products on top, and store extra stock on two shelves in the lockable base. Base unit ships flat, and provides ample storage for additional stock.
Dimensions: 15 7/8" x 18 7/8" x 67"

No. FS96 Light and Motion Floor Stand
Designed for countertop use, this unit has all the features of FSB96, except the storage base.
Dimensions: 15 7/8" x 15 7/8" x 37"

Casters not available

The best gifts are those that become a part of the owner's life. Practical, stylish, and always useful, Zippo pocket gifts are

Pocket Gifts

treasured for years. The wide variety suits everyone on your list, and the Lifetime Guarantee means your gift will never stop giving satisfaction.

Zippo knives...world class quality made in the USA. The Zippo knife collection includes a variety of sizes, styles, shapes and finishes. Optional features such as money clip, scissors, nail file and split ring for attaching to a key ring make Zippo knives one of the most useful pocket-sized tools a person can carry.

Zippo knives are backed by the world famous Zippo Lifetime Guarantee, "It works or we fix or replace it free, regardless of age or condition."

CUT-ABOUT KNIVES

No. 7000
Cut-About Lite
Black
$18.95

No. 7050
Cut-About Lite
Orange
$18.95

No. 7200
Brush Finish
Stainless Steel
$23.95

No. 7200WA
Scrimshaw Wagon
$28.95

No. 7219
Camouflage
$26.95

No. 7220
Hunter
$26.95

No. 7230
Fisherman
$26.95

See additional Cut-About knives in Zippo Selects

No. 7240
Deer
$26.95

No. 7250
Foliage
$26.95

No. 7280
Leather Sheath
$3.95

Cut-About knives are designed to cut just about anything. Each blade, hand polished and honed to razor sharpness, is crafted from triple tempered 440A stainless surgical steel to a Rockwell hardness of 57. This means that Cut-About knives not only hold an edge, but can easily be resharpened. All Cut-About knives have the lock-back safety feature.

The full sized Cut-About knife has a rugged stainless steel handle and a 2 1/4" blade. The Cut-About Junior has a 1 3/4" blade. Cut-About Lite knives feature tough, lightweight Zytel® handles.

Gift set available for all full-sized Cut-About Knives.

Optional Blister Pack available for all full-sized Cut-About Knives.

CUT-ABOUT JUNIOR

No. 7105
Lock Back
Cut-About Jr.
$18.95

No. 7105DG
Scrimshaw
Dog
$26.95

No. 7105DK
Scrimshaw
Duck
$26.95

No. 7170
Black
Cut-About Lite Jr.
$16.95

No. 7171
Red
Cut-About Lite Jr.
$16.95

No. 7173
Blue
Cut-About Lite Jr.
$16.95

POCKET KNIVES WITH SCISSORS

No. 7300
Brush Stainless Steel with Ring
$16.95

No. M7300
Midnight Chrome with Ring
$17.95

No. 7318
Black Matte with Ring
$17.95

No. 7320
Blue Matte with Ring
$17.95

No. 7321
Green Matte with Ring
$17.95

No. 7323
Grey Matte with Ring
$17.95

No. 7500
Brush Stainless Steel without Ring
$16.95

No. M7500
Midnight Chrome without Ring
$17.95

No. 7518
Black Matte without Ring
$17.95

No. 7520
Blue Matte without Ring
$17.95

No. 7521
Green Matte without Ring
$17.95

No. 7523
Grey Matte without Ring
$17.95

MONEY CLIP KNIVES WITH SCISSORS

No. 7500MC
Brush Stainless Steel without Ring
$17.95

No. 7518MC
Black Matte without Ring
$18.95

No. 7520MC
Blue Matte without Ring
$18.95

No. 7521MC
Green Matte without Ring
$18.95

No. 7523MC
Grey Matte without Ring
$18.95

No. M7500MC
Midnight Chrome without Ring
$18.95

Zippo's pocket knife/scissors is made of stainless steel and is one of our most popular knives. Each knife includes a 1½" sharp cutting blade, nail file with screwdriver tip, and a pair of functional quality scissors.

See additional Pocket Knives in Zippo Selects.

POCKET KNIVES

No. 7600
Brush Stainless Steel
$8.50

No. 7600G
Brush Gold Electroplate
$15.50

No. 7620
Blue Matte
$9.50

The rounded edges and thin, lightweight design make this stainless steel pocket knife a perfect choice to carry. The 1½" sharp cutting blade and nail file are precision honed for durability.

No. M7600
Midnight Chrome
$9.50

No. 7618
Black Matte
$9.50

No. 7621
Green Matte
$9.50

No. 7623
Grey Matte
$9.50

MONEY CLIP KNIVES

No. M7800
Midnight Chrome
$9.95

No. 7800
Brush Stainless Steel
$8.95

No. 7800G
Brush Gold Electroplate
$16.95

No. 7820
Blue Matte
$9.95

See additional Money Clip Knives in Zippo Selects.

No. 7818
Black Matte
$9.95

No. 7821
Green Matte
$9.95

No. 7823
Grey Matte
$9.95

TAPE MEASURES

The Zippo tape measure features a combination inch/metric scale on an easy-to-read white face, retractable steel blade, 78" (200 centimeters) long. The tape is tightly wound on a strong recoil spool. The solid brass case measures 1½" sq., weighs 1½ozs., and is ideal for pocket or purse.

No. 6218
Black Matte
$8.95

No. 6220
Blue Matte
$8.95

No. 6221
Green Matte
$8.95

No. 6223
Grey Matte
$8.95

No. 6260
Brush Chrome
$7.95

No. M6260
Midnight Chrome
$8.95

No. 6260B
Brass Brush Finish
$8.95

The Zippo money clip is made from high tension spring steel, comes in a variety of finishes and is guaranteed to last a lifetime.

No. 6260G
Gold Electroplate
$13.95

No. 6560
High Polish Chrome
$8.95

MONEY CLIPS

No. 7400
Brush
Stainless
Steel
$3.50

No. 7420
Blue Matte
$3.95

No. 7418
Black Matte
$3.95

No. 7421
Green Matte
$3.95

No. 7419
Camouflage
$5.95

No. 7423
Grey Matte
$3.95

KEY HOLDERS

The Zippo solid brass pull-apart key holder features two sturdy spring action steel clips that comfortably hold up to four or five keys each.

The Zippo key ring is a durable, functional fashion accessory. The key ring is made of solid brass and comes in two popular shapes, oval and rectangle, and each is available in your choice of six beautiful finishes.

Like all Zippo products, our rugged key holders and key rings are made in the USA and are backed by Zippo's Lifetime Guarantee.

No. 5918
Black Matte
$4.95

No. 5919
Camouflage
$6.95

No. 5920
Blue Matte
$4.95

No. 5921
Green Matte
$4.95

No. 5923
Grey Matte
$4.95

No. 5990
Brush Chrome
$3.95

No. M5990
Midnight Chrome
$4.95

No. 5990B
Solid Brass
$4.95

No. 5990G
Brush Gold Electroplate
$9.95

No. 5900
Silver Plate
$5.95

KEY RINGS

No. 5400
Oval
Brush Chrome
$2.95

No. 5400G
Oval
Brush Gold
Electroplate
$7.95

No. 5418
Oval
Black Matte
$3.95

No. 5420
Oval
Blue Matte
$3.95

No. 5421
Oval
Green Matte
$3.95

No. 5423
Oval
Grey Matte
$3.95

No. 5600
Rectangular
Brush Chrome
$2.95

No. 5600G
Rectangular
Brush Gold
Electroplate
$7.95

No. 5618
Rectangular
Black Matte
$3.95

No. 5620
Rectangular
Blue Matte
$3.95

No. 5621
Rectangular
Green Matte
$3.95

No. 5623
Rectangular
Grey Matte
$3.95

Pocket Gifts

PERFORMER PENS

The Performer Pen Series is designed especially for your souvenir business. Available with imprint only, these pens are constructed of solid brass

IN-STORE SIGNS

24" x 20"
No. 142696
Zippo Metal Triangle

Eye-catching and funky, here's the sign that you're a cool and contemporary Zippo retailer!

24" x 31" (overall size)
No. 142697
Dome Lamp for
Zippo Metal Triangle

Dome lamp adds eye appeal to the Zippo Metal Triangle. Order with No. 142696 for complete unit as shown. Available in 110v. only.

17" diameter
No. 142695
Zippo Brass Ring

Elegant and contemporary. Lets your customers know you're in the gold circle—you're a Zippo retailer.

WINDOW TAPE

WGT-I Inside Application
WGT-O Outside Application

Ultra-light cling vinyl window tape comes in 3" wide x 75' long rolls, scored at 6" intervals for easy placement.

LICENSE PLATES

ZLP-MS Zippo MotorSports
ZLP Zippo License Plate

WINDOW DECALS

DEC-I Inside Application
DEC-O Outside Application

Tell your customers right up front that you're a Zippo retailer. Window decals are ultra-light cling vinyl with light tack adhesive. They're easy to remove, and leave no residue. U.V. ink resists fading. 4 1/4" x 5 1/8"

Imprinting

Zippo Custom Imprinting

Zippo is proud of our reputation for high quality imprinting. For souvenir lighters, custom designs, or special orders, we create just the right image for you. Zippo offers nine different imprinting methods, described on these two pages.

The minimum quantity for custom imprinted lighters is only 50 pieces per product model per design.

Zippo's custom imprinting process starts with your artwork. Our art department will reproduce a souvenir postcard, sketch, photograph, or any other image you would like on your choice of

LASER ENGRAVING

Laser engraving is the newest customization method offered by Zippo. The state of the art process allows tremendous flexibility in reproducing your artwork on our products. Our laser engravers are computer programmed to generate crisp, accurate replication of your imprint. Laser engraving is now available on most Zippo products. Show us your artwork and we will tell you if laser engraving will work for you.

ETCH AND PAINT

Zippo's etch and paint method produces an attractive, durable imprint. A reversed image is silk screened on the Zippo product with an acid resistant paint. Leaving exposed only the areas to be etched, the product is dipped in an acid bath, which etches all unprotected areas. Paint colors are screened one at a time into the etched cavities, resulting in a colorful graphic that is permanently defined in the surface.

LUSTRE ETCH

The procedure for lustre etch is the same as etch

Imprinting

SURFACE IMPRINT

Matte and midnight chrome products are imprinted by the surface paint method. As with epoxy chrome, the imprint is applied with a durable epoxy paint, screening one color at a time. The product is oven-cured and the epoxy imprint bonds to the matte or midnight chrome surface, becoming an integral part of the finish.

COMPUTER ENGRAVING

Zippo is proud to have on-line the largest number of computer engraving machines in the United States. Our skilled operators use either the rotary engrave or diamond cut method to inscribe an image into the product. Each machine is custom programmed through a keyboard or from digitized artwork. Zippo is leading the industry with this state of the art system.

ETCHED EPOXY

Zippo now offers an etched epoxy process combining lustre etch and epoxy chrome on the same brass product. A portion of the design is etched, and the product is buffed. The remainder of the design is screened one color at a time, then the product is plated in a final step. The resulting design showcases the crisp, clear lines of lustre etch in combination with the beautiful color-on-color look of epoxy chrome.

WRITING INSTRUMENT IMPRINTS

Zippo writing instruments may be customized with a band imprint, an attached emblem, or a combination of both. The multi-color process developed exclusively by Zippo ensures sharp, high quality image replication in a very small area.

Impri[illegible]

How to Order

Preproduction samples are available upon request. Zippo will produce either an actual product imprinted with your design or, for faster service, a computer generated paper sample (see facing page).

There are no artwork, set-up or sample charges. Zippo offers a "no charge" sample because we know, from experience, that the vast majority of samples produced turn into firm orders.

Our pricing is based on the product model selected, the number of colors used in the imprint/engraving and the number of product surfaces covered.

It's easy to order Zippo custom imprinted products:

1. *Select the graphic design you want to use and send the physical "art-work" to us. Sorry, we are not able to reproduce artwork that has been faxed.*
2. *Indicate the product name and number and, for lighters, the surface location of the imprint:*
   - *front top and/or bottom*
   - *back top and/or*

Zippo One-of-a-Kind Lighters...

Zippo is proud to reveal this extraordinary group of hand engraved lighters in sterling silver or solid gold. Created by the world renowned artists and master engravers of Barrett-Smythe Ltd., these ultimate Zippos are truly one of a kind. Each lighter bears the name or signature of its creator. The exquisite detail and meticulous craftsmanship ensure that each hand engraved masterpiece will never be duplicated.

The exceptional combination of fine art and functionality makes the One-of-a-Kind Zippo an uncommon investment. Each is valued at $15,000, and is elegantly cased in a handsome, hand-rubbed walnut presentation box. Due to the unique nature of these lighters, the discriminating buyer must call Zippo at (814) 368-2700, extension 2810, for ordering and availability details.

GOLD STANDARD SIZE LIGHTERS

Winged Splendor
Artist: R.D. Swartley
Design: Bald eagle
(front & back)

Wapiti Challenge
Artist: R. Smith
Design: Elk head (front)
Elk family (back)

Golden Ibex
Artist: J. Robyn
Design: Ram Head (front)
Ornamental design (back)

Majestic Portraits
Artist: R.D. Swartley
Design: Ram head (front)
North American bison (back)

STERLING SILVER SLIM SIZE LIGHTERS

Budding Romance
Artist: R.E. Skaggs
Design: Flowers with
gold buds (front)
Floral Design (back)

The Sly Fellow
Artist: W. Dubber
Design: Fox head (front)
Fox flushing quail (back)

Friendly Bruin
Artist: T. Wallace
Design: Bear head (front)
Floral design (back)

Flight of Fantasy
Artist: S.M. Lytton
Design: Flowers with
butterfly (front & back)

zippo

a unique personal statement.

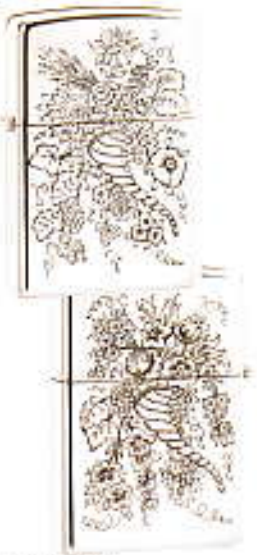
STERLING SILVER STANDARD SIZE LIGHTERS

Night Eyes
Artist: W. Dubber
Design: Owl face (front)
Decorative Design (back)

Winged Quail
Artist: W. Dubber
Design: Flying quail (front)
Decorative design (back)

Floral Cameo
Artist: S.M. Lytton
Design: Floral design
(Front & back)

Ornamental Splendor
Artist: S.M. Lytton
Design: Decorative floral
design (front & back)



Floracopia
Artist: S.M. Lytton
Design: Cornucopia (front)
Floral design (back)