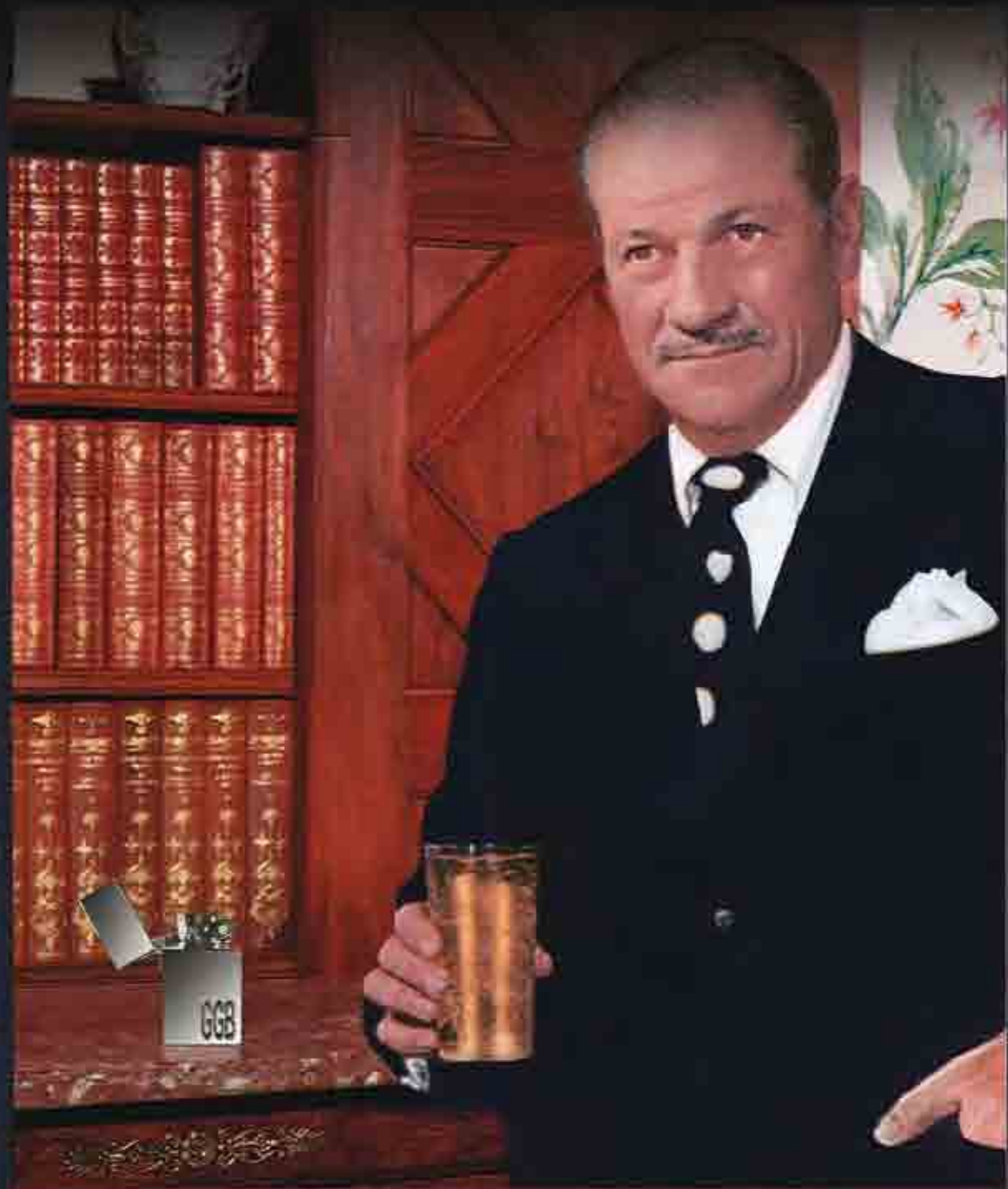


zippo®

2007-08 Choice
Limited Anniversary Edition



Choice: a careful selection, something best or preferable, of fine quality, appealing to refined taste.

(Webster's II New Riverside University Dictionary)

Zippo Choice: an exceptional collection of Zippo windproof lighters, handpicked to appeal to even the most discriminating tastes.

In 1932, George G. Blaisdell founded his company on a simple premise: build your product with integrity, stand behind it 100%, and success will follow. For 75 years, that principle has been the cornerstone of the family-owned Pennsylvania company whose iconic product is now known in over 140 countries worldwide.

The Zippo Choice Anniversary Edition honors our founder with a retrospective look at the favorite chrome finishes that have endured for over three generations. Zippo Choice is packed with new looks, new processes, and new limited editions, most on Zippo's traditional chrome finishes, all guaranteed to appeal to a whole new generation of Zippo fans.

Except where noted, all lighters in the Zippo Choice Anniversary Edition are packaged in a distinctive new cardboard gift box with a diamond-plate textured lid. Zippo Choice lighters will be the only stock lighters packaged in this box during 2007.



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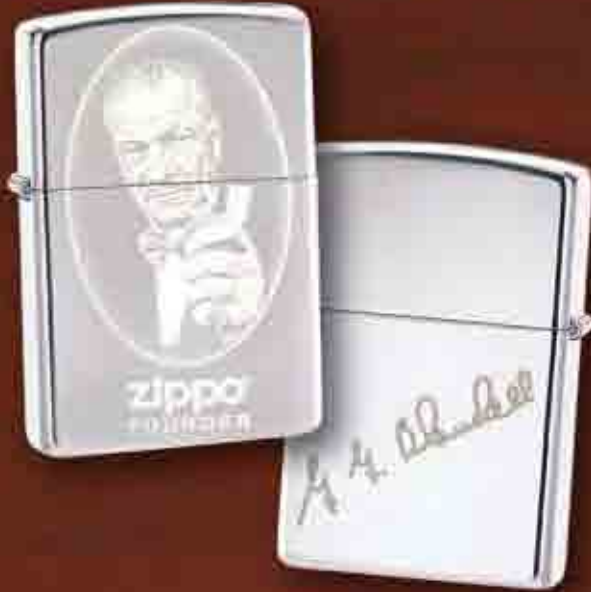
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Because we are constantly improving our products , some items may not look exactly as depicted. Prices and specifications subject to change without notice .

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My Grandfather's Lighter

Choice Collection



A new Founder's Lighter, updated with a contemporary process on traditional high polish chrome, introduces the father of Zippo with a new look to a new generation. The portrait is laser engraved directly on the chrome surface, resulting in a lasting image.

*No. 400.018
Zippo Founder
High Polish Chrome
Suggested Retail: EUR 45,00*

Mr. Blaisdell was honored to be named a Lord Calvert Man of Distinction in January 1952, and scheduled to appear in advertisements in five prominent publications that spring. The photograph on the cover of this catalog was taken for the ad campaign.



Calvert Distillers Corp.

January

Gentlemen:

Since you are an important distributor for Zippo Lighters, we think you will be specially interested in learning that Mr. George Blaisdell, President of the Zippo Manufacturing Company, is our new month's Lord Calvert "Man of Distinction".

The photograph of Mr. Blaisdell was taken by Karsh of Ottawa, world's foremost portrait photographer. Mr. Karsh's photographs portray the type of man for whom Lord Calvert is blended and we feel that his photograph of Mr. Blaisdell is one of his finest.

We enclose an advance proof of the advertisement featuring Mr. Blaisdell. It will appear in the following publications: Life (March 10), Collier's (April 5), American (February), Cosmopolitan (March), True (April).

Sincerely yours,

Edgar L. Guttenberg
Edgar L. Guttenberg
Director

Lifetime Guarantee

Choice Collection

No. 200.161
Lifetime Guarantee
Brushed Chrome
Suggested Retail: EUR 35,00



When George G. Blaisdell guaranteed that "It works or we fix it free™", he did not make that promise lightly. He visited the repair center daily, inspecting lighters sent in for repair, watching the skilled technicians at work, and reading correspondence sent by grateful consumers who had received back their lighters working like new. It might be just a request to fix the lighter scrawled across the torn corner of a scrap of paper, or it might be a tale more than a page long narrating how, where, when, and from whom the lighter had been received; Mr. Blaisdell quickly realized that behind every lighter sent for repair was an owner who depended on his promise to get it back in working order.



Chrome Generations

Choice Collection

For 75 years, every Zippo pocket lighter has been backed by that 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 lighter, regardless of age or condition. The finish, however, is not guaranteed.



*No. 410.154
Chrome Generations
High Polish Chrome
Suggested Retail: EUR 45,00*



Through The Decades

Choice Collection



*No. 200.163
The 30's
High Polish Chrome
Suggested Retail: EUR 39,50*

*No. 200.164
The 40's
High Polish Chrome
Suggested Retail: EUR 39,50*



*No. 200.165
The 50's
High Polish Chrome
Suggested Retail: EUR 39,50*

Through The Decades

Choice Collection

No. 200.166
The 60's
High Polish Chrome
Suggested Retail: EUR 39,50



"Through the Decades" debuts a collage of nostalgic Zippo advertising images and slogans for every decade from the 30s through the 70s. Zippo's color imaging process captures the vintage look from the 30s and 40s and transitions into the colorful ads of the 70s.

No. 200.167
The 70's
High Polish Chrome
Suggested Retail: EUR 39,50



Venetian®



Choice Collection



A 30-year bestselling favorite, the timeless Venetian®, is presented in two stylish new variations. Originally called Florentine, the Venetian® was one of the first designs manufactured utilizing the lustre etch process introduced in 1974. A deep carved roped border enhances the classic Venetian® pattern etched on robust Armor™ high polish chrome.



*No. 410.147
Roped Venetian®
Armor™ High Polish Chrome
Suggested Retail: EUR 95,00*



Choice Collection



No. 410.148
Venetian® Flourish
Armor™ High Polish Chrome
Suggested Retail: EUR 95,00



The dramatic flourish deep carved on Armor™ high polish chrome is eye-catching. A closer look reveals the intricate pattern etched and flooded with dazzling epoxy color-fill.



Hometown Chrome



Choice Collection

No. 260.001

Diner

1941 Replica™ Brushed Chrome

Suggested Retail: EUR 45,00



George G. Blaisdell was proud to call Bradford his home, and was an enthusiastic supporter of the small northwestern Pennsylvania town where Zippo lighters are still made today.



It was a familiar sight to see Mr. Blaisdell making his way down Main Street, passing the time of day with neighbors and strangers he might meet on the way, and stopping at the Congress Street Diner for coffee or a quick meal. He jokingly remarked that it took him two hours to walk the few short blocks of Main Street, because he knew everyone and everyone knew him. His quiet philanthropy evolved into the Philo and Sarah Blaisdell Foundation, which has helped care for the people of Bradford for over five decades.

Hometown Chrome

Choice Collection

No. 260.002
Lucky Horseshoe
1941 Replica™ Brushed Chrome
Suggested Retail: EUR 45,00



George G. Blaisdell recognized and appreciated the quiet elegance and understated luxury that has personified Cadillac for over one hundred years. He lived his life in much the same way - doing things quietly and with understated generosity, benefiting his community with no fanfare or desire for personal recognition.

He also appreciated Cadillac's signature traits of excellence and style; in fact, he selected Cadillac as his personal vehicle.

Brilliant laser and auto engraving showcase the Cadillac logo, Wreath and Crest on this high polish chrome lighter.



No. 410.155
Cadillac®
High Polish Chrome
Suggested Retail: EUR 45,00



Available selected countries, some restrictions may apply.



Cadillac and the Wreath and Crest Emblem are General Motors Trademarks used under license to Zippo.

Made In
The U.S.A.



Choice Collection

Big ideas often start in small towns. Just ask Jasper Newton Daniel and George G. Blaisdell.

Mr. Daniel started the Jack Daniel Distillery, maker of Jack Daniel's Tennessee Whiskey, in Lynchburg, Tennessee in 1866. Blaisdell founded Zippo Manufacturing Company, maker of the world famous Zippo windproof lighter, in Bradford, Pennsylvania in 1932.

The classic "Old No. 7 Brand" logo and new "I Know Jack" slogan are deep carved, and the world famous Jack Daniel's® Tennessee Whiskey bottle is surface imprinted on an Armor™ high polish chrome Zippo lighter. Limited to only 10,000 consecutively numbered pieces, this timeless lighter is packaged in a distinctive black shadowbox, suitable for self-display.



*No. 410.151
Jack Daniel's® Tennessee Whiskey Ltd.
Armor™ High Polish Chrome
Suggested Retail: EUR 129,50*

Worldwide.

Made In
The U.S.A.

Choice Collection

No. 410.152
Jack Daniel's® I Know Jack
Black Ice® Street Armor™
Suggested Retail: EUR 79,50
Worldwide.



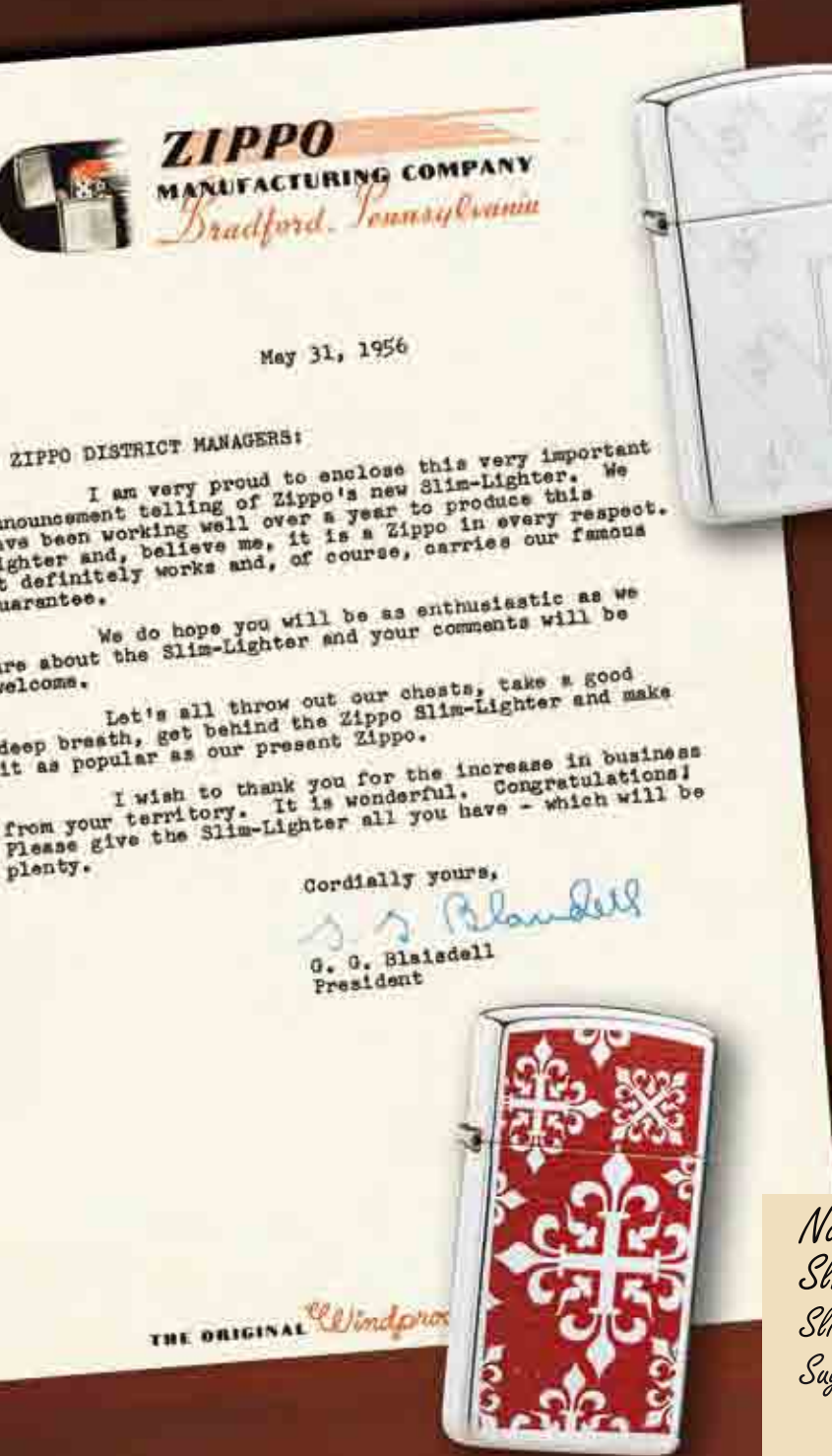
A deep carved and embossed new media finishing process creates a worn rugged look on Black Ice® Street Armor™ to bring out the "small town" in all of us.

Today, the Jack Daniel Distillery still makes Jack Daniel's Tennessee Whiskey the same way that Jasper Newton Daniel did in 1866. And like Jack Daniel's, the Zippo lighter has remained virtually unchanged since its beginning in 1932.

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© 2007, Jack Daniel's — All Rights Reserved.
Your friends at Jack Daniels remind you to drink responsibly.
For sale to adults of legal drinking age.

Slim Reflections

Choice Collection



No. 470.013
Diagonal Retro
Slim High Polish Chrome
Suggested Retail: EUR 39,50

The introduction of the Slim® lighter in 1956 was the first real variation from the original Zippo lighter design. Slimmer in width and thinner in depth, it was perceived as a dressier look than the classic windproof lighter, better suited to a woman's smaller hands.

No. 270.024
Slim Floral
Slim High Polish Chrome
Suggested Retail: EUR 39,50



Made In
The U.S.A.

Choice Collection



No. 210.151
Jim Beam Barrels & Bung Ltd.
High Polish Chrome
Suggested Retail: EUR 99,50

Worldwide.



Jim Beam Bourbon ages for a minimum of four full years in flash-charred oak barrels set in airy hilltop rack houses to perfect its rich amber glow and uncommonly smooth taste. Each barrel is securely sealed with a bung, a two-inch-thick softwood plug to seal in the bourbon and perfect the aging process.

Celebrate the legend of Jim Beam with this limited edition Zippo lighter and barrel bung set. Zippo's color imaging process showcases a brilliant design with chromed-out Jim Beam logo on high polish chrome. The barrel bung and collectible lighter set are limited to 7,500 consecutively numbered pieces and packaged in a self-display box.



"The trademarks Beam®, Jim Beam®, Jim Beam and design®, and the Jim Beam bottle design TM are used here under license from Jim Beam Brands Co."

Chrome Generations



Choice Collection

Like a good, basic black suit, the casual elegance of classic chrome never goes out of style. Of the millions of Zippo lighters produced every year, hundreds of thousands are shipped in their basic, unadorned state of brushed or high polish chrome.

New manufacturing processes and engraving methods update traditional high polish chrome with a fashionable, contemporary look. Rotary engraving erupts in an ever-widening pattern from a central focal point on both front and reverse of Starburst. Chrome Visions illustrates the beauty and adaptability of a two-tone laser engrave and auto engrave process.



*No. 410.153
Chrome Visions
High Polish Chrome
Suggested Retail: EUR 45,00*



*No. 410.156
Starburst
High Polish Chrome
Suggested Retail: EUR 49,50*

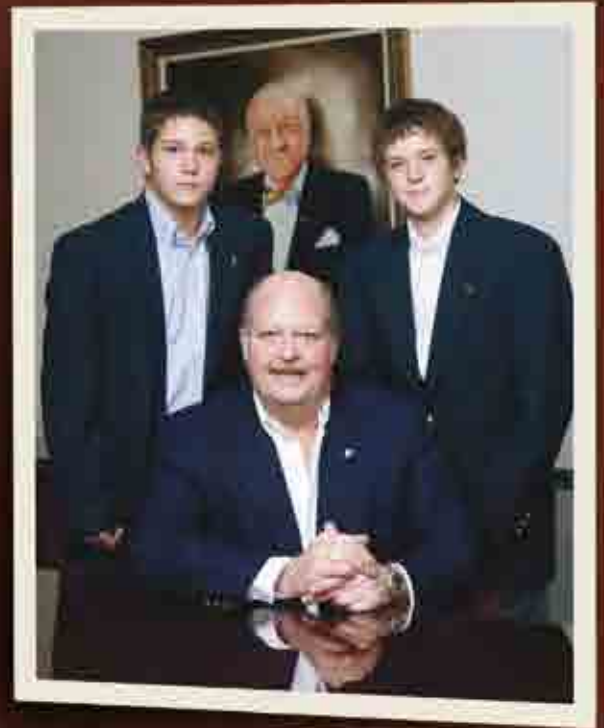
Chrome Generations

Choice Collection

George B. Duke is co-owner and chairman of the board of Zippo Manufacturing Company. He is the son of Sarah B. Dorn, co-owner, and grandson of the late George G. Blaisdell, founder of the Bradford, PA, based firm.

Committed to the principles his grandfather established when he founded Zippo 75 years ago, Duke's leadership and philanthropy have enabled not only Zippo, but also its subsidiaries and numerous other Bradford organizations, to grow and remain strong.

Zippo turned out its 400 millionth lighter in September, 2003. Commemorating the milestone with Zippo employees, many of whom had worked side-by-side with Mr. Blaisdell, Duke recalled his grandfather's dedication to his hometown, his beloved company, and its greatest asset, the Zippo employees. "I can tell you of a man who had the vision and the belief that his company could achieve the success we are



celebrating today. His name was George G. Blaisdell. It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive."

Today, the flame still burns strong, and a fourth generation is waiting in the wings.

Duke has two sons, George Blaisdell Duke, Jr. and Grant Barcroft Duke.



No. 250.002

Retro Flame

Gold Dust™

Suggested Retail: EUR 45,00

American Icon

Choice Collection



"I can tell you of a man who had the vision and the belief that this company could achieve the success we are celebrating today.

His name was George G. Blaisdell.

It is his ingenuity and his love for Zippo, a love that has been passed down through three generations, that has kept the flame alive."

George Duke, Zippo Owner and Chairman of the Board

*No. 210.150
Justice For All
High Polish Chrome
Suggested Retail: EUR 39,50*



Soldiers' Pride

Choice Collection

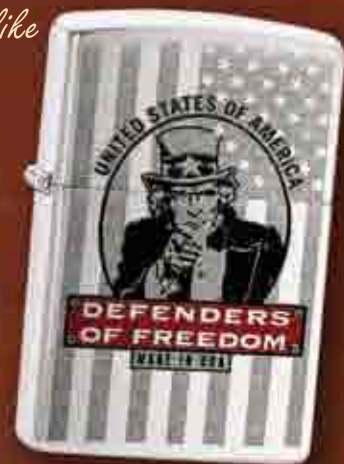


Soldiers have carried Zippo lighters in every war from World War II through Iraqi Freedom. Amid the uncertainty of war, it's the one thing a soldier can count on - in rain, wind or snow, it works every time.

The company archives are filled with letters detailing the many uses a Zippo lighter has served in the military: 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 numerous occasions, a Zippo lighter in a shirt or pants pocket has saved a life by deflecting bullets.

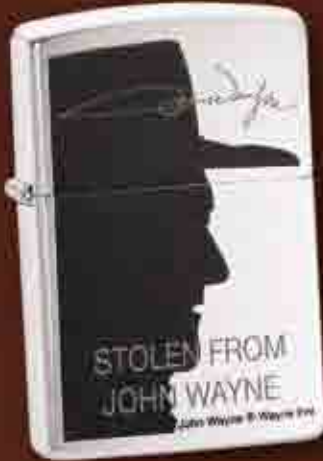
No wonder legendary WWII war correspondent Ernie Pyle wrote, "Getting hold of a Zippo lighter is like getting hold of a hank of gold. There is truly nothing the average soldier would rather have."

*No. 200.160
Defenders Of Freedom
Brushed Chrome
Suggested Retail: EUR 39,50*



Hall Of Flame

Choice Collection



No. 200.162
John Wayne Ltd.
Brushed Chrome
Suggested Retail: EUR 69,50

Worldwide.



John Wayne has starred in more than 175 feature films, and is one of the world's favorite movie heroes of all time.

With such celebrity status, it's no surprise that his personal Zippo lighter was often lifted by souvenir-seeking fans. It happened so often that Wayne began inscribing his Zippo lighters with this tongue-in-cheek message: Stolen from John Wayne.

Share in the legacy of "The Duke" with this surface imprinted Stolen from John Wayne brushed chrome commemorative. Limited to only 5,000 consecutively numbered lighters, each set includes a rugged leather lighter pouch.

Hall Of Flame

Choice Collection

The Zippo lighter debuted in 1932 and has an entertainment resume and career longevity that any superstar would envy. After 75 years in the biz, the Zippo lighter has co-starred with a cast of thousands and has appeared in over 1,500 movies, countless TV shows, and numerous theatrical productions.

Zippo's laser engrave two-tone process spotlights the glitz and glamour of this dazzling Hollywood collectible.



*No. 410.157
Hollywood
High Polish Chrome
Suggested Retail: EUR 39,50*

Worldwide.



For The Love Of Chrome



Choice Collection

*Collectors love Zippo lighters . . .
and they love to discover
Zippo lighters with new
customization methods.*



*No. 490.034
Double Hearts
Candy Apple Red™
Suggested Retail: EUR 39,50*

*No. 110.057
For The Love Of Chrome
High Polish Chrome
Suggested Retail: EUR 45,00*



*For the Love of Chrome illustrates a fresh
twist to a traditional process. New double
lustre is achieved by first etching out a
solid area, then going back and etching
some of that area even deeper.*



*No. 410.149
Heartfelt Trinity
Armor™ High Polish Chrome
Suggested Retail: EUR 95,00*



Hall Of Flame

Choice Collection



This limited edition Zippo lighter pays homage to Elvis Presley, the undisputed "King of Rock 'n' Roll".

A classic brushed chrome Zippo lighter is graced with an exquisite Elvis® emblem, enhanced with Swarovski® crystals to add that extra bling for rock royalty.

This exclusive lighter is staged in gold lame' - the perfect backdrop for this remarkable collectible. The lighter is limited to 10,000 consecutively numbered pieces worldwide.



*No. 300.157
Elvis® Bling Ltd.
Brushed Chrome
Suggested Retail: EUR 129,50
Worldwide.*



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www.elvis.com

Gentlemen's Club

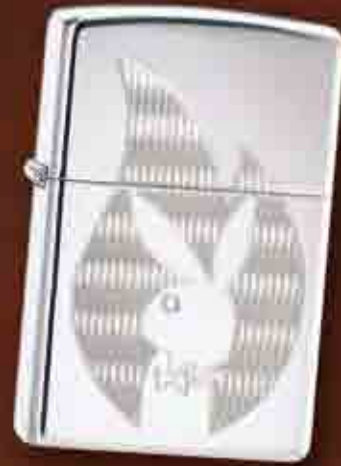


Choice Collection



No. 410.159
 Playboy
 High Polish Chrome
 Suggested Retail: EUR 45,00

Available selected countries, some restrictions may apply.



Entrepreneurs Hugh Hefner and George G. Blaisdell took great pride in making their respective companies, Playboy and Zippo, two of the most recognized brands in the world.

The Playboy Rabbit Head and the Zippo flame, two of the world's best known brand icons, emerge side-by-side deep carved on this Armor™ high polish chrome Zippo lighter. This limited edition rests in black satin in a black embossed magnetic box, fashioned exclusively for this striking collectible. The lighter is limited to 10,000 consecutively numbered pieces.



Certificate of Authenticity
 Entrepreneurs Hugh Hefner and George G. Blaisdell took great pride in making their two respective companies, Playboy and Zippo, two of the most recognized brands in the world.
 Their world famous logos appear side-by-side, deep carved on the Armor™ High Polish Chrome Zippo lighter, the Playboy Bunny head is beautifully carved inside the Zippo flame is surrounded elegantly with a red spray fl.
 This limited edition rests in black satin in a black embossed magnetic box, fashioned exclusively for this striking collectible. The lighter is limited to 10,000 consecutively numbered pieces.



No. 410.150
 Playboy & Zippo Ltd.
 Armor™ High Polish Chrome
 Suggested Retail: EUR 129,50

Available selected countries, some restrictions may apply.



Gentlemen's Club

Choice Collection

*No. 410.158
Deep V
High Polish Chrome
Suggested Retail: EUR 45,00*



A rotary engrave and surface imprint combination process results in a striking look that resembles deep carve with epoxy fill, at a more economical price point.



*No. 210.152
Zippo Ace
High Polish Chrome
Suggested Retail: EUR 45,00*

George's Choice

Choice Collection



No. 440.139
Engraved Filigree
Spectrum™
Suggested Retail: EUR 49,50

Since its inception in 2001, the goal of Zippo Choice has been to introduce innovative new finishes and customization processes. Here, George Duke reviews a selection of lighters created in Zippo's in-house design center and submitted for consideration for this year's catalog.

Engraved Filigree, a Spectrum™ lighter first laser engraved and then enhanced with rotary engraving, was one of his selections.



No. 400.017
Flowers of Fancy
Brushed Chrome
Suggested Retail: EUR 35,00



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