

zippo®

2009/10 CHOICE CATALOG



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

(Webster's II New Riverside University Dictionary).

Zippo Choice: *a handpicked collection of Zippo lighters, selected from hundreds of concepts submitted by our best designers, guaranteed to appeal to even the most refined tastes.*

An intricate double lustre design, crown stamped with Zippo and flame, leads the 2009 – 10 Choice catalog, which also introduces our striking new Iced process, sparkling pink Swarovski crystals, innovative engraving techniques, and the spectacular new deep purple Abyss finish.

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2010.

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.

To address the growing concern over the depletion of our natural resources, Zippo has implemented a new "one box" cardboard packaging with cardboard insert. Both elements are made from renewable materials and are 100% recyclable. The new box is attractive, easy to handle, and designed to display more of the lighter than ever.



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

The Zippo Lighter shape, "ZIPPO", Zippo, BLU, Windy Figure Design, and are registered trademarks and are used under license of Zippo Manufacturing Company in numerous countries. The BLU Lighter shape and the BLU Z Windscreen are registered designs in many countries. All Zippo lighter decorations are protected by copyright. Zippo Manufacturing Company. All Rights Reserved.

Zippo.com



Choice Collection

Zippo's Double Lustre process enhances a classic high polish chrome lighter with bright and dark, high and low areas that are buffed and plated to a gleaming patina. The intricate design is etched, then selectively etched even deeper to produce multi-dimensional highlights.

A distinctive crown-stamped lid complements the polished radiance and lasting durability of this Zippo-themed lighter.



No. 24751
High Polish Chrome





Choice Collection



No. 24747
Abyss

Classic chrome plated lighters are bonded with a micro thin, scratch resistant coating to achieve a rich, luminous finish. Deep purple Abyss, with or without Zippo logo, supplements Zippo's vibrant palette of colorful finishes.



No. 24747ZL
Abyss w/ Zippo Logo



Choice Collection



No. 24700
High Polish Chrome

Dual engraving processes combine to create a subtle blending of contrast in these two lighters.



No. 24674
High Polish Chrome



Choice Collection



No. 24667
High Polish Chrome

For centuries, the four-leaf clover has been a universally accepted symbol of good fortune. Finding an elusive four-leaf clover is considered an omen of good luck . . . think how lucky, then, to find two on the same page. Zippo ups the odds of good fortune with a genuine four-leaf clover encased in an epoxy domed emblem. The authentic four-leaf clover is gently centered on the black background of a die-struck brass emblem, then flooded with clear epoxy to protect it, and mounted on a gleaming high polish chrome Zippo lighter.

The second might not be created by nature, but Zippo's rotary engrave and surface imprint combination makes it look as if Mother Nature herself put her thumbprint on it.

Fortunately, these good luck charms won't be hard to find – just contact your Zippo representative to order.



No. 24699
High Polish Chrome



Choice Collection



No. 24696
White Matte



No. 24704
High Polish Chrome





Choice Collection



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 surface imprinted on the high polish chrome companion lighter.



No. 24749

High Polish Chrome

Packaged in black cardboard combination gift set.

Iced: Zippo's newest decorating 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.



No. 24744

Mint Green



Choice Collection



No. 24675
Cream Matte



No. 24676
Cream Matte



Choice Collection



No. 24702
High Polish Chrome

Innovative Double Lustre engraving produces a multi-level image on gleaming high polish chrome. The design is etched, then selectively etched even deeper to achieve the look of a multi-dimensional emblem directly on the surface of the lighter.



No. 24703
High Polish Chrome



Choice Collection



No. 24739
White Matte



No. 24698
Licorice





Choice Collection

Made with
**CRYSTAL
LIZET**[™]
SWAROVSKI ELEMENTS



No. 24743
High Polish Chrome



No. 24697
Carnation Matte



Choice Collection



No. 24706
High Polish Chrome

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Some restrictions may apply.



No. 24705
High Polish Chrome

AC/DC design illustrates Zippo's Double Lustre process to contrast multi-dimensional highlights on high polish chrome.

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Choice Collection



No. 24740

**Armor
High Polish Chrome**

The solid, substantial feel of a heavy walled Armor case is enhanced by dimensional deep carving and opulent epoxy fill in the iconic Zippo flame. About 1.5 times as thick as a regular high polish chrome case, every Armor case is authenticated by a distinctive bottom stamp.



No. 24701

High Polish Chrome



Choice Collection



No. 24741

Slim High Polish Chrome

Zippo replicates the look of an emblem with two-dimensional etching highlighted with surface imprint accents. Achieves the look of a top-quality emblem directly on the surface of the lighter.



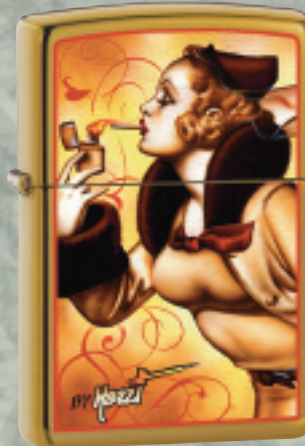
No. 24742

High Polish Chrome



Choice Collection

The classic American lighter, enhanced with the artistry of world-renowned Italian airbrush artist Claudio Mazzi, culminates in two beautiful Zippo-themed lighters. Zippo's distinctive color imaging process brings Mazzi's artistry to life in stunning, colorful detail.



No. 24745
Harvest Bronze



No. 24746
Harvest Bronze

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Choice Collection



No. 24752
Framed Chrome

Zippo puts an intriguing 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.



No. 24707
High Polish Chrome

Jack Daniel's set includes surface imprinted high polish chrome lighter and custom engraved black leather Zippo lighter pouch with clip in gift set packaging.



Choice Collection



No. 30039
High Polish Chrome

Zippo BLU. The premium butane gas lighter with everything you expect from Zippo . . .

- made in USA
 - sturdy metal construction
 - "Z" patterned chimney shroud
 - flint wheel ignition
 - refillable butane
 - world-famous guarantee
 - patented technology
 - distinctive Zippo click
 - unique bottom stamp and date code
- . . . and more!



No. 30035
BLU2
with standard
high polish
chrome shroud



Contact your
Zippo
representative
to customize
BLU2 with
spectrum
shroud option.



Choice Collection



No. 30001

Vertical Chrome

For the first time, Zippo offers two popular BLU finishes with a unique decorating option. Order BLU2 and Shadow with the standard high polish chrome chimney shroud, or customize with a spectrum shroud on BLU2 and gloss black on Shadow.



No. 30004

Shadow
with standard
high polish
chrome shroud



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



Choice Collection



No. 24748

**Brushed Chrome
Lighter/Pocket Ashtray
Gift Set**

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



No. 121505

**Pocket Ashtray
Brushed Chrome**



Choice Collection



No. 2406C
Six Flint Dispenser
24 per Display Card

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



No. 2425
Wick Cards
24 cards per display box;
24 boxes per master carton



No. 2406N
Flint Cards
24 cards per display box;
24 boxes per master carton

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



Choice Collection



No.3141
Lighter Fluid 4 oz.
(shipping carton of 24)



No.3165
Lighter Fluid 12 oz.
(shipping carton of 24)

For optimum performance of every Zippo windproof lighter, we recommend the use of only genuine Zippo fluid, flints, and wicks. For optimum performance of every Zippo BLU butane lighter, we recommend genuine Zippo premium butane gas and flints. For all Zippo multipurpose lighters, we recommend genuine Zippo premium butane gas.



No.3801
Butane Fuel 1.9 oz.
(shipping carton of 48
with 8 innerpacks of 6)



No.3800
Butane Fuel 4.5 oz.
(shipping carton of 48
with 8 innerpacks of 6)

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THE WORLD FAMOUS
ZIPPO

GUARANTEE

Any Zippo 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.

This guarantee gives you specific legal rights and you may also have other rights which vary from state to state.

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