

zippo®

2008/09 CHOICE CATALOG



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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.

Three brilliant high polish chrome Zippo BLU™ butane lighters lead the medley of Choice product, which also includes whimsical Playboy Crown-Stamped, sparkling Swarovski crystals, innovative engraving techniques, and the exciting new Zippo Museum Collection.

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2009.

Except where noted, all lighters in the Zippo Choice Catalog are packaged in a distinctive cardboard gift box with a diamond-plate textured lid. Zippo Choice lighters will be the only stock lighters packaged in this box during 2008.



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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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Choice Collection



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

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

No. 30039

BLU

High Polish Chrome

. . . and more! We are thrilled to unveil Zippo BLU™ in Zippo's most enduringly popular finish, brilliant high polish chrome.



Standard packaging
for Zippo BLU lighters



Choice Collection

Zippo's hottest new lighter is now sporting two favorite licensed logos.



Traditional Harley-Davidson Bar and Shield logo bursts from a diamond plate background on Zippo's compelling new high polish chrome finish. Background and logo are rotary engraved on both front and reverse surfaces.

No. 30040

Harley-Davidson BLU
High Polish Chrome

Available selected countries,
some restrictions may apply.

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Manufactured by Zippo under license from
Harley-Davidson Motor Company

Dazzling high polish chrome finish complements the intricate simplicity of Jack Daniel's logo, rotary engraved on front and reverse surfaces.



No. 30041

Jack Daniel's BLU
High Polish Chrome

Available selected countries,
some restrictions may apply.

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Your friends at Jack Daniels remind you to drink responsibly.
For sale to adults of legal drinking age.



Choice Collection



No. 24455
Painted Lizard
Satin Chrome



No. 24454
Mythological Bird
Street Chrome

Choice Collection



No. 24399

Mazzi Native American
Brushed Chrome

Available worldwide.

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No. 24453

Kokopelli
Toffee



Choice Collection

Double lustre engraving produces a look of rich, luxuriant damask on gleaming high polish chrome. The design is etched, then selectively etched even deeper to achieve the multi-dimensional image.



No. 24459
DL Love
High Polish Chrome



Innovative double lustre process introduces multi-dimensional highlights to the traditional claddagh.

No. 24460
DL Claddagh
High Polish Chrome



Choice Collection



A front surface laser engraved to the lighter edge creates a neutral backdrop for an effusive outpouring of rotary engraved scrollwork.

No. 24439
BS English Scroll
Black Ice®



Rotary engraved Greek key border generously frames the surface imprinted black quadrangle.

No. 24452
Greek Keyed
High Polish Chrome



Choice Collection



With a fresh twist to a traditional process, the high polish chrome lighter is double lusted to achieve a multi-dimensional image by first etching out a solid area, then etching some of that original area even deeper. High polish silver plated rabbit head key chain is accented with black epoxy enamel eye and bow tie detail, laser engraved Playboy logo on the ring.



*Packaging for the
Playboy lighter & key chain set*

No. 24464
**Playboy Lighter &
Key Chain Set**
High Polish Chrome Lighter

Available selected countries,
some restrictions may apply.



Choice Collection

For decades, the Zippo bottom stamp has marked the authenticity of every genuine Zippo lighter. The simple system of dots and slashes, initiated to aid identification of lighters coming back to Zippo for repair, was later replaced by letters and Roman numerals, and still later by letters and digits signifying the month and year of manufacture.

Now Zippo draws attention to the top of the lighter with crown stamping, a custom top stamp unique to a customer or licensed property.

Whimsical Playboy Crown-Stamped lighter displays the conventional date code, showing month and year of manufacture, on the canned-style bottom, while the canned-style lid is stamped with a unique Playboy and rabbit head identifier.



No. 24473

Playboy Crown-Stamped High Polish Chrome

Available selected countries,
some restrictions may apply.



Packaging for the Playboy Crown-Stamped lighter



Choice Collection



Each of these bright-cut auto engraved images is accented with a single sparkling Swarovski crystal to add a touch of bling.

No. 24467
BL Wings
Satin Chrome



No. 24466
BL BFY
Satin Chrome

Made with
**CRYSTAL
LIZET**
SWAROVSKI ELEMENTS



Choice Collection



No. 24478
BL Dragon
Satin Chrome



No. 24479
BL SCP
Satin Chrome

Made with
**CRYSTAL
LIZY™**
SWAROVSKI ELEMENTS



Choice Collection



No. 24465
Irish Clovers
Cream Matte

Sang Hee Ahn is the grand prize winner of the third annual Zippo Design Contest, sponsored by Korean distributor ShinMyung Glovix Corp. The Seoul Art College student is majoring in art design, and hopes to work in the art design industry after graduation. Her “Blooming Zippo” concepts were chosen from over 1,200 entries.



Now in its third year, the Zippo Design Contest is very popular among art students in Korea, and open only to university and college students.

As part of her prize package, Sang was invited to travel to Bradford, Pennsylvania to visit Zippo’s factory, Design Center, and corporate offices.





Choice Collection

These Guy Harvey marine masterpieces illustrate how Zippo's color imaging process captures in vivid detail every stroke of the master's brush on the canvas of a Zippo lighter. The four-color process uses cyan, magenta, yellow, and black to produce an entire spectrum of color to build photographic quality images. So lifelike you can almost feel the splash!



No. 24451
GH Rainbow Trout
Lake Shimmer

Available worldwide.

The Guy Harvey signature has become synonymous with compelling action and fine detail in marine wildlife art.



No. 24450
GH Panama Black
Copper Sparkle

Available worldwide.

Choice Collection



No. 24456
Windswept Zippo
High Polish Chrome

A combination of laser and rotary engraving decorates these lighters with two distinctive looks. The delicate scroll and windswept Z add a touch of elegance.



No. 24461
HT Windswept Z
High Polish Chrome




Choice Collection

This robust Armor™ high polish chrome lighter has a striking multi-faceted dimensional look, without the additional weight and bulk of an attached emblem.

A distinctive bottom stamp authenticates this lighter as heavy walled Armor, about 1.5 times as thick as a standard chrome case.



No. 24458
DC Deep VSN
Armor
High Polish Chrome

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No. 24485
Zippo Logo
Black Ice®
1941 Replica



Choice Collection



No. 24488

Museum Collection
Heroes Tribute
Cashmere Crackle

The most visited museum in northwestern Pennsylvania houses a treasure trove of Zippo images, icons, and memorabilia. From the 3,393 lighters that make up the American flag in the entryway, to the poignant sculpture of two soldiers sharing a light in a foxhole, to the sizeable



No. 24480

Museum Collection
American Icon
Vintage
High Polish Chrome

Choice Collection



No. 24482
Museum Collection
Windy
Black Ice®

Windy neon light that dominates the room – the images on these lighters are just teasers for what is in the Zippo / Case Museum. If you can't make it your destination, let the Museum Collection come to you.



No. 24481
Museum Collection
Windproof
Black Matte

Choice Collection



No. 24441

Elvis®
Military Induction
Black Ice®

Available worldwide.

On March 24, 1958, one of America's most popular young entertainers traded his rapid-rising rock 'n' roll career for combat boots, K-rations, and Army fatigues. This limited edition Zippo lighter commemorates the 50 year anniversary of Elvis Presley's induction into the U.S. Army.

The laser photo imaging Black Ice Zippo windproof lighter is limited to 10,000 consecutively numbered pieces worldwide.



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www.elvis.com



Choice Collection



No. 24457
**Joined Forces
Emblem**
Street Chrome



No. 24445
**Jack Daniel's Barrel
Emblem**
Street Chrome

Available selected countries,
some restrictions may apply.



Choice Collection



No. 24444
BS Face-Moon
Honey Gold



No. 24442
Jim Beam Barrels
Emblem
Street Chrome

Available worldwide.

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Choice Collection

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



No. 3141
Lighter Fluid 4 oz.
Shipping carton of 24

(No. 3341 carton of 12)



No. 3165
Lighter Fluid 12 oz.
Shipping carton of 24

(No. 3365 carton of 12)

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



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



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



Choice Collection

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



No. 2406C
Six Flint Dispenser
24 per Display Card



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



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

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zippo[®]
The name in flame.

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