

# zippo®

2010/11 CHOICE CATALOG



# zippo®

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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:** 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.

Zippo Choice showcases Ebony, Zippo's new intense black, mirror-like finish; a new beautifully engraved 1935 Replica; and an exciting display of customization techniques blending engraving and color.

As hard as we try to replicate the delicate lines and subtle shadows, two-dimensional photography can't begin to capture the graceful, elusive elegance of our engraved lighters. If you think they look good in our photos, just wait until you see them in your displays!

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2011.

Unless otherwise stated, every Zippo windproof lighter in this catalog is packaged in the environmentally friendly "one box", designed to address the growing concern over the depletion of our natural resources. Both the attractive gift box and the cardboard insert are made from renewable materials and are 100% recyclable. The patented "one box" is attractive, easy to handle, and designed to display more of the lighter than ever.



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.

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

**Zippo.com**

## Part Number – Page Number Cross Reference Table

Part #	Pg.	Part #	Pg.
1935.25	10	24903	13
2406C	18	24904	5
2406N	18	24906	14
2425	18	24927	16
3141	19	24941	15
3165	19	24942	8
3800	19	24943	8
3801	19	24944	11
24756	2	24945	12
24756ZL	2	24946	14
24841	16	24947	7
24850	7	24948	6
24851	4	24949	6
24852	4	24951	3
24853	13	24952	9
24875	15	24953	9
24899	5	30001	17
24902	1	30039	17
		MGSGK	20



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Choice Collection



**24902**  
*Spectrum*



Choice Collection



**24756**  
*Ebony*

Black as a starless night . . . shadowy . . . mysterious . . . The timeless style of a Zippo windproof lighter is reflected in the deep, dark shadows of Ebony, Zippo's new intense black, mirror-like finish. A classic chrome plated lighter is bonded with a micro thin, scratch resistant coating to achieve a rich, luminous, glossy black surface.

Available with or without  
laser engraved Zippo logo.



**24756ZL**  
*Ebony with Zippo*





Choice Collection



**24951**  
*Ebony*

Laser engraved flames lick the front and back surfaces of Ebony, Zippo's new intense black, mirror-like finish.



Choice Collection



**24852**  
*High Polish Chrome*



**24851**  
*High Polish Chrome*



## Choice Collection



**24904**  
*Herringbone Sweep*

The diagonally brushed surface of Herringbone Sweep provides an interesting contrast for intricate scrolled engraving.

Zippo's innovative double lustre / color imprint combination process showcases several Jack Daniel's logos in shades of black, gray and white around a double lustre Old No. 7 brand.



**24899**  
*High Polish Chrome*

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Choice Collection



**24949**  
*Meadow*



**24948**  
*Cerulean*





## Choice Collection



**24947**  
*Candy Apple Red*

Zippo's Iced process highlights multi-faceted engraving layered with a translucent powder coat to give the illusion of looking through a thin sheet of ice. Design is on both front and reverse surface of the lighter. May be imprinted over Iced surface for a truly unique look.

Early in 2010, Zippo began to laser the finish off the hinge of powder coated lighters. Although implemented primarily for cosmetic reasons, lasering the hinge area will provide another indicator of a genuine Zippo lighter. Several years ago, we began lasering the powder coat off the bottom of matte lighters to enable clearer view of the bottom stamp identifying the lighter as a genuine Zippo lighter. Similar to this enhancement, a lasered hinge barrel will provide further assurance that the unit is a genuine Zippo lighter.





Choice Collection



**24942**  
*High Polish Chrome*



**24943**  
*Black Ice®*



## Choice Collection

Deep carved patterns distinguish these beautiful high polish chrome Armor lighters. Both the basketweave and scalloped border lighters may be personalized with your engraved message.

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



**24953**  
*Armor*  
*High Polish Chrome*



**24952**  
*Armor*  
*High Polish Chrome*



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## Choice Collection

The 1935 lighter, one-eighth inch shorter than subsequent models, was manufactured for less than three years, and is one of the most collectible in Zippo's history.

Like the original, the 1935 Replica features a three-barrel outside hinge joining the lid and bottom, an open hollow rivet that secures flint wheel to inside unit, and a flat bottom case. A unique bottom stamp identifies the 1935 Replica.



**1935.25**  
*Brushed Chrome*



## Choice Collection



**24944**  
*Brushed Chrome*

Elegant engraving embellishes the face of a bright brushed chrome 1935 Replica characterized with corner slashes both front and reverse, and a distinctive bottom stamp.

Custom cardboard gift box is standard packaging for all 1935 Replica lighters.





Choice Collection



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**24945**  
*High Polish Chrome*



**24850**  
*Satin Chrome  
Emblem*



Choice Collection



**24853**  
*Spectrum*



**24903**  
*High Polish Chrome*



## Choice Collection



Zippo has set a double lustre Ford oval logo against a colorful red, white, and blue background for a contemporary Americana theme.

**24946**  
*High Polish Chrome*



Ford Oval and nameplates are registered trademarks owned and licensed by Ford Motor Company.



**24906**  
*Satin Chrome*





Choice Collection

Made with  
**CRYSTAL  
LIZED™**  
SWAROVSKI ELEMENTS



**24875**  
*Street Chrome  
Emblem*



**24941**  
*High Polish Chrome*

Zippo's innovative color imprint / chromed-out combination process replicates the look of a high quality enameled emblem right on the lighter surface.



Choice Collection

Made with  
**CRYSTAL  
LIZED**  
SWAROVSKI ELEMENTS



**24841**  
*Brushed Chrome  
Emblem*



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Zippo has framed a striking double lustre Playboy Rabbit Head logo with a shades-of-blue background for a rich, sophisticated look.

**24927**  
*High Polish Chrome*  
\$43.95

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## Choice Collection

Many of the iconic characteristics of the classic Zippo windproof lighter are carried over in the Zippo BLU® lighter, including the trademark flint wheel ignition system, rugged metal construction, hinged lid, one-hand operation and the distinctive 'click'. In addition, the Zippo BLU butane lighter features sleek and contemporary designs, a signature "Z" patterned chimney, large fuel tank and quick refilling options.

The butane-fueled Zippo BLU lighter delivers a hot, consistent, clean-burning blue flame. Made entirely in the United States, the product uses a patented two-stage burner technology that creates the blue flame.

See our Complete Line Catalog for the full line of Zippo BLU lighters and accessories.



**30001**  
*Vertical Chrome*  
\$39.95



**30039**  
*Chrome*

Starting with a number of models, and a limited number of methods, Zippo BLU® lighters can be customized with your logo or artwork. Now available: laser engrave on rich, dark Sable; computer engrave on high polish BLU; surface imprint on versatile Vertical Chrome.

Minimum quantity of 50 pieces for all BLU lighter customized orders. Some restrictions apply - contact your representative or sales associate for lead time, pricing and other details.



## Choice Collection

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



**No. 2406C**  
*Six Flint Dispenser  
24 per Display Card*



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

**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*



Choice Collection



**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 windproof lighter, we recommend 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)



## Choice Collection



### **MSGK** *Gift Set*

Add your choice of any Zippo lighter for a great gift giving option. Magnetic stand securely holds and displays any Zippo lighter. Gift kit includes magnetic lighter stand in a handsome gift box. Price of gift kit does not include Zippo lighter. Add cost of your choice of lighter to MSGK suggested retail.

