



2005 PRODUCT DISPLAYS &
POINT-OF-PURCHASE ITEMS



Note: for any orders more than 50 pieces per item, please
contact Zippo sales associate for availability.

Displays For plastic and cardboard gift boxes and individual tins.



8 piece

◀ 142145

Compact countertop display holds 8 Zippo products and features a Zippo header, security cable (optional), and lock.
Dimensions: 8-1/2" x 6" x 18-7/8"

142525 ▶

Countertop unit holds up to 16 Zippo products. Includes a Zippo header, security cable, and lock.
Dimensions: 13-3/4" x 6" x 18-7/8"



16 piece



30 piece

◀ 142460 (MD30)

Manual turntable displays 30 Zippo products. Three sides showcase product while powerful sales message is displayed on the fourth side.
Dimensions: 13-3/4" x 13-3/4" x 27"

142470 (Display) & 142477 (Base) (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.
Dimensions: 15-7/8" x 18-7/8" x 67"

142470 (FS96) ▶

Light and motion display for countertop use. Has all the features of FSB96, except the storage base.
Dimensions: 15-7/8" x 15-7/8" x 37"



60 piece

◀ 142462 (ZM60)

Light and motion display showcases 60 Zippo products.
Dimensions: 15-7/8" x 15-7/8" x 27"

◀ 142523 (ZMB060)

Battery-operated motion display with on/off switch. Also operates manually. Reflective mirrored prism utilizes natural light to illuminate Zippo header. Uses four standard "D" batteries (included).
Dimensions: 14-3/4" x 14-1/2" x 25-1/4"



96 piece

MPL™ with Displays Shipped complete with product.



48 Piece End Cap Display

No. MPL-48

12 facings by 4 deep.

Durable cardboard construction.

Includes 48 MPLs.

Dimensions: 16" x 16" x 63"

40.64cm x 40.64cm x 160.02cm



12-Pack Self Display

No. 142580

2 facings by 6 deep.

Durable cardboard construction.

Complete with 12 MPLs.

Dimensions: 11" x 11.75" x 10.5"

29.94cm x 29.845cm x 26.67cm



12-Pack Self Display

No. 142537

3 facings by 4 deep.

Durable cardboard construction.

Complete with 12 MPLs.

Dimensions: 15.75" x 7.75" x 11.75"

40.005cm x 19.685cm x 29.845cm

8 Piece Prepack & 4 Piece Chrome Display (not shown)

No. 142581

Same as the 4 Piece Chrome Display. (see page 3)

Includes 8 gift boxed MPLs.

Dimensions: 10.5" x 5.25" x 11.5"

26.67cm x 13.335cm x 29.21cm

MPL™ Displays Present your MPL in an attractive and stylish display.



20 Piece Clear Display

No. 142750

4 facings by 5 deep. Can be used as a counter or wall display. Heavy-duty frosted plastic with two shelves.

MPLs not included.

Dimensions: 6" x 8" x 16"

15.24cm x 20.32cm x 40.64cm



Individual Displayer

No. 142535

Heavy-duty plastic bottom with metal header. MPLs not included.

Dimensions: 7.75" x 5.875" x 11.125"

19.685cm x 14.9225cm x 28.2575cm



4 Piece Chrome Display

No. 142536

Heavy-duty plastic bottom with Metal backing (three MPLs are shown upright, one is displayed horizontally in the foreground).

MPLs not included.

Dimensions: 10.5" x 5.25" x 11.5"

26.67cm x 13.335cm x 29.21cm

MPL™ Signage Just like the MPL, these signs have many uses.



These panels fold into a triangle as shown above.

ZM Topper/Counter Card - MPL™
No. 142269

Great for the top of your ZM display or on the counter.
 (2 panels-Silver MPL, 1 panel-Black MPL)
 Dimensions: 8.5" x 9"/panel (3 panels)
 21.59cm x 22.86cm/panel (3 panels)



Hanging MPL™
No. 142264

Plastic two-sided MPL sign.
 Dimensions: 11" x 29"
 27.94cm x 73.66cm



FRONT



REVERSE



Back to back

Vertical Roll-Up Banner - MPL™
No. 142265

High quality two-sided banner displaying features of the MPL.
 Banners pull out of heavy-duty, metal constructed base.
 Dimensions: 29.75" x 78"
 75.57cm x 198.1cm

Signage Fire-up sales Zippo-style.

new



Light-Up Box

No. 142223

Zippo is aglow with stunning neon 3-D effect. Acrylic unit stands on counter or hangs on wall. Dimensions: 16.25" x 16.25" x 3.75"
41.275cm x 41.275cm x 9.525cm

new

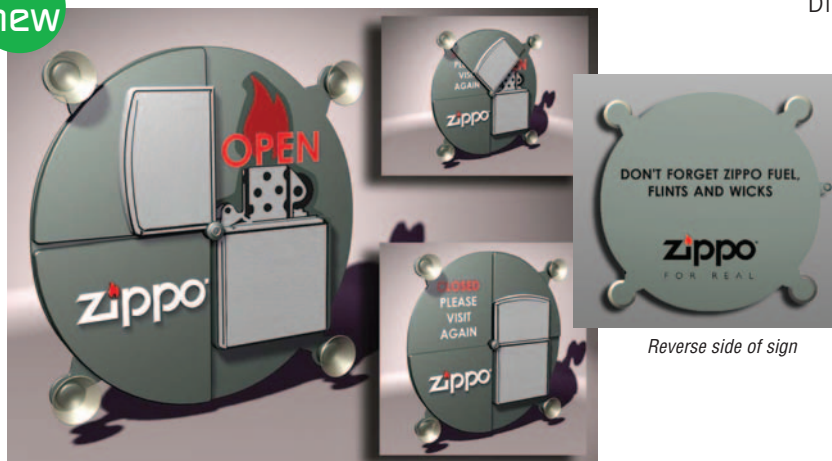


Magnet

No. 142224

Rugged 3-D magnet, extra thick. Dimensions: 2.75" x 3.375" x .375"
6.985cm x 8.5725cm x .9525cm

new



Reverse side of sign

Open/Closed Door Sign

No. 142222

Open the lighter to reveal "open". Close lid to reveal "closed please visit again". Four suction cups securely mount sign on glass door or window. Dimensions: 7" diameter
17.78cm diameter

Signage Identify yourself as a proud Zippo retailer.



FOR REAL Banner

Vinyl banner available in two styles.

Deluxe Horizontal Banner

No. 142250

Heavy-duty vinyl construction.
Dimensions: 8' x 3'
2.438M x .9144M

Horizontal Banner

No. 142271

Dimensions: 8' x 3'
2.438M x .9144M



These panels fold into a triangle as shown left.

ZM Topper/Counter Card - For Real

No. 142268

Great for the top of your ZM display or on the counter.
(2 panels-For Real logo, 1 panel-Great Gift Ideas)
Dimensions: 8.5" x 9"/panel (3 panels)
21.59cm x 22.86cm/panel (3 panels)



Black Cardboard Logo Sign

No. 142270

Zippo corporate logo printed on high gloss coated stock.
Dimensions: 30" x 12"
76.2cm x 30.48cm



Counter Sign

No. 142127

Zippo For Real logo on dark plexi-glass.
Dimensions: 10" x 5"
27.31cm x 12.7 cm

Signage Cool signs for a hot product.



Lenticular Motion Sign

No. 142126

Moving lighter graphic with opening and closing lid. Effective with or without battery operation.

Dimensions: 8.125" x 9"
20.64cm x 22.86cm



Vertical Hanging Banner

No. 142249

High quality poplin cloth banner. Hang from ceiling or banner stand (below).

Dimensions: 20" x 60"
50.8cm x 152.4cm

Vertical Hanging Banner Stand

No. 142275

Durable stand with adjustable height.

Dimensions: up to 105" or 266.7cm



Window Decals

No. DECI (inside application)

No. DECO (outside application)

Available with either inside or outside application surfaces. Easy to remove, leaves no residue. UV ink resists fading.

Dimensions: 4" x 4.75"
10.16cm x 12.07 cm



Static Cling Sticker - Zippo For Real

No. SCS02

Inside application surface for doors or windows.

Dimensions: 4" x 6"
10.16cm x 15.24cm

Signage Spark sales with Zippo in-store signs.



Zippo Rotating Sign

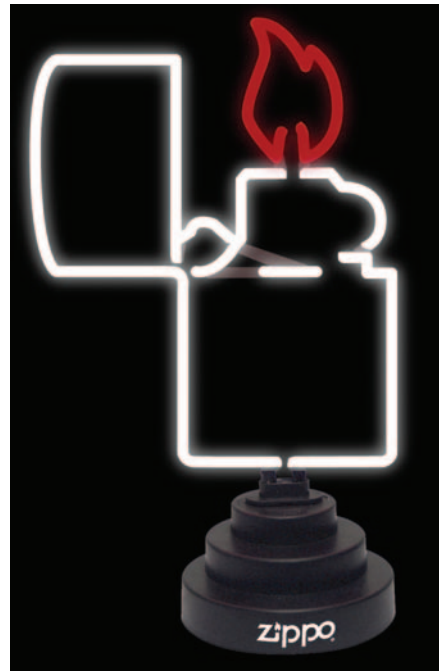
No. 142255

Illuminated electric sign.

International version also available, please see price list.

Dimensions: 18" x 21"

45.72cm x 53.34cm



Neon Lighter Sculpture

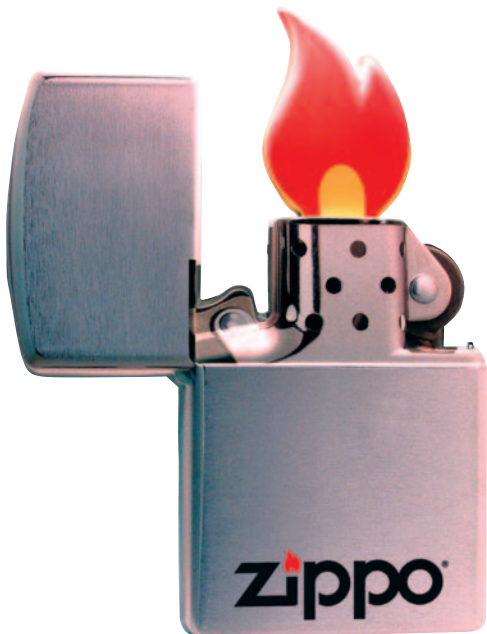
No. 142255

Neon Zippo lighter on black base with Zippo logo.

International version also available, please see price list.

Dimensions: 12" x 9"

30.48cm x 22.86cm



3-D Zippo Dangler

No. 142251

3-D plastic lighter sign.

Dimensions: 19.75" x 26.25"

50.17cm x 66.68cm



3D Logo Sign

No. 142252

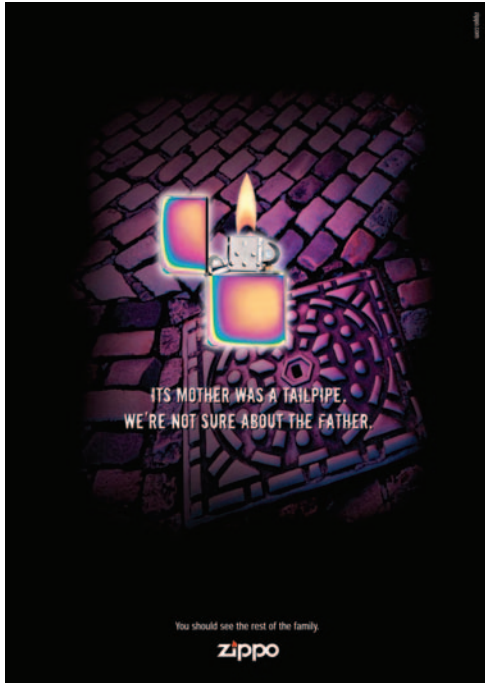
Illuminated electric sign.

International version also available, please see price list.

Dimensions: 24" x 9"

60.96cm x 22.86cm

Posters Having fun Zippo-style!

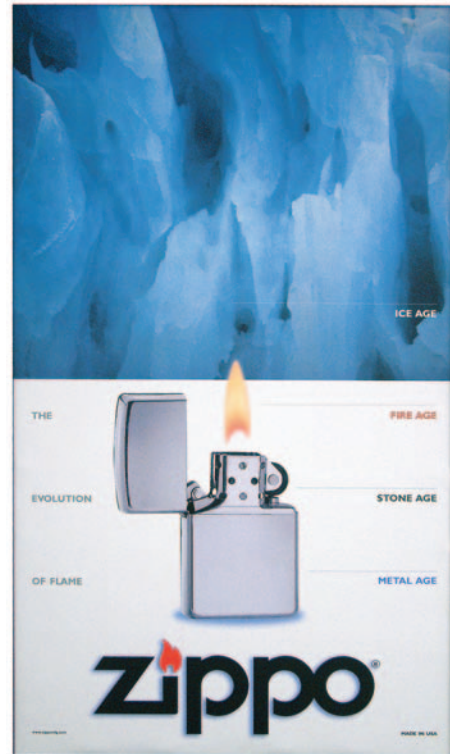


Tailpipe Poster

No. PSTR-BBT

Dimensions: 19" x 27"

48.26cm x 68.58cm



Ice/Fire Age Poster

No. PSTR-IF

Dimensions: 18" x 30"

45.72cm x 76.2cm

Days of the Week Poster

No. PSTR-BBD

Dimensions: 27" x 19"

68.58cm x 48.26cm



Classic American Story Poster

No. PSTR-CAS

Dimensions: 40" x 13.5"

101.6cm x 34.29cm



Time Line Poster

No. PSTR-TL

Dimensions: 40" x 13.5"

101.6cm x 34.29cm

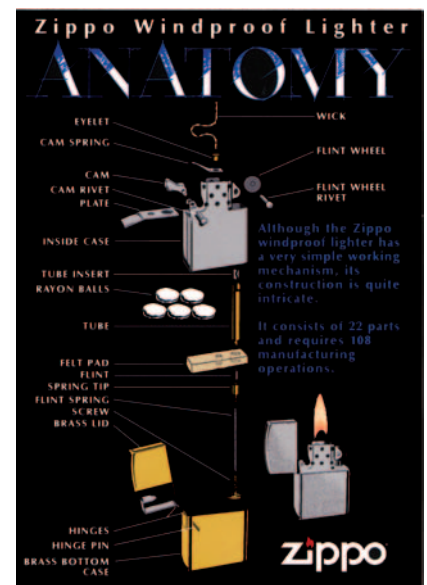


Hip History Poster

No. PSTR-HH

Dimensions: 39.5" x 18"

100.3cm x 45.72cm



Anatomy Poster

No. PSTR-A

Dimensions: 17" x 22"

43.18cm x 55.88cm



Click It Poster

No. PSTR-CL

Dimensions: 33" x 33"

83.82cm x 83.82cm



American Flag Poster

No. PSTR-AF

Dimensions: 24.5" x 18"

62.23cm x 45.72cm

Zippo Click Join the Click!

new edition



Click Membership Brochure
No. ZCF02
 Application to join the Zippo Click.



Click Poster
No. PSTR03-ZC
 Dimensions: 17" x 22"
 43.18cm x 55.88cm



Collectors' Guide
No. COLL
 Includes Zippo lighter identification codes and other collector information.



Zippo Click is the gateway into the world of Zippo lighter collecting. With members in 56 countries around the world, Zippo enthusiasts interact with the growing community of people who buy, sell, trade, collect, and talk Zippo.

Lanyards Keep your accessories handy.



Enlarged detail of logo imprint

Zippo Round Lanyard
No. 122122

Dimensions: 38"
 96.52cm

Corded lanyard has two adjustable slides to regulate degree of tightness, and detachable 1" key ring with snap clip, bulldog clip, and nylon loop.



Enlarged detail of logo imprint

Zippo Woven Neck Strap
No. 122121

Dimensions: 42"
 106.68cm

Flat woven lanyard has detachable spring loaded swivel snap clip and 1" key ring with snap clip and nylon loop.

Specialties Consumers and collectors crave all things Zippo.



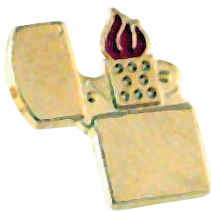
Zippo Mouse Pad
No. MP02

Control your mouse-Zippo style!
Dimensions: 8.25" x 7.75"
20.96cm x 16.68cm



Zippo Change Mat
No. CM02

Perfect for countertop or next to your cash register.
Dimensions: 18.25" x 12.25"
46.36cm x 31.12cm



Zippo Lighter Lapel Pin
No. 151001

Brass plated pin with red flame, tie-tack back. A classic Zippo icon since the 1960's!



Zippo Ashtray
No. ZAT

Durable ashtray with Zippo logo.
Dimensions: 5.25" diameter
13.34cm diameter



Zippo Lighter Bobble Pin
No. ZS-158

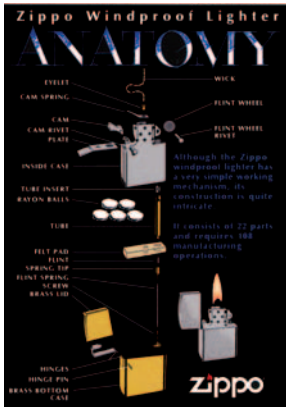
Adding some "spring" to an American original.
Attached flame bobbles.
Dimensions: 1.0625" x 1.25"
2.6987cm x 3.175cm



Neon Clock
No. 142588

Battery operated illuminated clock with electric style neon.
International version also available, please see price list.
Dimensions: 14 " diameter
37.47cm diameter

Postcards The heritage of an American icon. **License Plates** Drive your sales.



Anatomy Postcard
No. PC-7

Dimensions: 4.25" x 6"
10.8cm x 15.24cm



Flag Postcard

No. PC-35

Dimensions: 6" x 4.25"
15.24cm x 10.8cm



Zippo Logo

No. ZLP

Dimensions: 12" x 6"
30.48cm x 15.24cm



Zippo MotorSports

No. ZLP-MS

Dimensions: 12" x 6"
30.48cm x 15.24cm

Shopping Bags The world's best lighter is in the bag.

Heavy-duty 3-ply vinyl



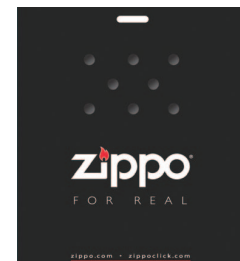
No. 142263

Dimensions: Large Size 25" x 28"
63.5cm x 71.12cm



No. 142262

Dimensions: Medium Size 15" x 18"
38.1cm x 45.72cm



No. 142261

Dimensions: Small Size 6" x 8"
15.24cm x 20.32cm

Apparel Looking good, Zippo style.

new



Zippo Cap No. P05HT

100% pigment-dyed smoke color cotton twill cap featuring a black Zippo logo. 6-panel cap has embroidered eyelets and antique brass snap with tuck-in closure.

new



Zippo Ringer T-Shirt No. P05RT

Preshrunk 100% heavyweight cotton heather grey t-shirt with black neck and sleeve binding, featuring a distressed look Zippo For Real logo.
Men's sizes: Small - 3X

new



Zippo Rib Textured Shirt No. P05T

When a T-shirt isn't enough but a sport shirt is too much, here is the perfect solution. Wear this black shirt by itself or under a sport coat. Heavyweight fabric made from 6.5-ounce, 100% ring spun combed cotton, featuring Zippo logo on left sleeve.
Men's sizes: Small - 3X

new



Zippo Microfiber Jacket No. P05JK

Water-repellent and wind-resistant, this jacket stands up to all weather conditions with superior lightweight comfort, drape, softness, shape retention and durability. Made of 89% polyester, 11% nylon peached microfiber. Black jacket features tone on tone embroidered Zippo logo.
Men's sizes: Small - 3X

new



Zippo Crewneck Bomber Sweatshirt

No. P05SS

Crewneck bomber sweatshirt. Pre-shrunk 100% cotton pepper colored sweatshirt with black Zippo logo.
Men's sizes: Small - 3X

new



Zippo Mens/Ladies Polo

No. P05MP (Men's) No. P05WP (Women's)

Polo features 100% ringspun cotton pique, 6.5 oz. striped collar and cuffs; features Zippo logo and distinct chimney design below button placket.
Men's sizes: Small - 3X
Ladies sizes: Small - XL

zippo.com: Sending consumers your way

Every day we refer consumers to local retailers to purchase the newest Zippo products they preview online or in the latest catalog. If you aren't listed in our Retail Locator, you could be missing great sales opportunities.

To add your business to our Retail Locator, contact Consumer Relations at 814-368-2700 or consumerrelations@zippo.com.



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