

# 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.

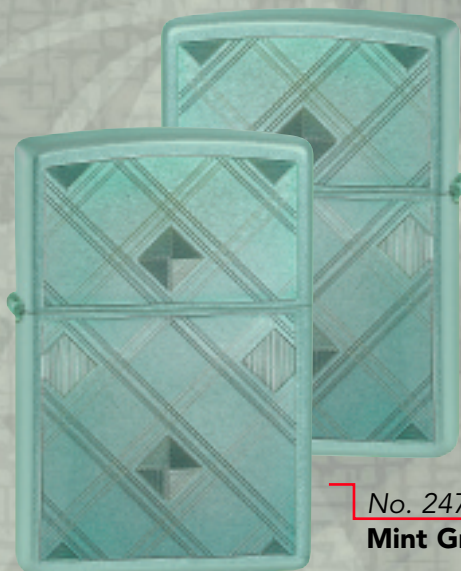


No. 24749

### 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.



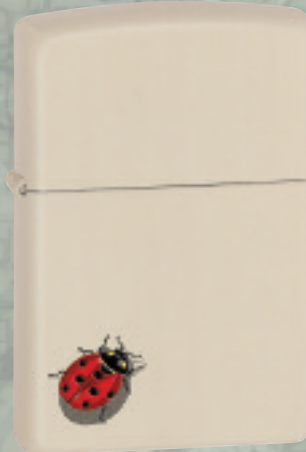
No. 24744

### 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**<sup>™</sup>  
SWAROVSKI ELEMENTS



No. 24743  
High Polish Chrome



No. 24697  
Carnation Matte



## Choice Collection



No. 24706  
**High Polish Chrome**

© 2009 Playboy. PLAYBOY and Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.

*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.

©2009 Leidseplein Presse B.V. under license to Anthill Trading Ltd.



## 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**

Claudio Mazzi designs and trademarks are used under license from Kreo di Mazzi, & C Snc. to Zippo Manufacturing Company. All Mazzi designs are protected by copyright.





## 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)**

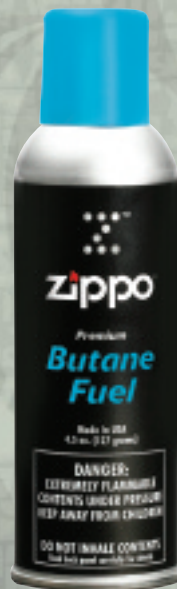


**No.3165**  
**Lighter Fluid 12 oz.**  
**(shipping carton of 24)**

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)**

## Part Number – Page Number Cross Reference Table

Part #	Pg.	Part #	Pg.
2425 .....	19	24705 .....	11
3141 .....	20	24706 .....	11
3165 .....	20	24707 .....	15
3341 .....	20	24739 .....	9
3365 .....	20	24740 .....	12
3800 .....	20	24741 .....	13
3801 .....	20	24742 .....	13
2406C .....	19	24743 .....	10
2406N .....	19	24744 .....	6
24667 .....	4	24745 .....	14
24674 .....	3	24746 .....	14
24675 .....	7	24747 .....	2
24676 .....	7	24748 .....	18
24696 .....	5	24749 .....	6
24697 .....	10	24747ZL .....	2
24698 .....	9	24751 .....	1
24699 .....	4	24752 .....	15
24700 .....	3	30001 .....	17
24701 .....	12	30004 .....	17
24702 .....	8	30035 .....	16
24703 .....	8	30039 .....	16
24704 .....	5	121505 .....	18



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.

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.

**zippo** Zippo Manufacturing Company  
33 Barbour Street  
Bradford, PA 16701 U.S.A.



©2009 Zippo Manufacturing Co.  
All Rights Reserved.