

zippo®

2011 COMPLETE LINE COLLECTION



This 2011 Zippo Complete Line Catalog is packed with excitement!

Fire up your sales and challenge the great outdoors with the **Outdoor Line** of heat and flame products. See the popular Hand Warmer, the new Flex Neck, an updated OUL™, the Emergency Fire Starter kit and more featured in the first few pages.

Zippo's innovative color imprint techniques burst forth in dozens of brilliantly colorful new designs showcased throughout the catalog, led by a creative new **Zodiac** series of lighters. This is one of our most colorful catalogs in years!

Deep, dark **Ebony™** complements our extensive palette of powder coat finishes. Creative engraving and customization styles balance the simple elegance of chrome, brass, and lustrous sterling silver Armor; sterling silver, and solid gold. 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!

A selection of **Gift Sets** showcases your favorite Zippo lighter paired with pouches, pens, a pin, a pipe . . . see what else we've teamed up for this featured section.

Browse our most popular **Licensed** properties throughout the catalog, including favorites like Playboy, Jack Daniel's, Jim Beam. New designs from Claudio Mazzi, Linda Picken, and Realtree join first-time selections from Bob Marley and Black Eyed Peas.

Our extensive line of lighters of every description is supplemented by **Zippo Watches** and **Writing Instruments** in the CLC for the first time.

Signature Styleguide illustrates and explains the processes available for customizing Zippo products.

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.

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.

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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Zippo

Retailer News

Welcome to ZippoRetailer.com

Our success comes from your success
No man is an island, entire of itself; every man is a piece of the continent, a part of the man...

Penned by 17th century philosopher John Donne, this observation is just as relevant in today's business environment. No major business succeeds or fails on its own. Our success comes from your success... and we want to do all we can to help your Zippo business meet or exceed your best expectations.

ZippoRetailer.com was created for our Zippo retailers, an online resource with information aimed to increase your Zippo sales and profits.

Register now and come back often to learn about the latest new products, marketing initiatives, retail tips, resources, and important issues affecting your business today.

Working together, we can all achieve more. Thank you for your Zippo business.

Sincerely,

Gregory W. Booth
President and CEO
Zippo Manufacturing Company



Log

If you are of ZippoRetailer.com email address in.

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Forget your password?

Register

If you are a Retailer locate in your State, register at ZippoRetailer.com.

Register

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If you are an authorized Zippo retailer, contact us today to maximize your potential with Zippo.

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- Promotional Initiatives
- Marketing Tools
- Sales Support
- Merchandising Tips
- List your business in the Zippo Retailer Location

ZippoRetailer.com
info@ZippoRetailer.com
814-368-2700

THE WORLD FAMOUS ZIPPO GUARANTEE

Any Zippo pocket 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 pocket 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 USA

This pack

Fire up
Outdoor
Warm
Starte

Zippo's
brilliant
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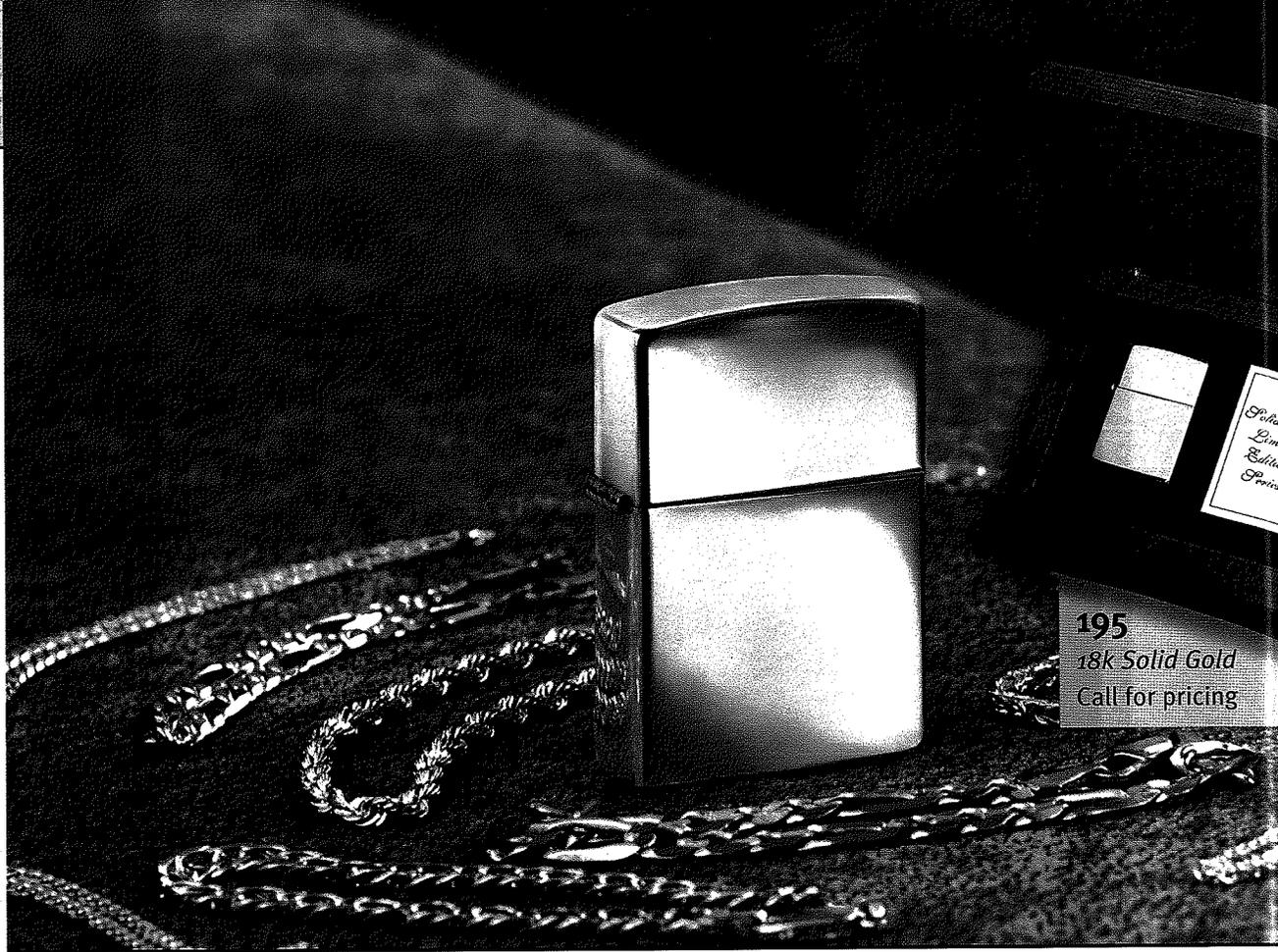
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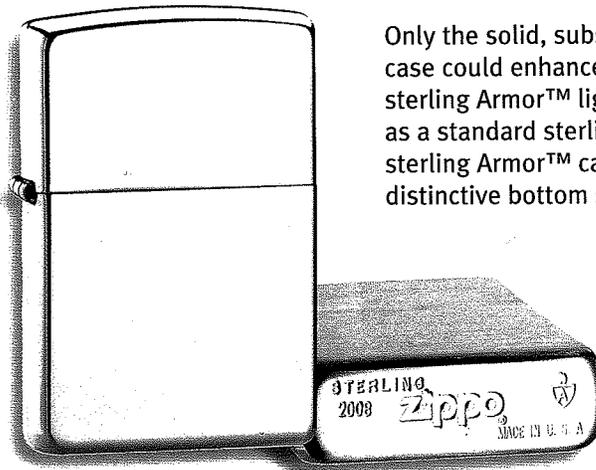
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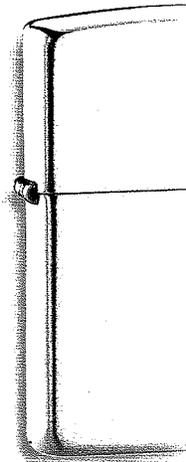
in the Ur
Lighter s
copyright



195
18k Solid Gold
Call for pricing



Only the solid, substantial feel of a heavy walled case could enhance the lustrous beauty of these sterling Armor™ lighters. About 1.5 times as thick as a standard sterling silver case, the sterling Armor™ case is authenticated by a distinctive bottom stamp.



26
Armor™
High Polish
Sterling Silver
Call for pricing

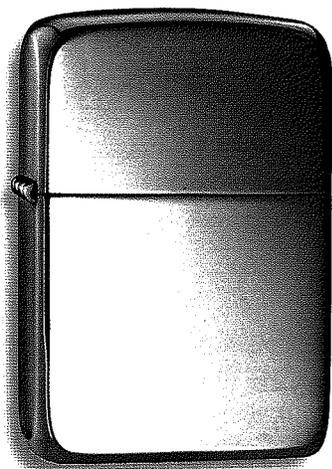
 The Armor logo is used under license by ZippMark, Inc. All Rights Reserved.

27
Armor™
Brushed
Sterling Silver
Call for pricing

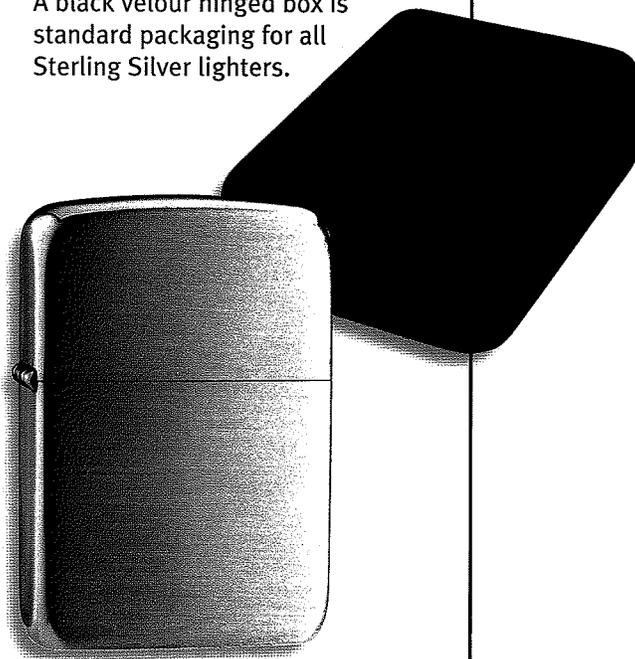
Prices for sterling silver lighters may vary due to fluctuating market value of precious metals. These changes are without notice.

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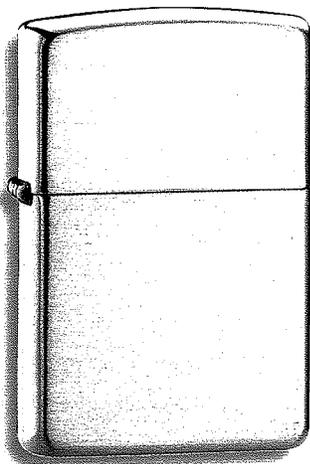
A black velour hinged box is standard packaging for all Sterling Silver lighters.



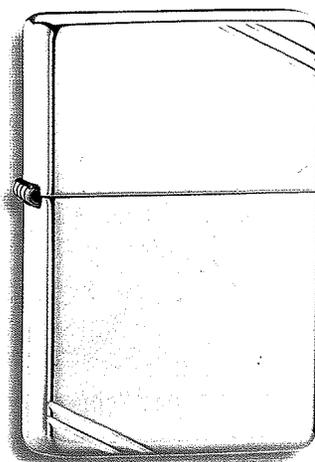
23
High Polish
Sterling Silver
 Call for pricing



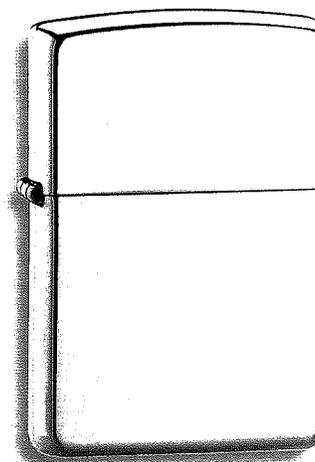
24
Hand Satin
Sterling Silver
 Call for pricing



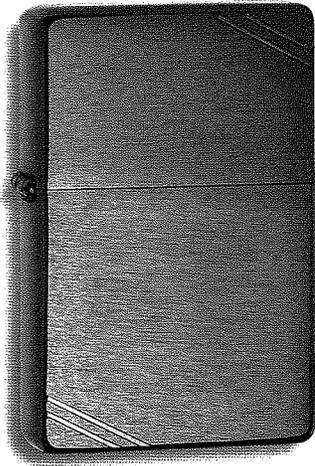
13
Brushed
Sterling Silver
 Call for pricing



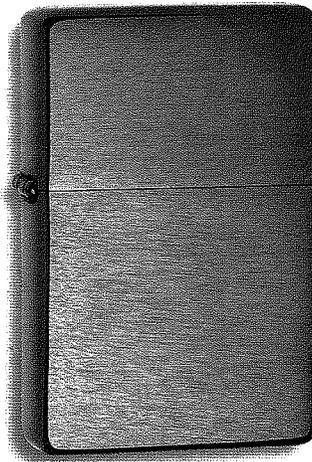
14
High Polish
Sterling Silver
 Call for pricing



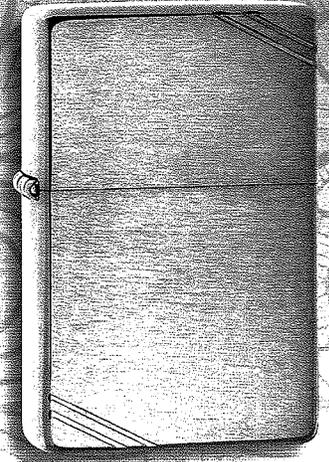
15
High Polish
Sterling Silver
 Call for pricing



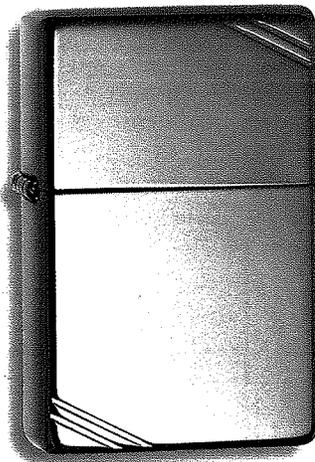
230
Brushed Chrome
\$18.95



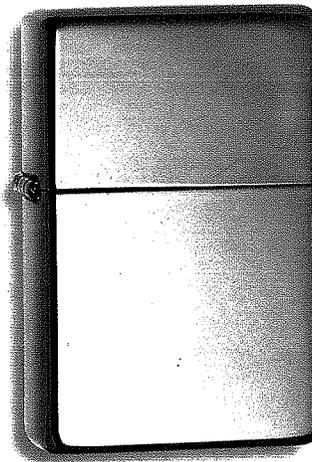
230.25
Brushed Chrome
\$18.95



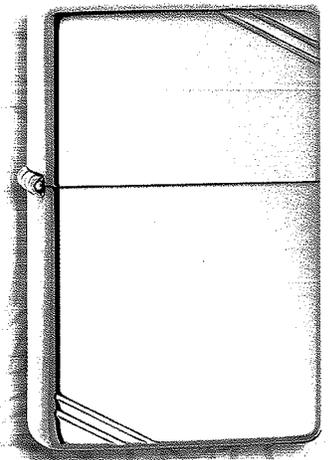
240
Brushed Brass
\$24.95



260
High Polish Chrome
\$21.95



260.25
High Polish Chrome
\$21.95



270
High Polish Brass
\$26.95

08
U.S.A.