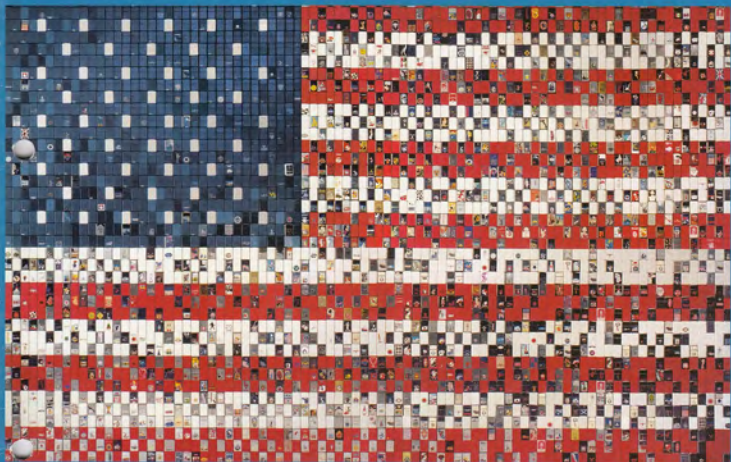




Collection 2002

70th Anniversary



zippo®

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70th Anniversary

This year marks the 70th anniversary of an American icon. Seventy years ago, George G. Blaisdell set up a shop in Bradford, Pennsylvania and began to manufacture the Zippo windproof lighter.

Over the past 70 years, little has changed in how we make Zippo lighters – after all, it's hard to improve on a design that works so well. Windproof. Water-resistant. Trustworthy and dependable. Like a faithful friend, people know they can depend on a Zippo lighter.

Zippo lighters seem to generate almost as many tales as they do portable flames. Click open a Zippo lighter, and it's a sure conversation starter. For years, we've been gathering Zippo stories – funny, poignant, even heroic accounts of how the modest, unassuming source of flame has touched the lives of people all over the world.

Sam B. Posner
George B. Enker

Zippo flag

Over 3,000 Zippo lighters from all over the world were used to make this flag. See it up close at the Zippo/Case Visitors Center in Bradford, Pennsylvania.



Friends for a lifetime

For 70 years, Zippo has been forging friendships worldwide. Carried to work, to important milestone events, even into battle, Zippo lighters are a part of our lives and our history. Every Zippo lighter has a story – funny, poignant, even heroic – whenever or wherever a Zippo lighter clicks open, a conversation starts.

To commemorate our 70th Anniversary, Zippo proudly introduces *Friends For A Lifetime*. Limited to only 70,000 worldwide, this eleventh and final Collectible of the Year is a distinctive brushed brass 1941 replica, with full-faced brass emblem and exclusive bottom stamp. Colorful tin pictures Zippo collectors and fans from National Zippo Day and Zippo/Case Swap Meet. Special volume of personal stories from Zippo owners is included with this commemorative set only.



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852.859

Patriotism and Pride



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852.845



Limited Edition
2000 pcs worldwide



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852.888



852.886



852.890

Dr. Martin Luther King



852.891

George Washington



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John F. Kennedy

Wild Animals · Black Ice



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Design Chips



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Rainbow



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Rainbow

High tech PVD process bonds a luminous micro thin, scratch resistant coating to a classic chrome plated lighter in Rainbow-color.

Zippo's new multicolored, mirror-like finish. Every lighter displays different effects.



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World Wrestling Federation

NEW



852.871

NEW



852.872



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Zippo Motorsports



NEW



852.858

NEW



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Mazzi



852.897



852.899



Limited Edition



852.901



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Signs



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Jack Daniel's

Not available in France - Non disponible en France



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Jim Beam

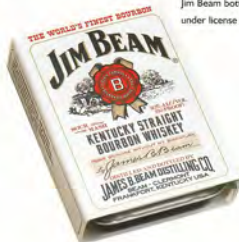
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For Real



852.855

Zippo: For Real

This year, Zippo's new brand campaign centers around the tagline "For Real". Why "For Real"? Because Zippo lighters are just that. Real, plain and simple. Basically unchanging for 70 years. Zippo lighters are for those who want what's genuine. Not disposable or the latest gadget.

Examined yet another way the line has attitude as a contemporary positive affirmation, as in a conversation like, "that Harley is awesome" ... "yeah, for real." So that's how Zippo came about choosing our new slogan. It's simple, clear and uncomplicated. Just like the Zippo lighter.

Hollywood Legends



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852.865

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www.MarilynMonroe.com



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Elvis Collection



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www.Elvis-Presley.com

Playboy



852.869



852.870



PLAYBOY and RABBIT HEAD DESIGN are marks of and used under license from Playboy Enterprises International Inc., by ZIPPO Manufacturing Co., Bradford, PA, USA

Check Finishes



852.853



852.854

Pipe



852.887

Zippo's special chimney design directs the reliable flame to your tobacco, without burning your pipe. And because the pipe insert fits in any standard Zippo case, you can choose the design as carefully as you choose your tobacco.

Gold Dust

NEW



852.850
Gold Dust · Street Gold

NEW



851.149
Gold Dust · Street Gold

Silver Plated

NEW



852.851

NEW



852.852



Luxury Zippo

NEW



852.903

NEW



852.902

Crystal Collection



852.915



851.150



Swarovski Crystals Jewelry Stones are the realization of a fascinating vision. Their quality sets like Zippo standards worldwide. An elegant partnership of two legends.



852.904



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Surprise



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Designed by Barrett Smythe

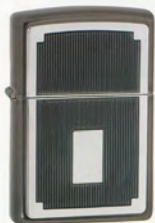
Initial Panels



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Good Luck



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Californian Chips



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Pouche · Loop & Thumb



859.120

Thumb notch allows easy removal of any Zippo lighter.

Realtree Hardwoods



852.862



852.864



852.863

BILL JORDAN'S

REALTREE

America's Most Versatile Camo Pattern:

Realtree Hardwoods

Realtree Hardwoods blends natural colors, lifelike shadows, and photo-realistic limbs and leaves into an incredibly three dimensional camouflage. The miniature pattern reveals wide contrast from light to dark, yet is so neutral that it disappears into virtually any outdoor setting. Because Realtree Hardwoods is a dipped coating applied through an immersion process, every lighter displays different views of the all-over logger pattern.

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Lanyards

859.121



859.122



Lanyards with snap clip, bulldog clip and nylon loop.



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