

zippo®

2008/09 CHOICE CATALOG



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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:** an exceptional collection of Zippo windproof lighters, handpicked to appeal to even the most discriminating tastes.

Three brilliant high polish chrome Zippo BLU™ butane lighters lead the medley of Choice product, which also includes whimsical Playboy Crown-Stamped, sparkling Swarovski crystals, innovative engraving techniques, and the exciting new Zippo Museum Collection.

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2009.

Except where noted, all lighters in the Zippo Choice Catalog are packaged in a distinctive cardboard gift box with a diamond-plate textured lid. Zippo Choice lighters will be the only stock lighters packaged in this box during 2008.



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*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.com**





## Choice Collection



Zippo BLU™. The premium butane gas lighter with everything you expect from Zippo . . .

- made in USA
- patented technology
- refillable butane
- fuel level indicator
- "Z" patterned chimney
- sturdy metal construction
- flint wheel ignition
- distinctive Zippo click
- world-famous guarantee
- unique bottom stamp and date code

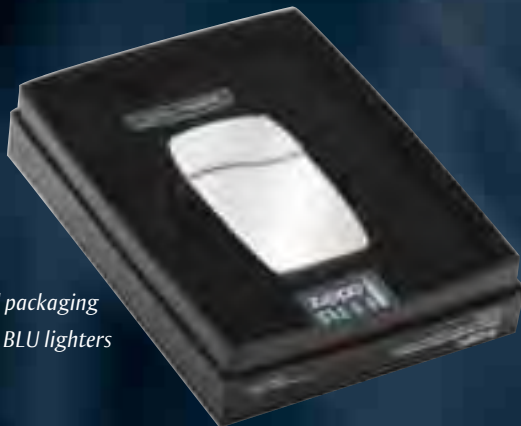
No. 30039

**BLU**

High Polish Chrome

*Suggested Retail: \$64.95*

. . . and more! We are thrilled to unveil Zippo BLU™ in Zippo's most enduringly popular finish, brilliant high polish chrome.



*Standard packaging  
for Zippo BLU lighters*



Choice Collection

Zippo's hottest new lighter is now sporting two favorite licensed logos.



Traditional Harley-Davidson Bar and Shield logo bursts from a diamond plate background on Zippo's compelling new high polish chrome finish. Background and logo are rotary engraved on both front and reverse surfaces.

No. 30040

**Harley-Davidson BLU**  
High Polish Chrome  
*Suggested Retail: \$79.95*

Available selected countries,  
some restrictions may apply.

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Manufactured by Zippo under license from  
Harley-Davidson Motor Company

Dazzling high polish chrome finish complements the intricate simplicity of Jack Daniel's logo, rotary engraved on front and reverse surfaces.



No. 30041

**Jack Daniel's BLU**  
High Polish Chrome  
*Suggested Retail: \$79.95*

Available selected countries,  
some restrictions may apply.

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© 2008, Jack Daniel's — All Rights Reserved.  
Your friends at Jack Daniels remind you to drink responsibly.  
For sale to adults of legal drinking age.



Choice Collection



No. 24455

**Painted Lizard**

Satin Chrome™

Suggested Retail: \$24.95



No. 24454

**Mythological Bird**

Street Chrome™

Suggested Retail: \$24.95

Choice Collection



No. 24399

**Mazzi Native American**

Brushed Chrome

*Suggested Retail: \$29.95*

Available worldwide.

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.



No. 24453

**Kokopelli**

Toffee™

*Suggested Retail: \$27.95*



Choice Collection

Double lustre engraving produces a look of rich, luxuriant damask on gleaming high polish chrome. The design is etched, then selectively etched even deeper to achieve the multi-dimensional image.



No. 24459

**DL Love**

High Polish Chrome

*Suggested Retail: \$29.95*



Innovative double lustre process introduces multi-dimensional highlights to the traditional claddagh.

No. 24460

**DL Claddagh**

High Polish Chrome

*Suggested Retail: \$29.95*



Choice Collection



A front surface laser engraved to the lighter edge creates a neutral backdrop for an effusive outpouring of rotary engraved scrollwork.

No. 24439

**BS English Scroll**

Black Ice®

*Suggested Retail: \$27.95*



Rotary engraved Greek key border generously frames the surface imprinted black quadrangle.

No. 24452

**Greek Keyed**

High Polish Chrome

*Suggested Retail: \$29.95*



Choice Collection



With a fresh twist to a traditional process, the high polish chrome lighter is double lusted to achieve a multi-dimensional image by first etching out a solid area, then etching some of that original area even deeper. High polish silver plated rabbit head key chain is accented with black epoxy enamel eye and bow tie detail, laser engraved Playboy logo on the ring.



*Packaging for the  
Playboy lighter & key chain set*

No. 24464

**Playboy Lighter &  
Key Chain Set**

High Polish Chrome Lighter  
*Suggested Retail: \$59.95*

Available selected countries,  
some restrictions may apply.



## Choice Collection

For decades, the Zippo bottom stamp has marked the authenticity of every genuine Zippo lighter. The simple system of dots and slashes, initiated to aid identification of lighters coming back to Zippo for repair, was later replaced by letters and Roman numerals, and still later by letters and digits signifying the month and year of manufacture.

Now Zippo draws attention to the top of the lighter with crown stamping, a custom top stamp unique to a customer or licensed property.

Whimsical Playboy Crown-Stamped lighter displays the conventional date code, showing month and year of manufacture, on the canned-style bottom, while the canned-style lid is stamped with a unique Playboy and rabbit head identifier.



No. 24473

### Playboy Crown-Stamped

High Polish Chrome

Suggested Retail: \$39.95

Available selected countries,  
some restrictions may apply.



Packaging for the Playboy Crown-Stamped lighter



Choice Collection



Each of these bright-cut auto engraved images is accented with a single sparkling Swarovski crystal to add a touch of bling.

No. 24467

**BL Wings**

Satin Chrome™

Suggested Retail: \$29.95



No. 24466

**BL BFY**

Satin Chrome™

Suggested Retail: \$29.95

Made with

**CRYSTAL  
LIZET™**

SWAROVSKI ELEMENTS

Choice Collection



No. 24478

**BL Dragon**

Satin Chrome™

*Suggested Retail: \$29.95*



No. 24479

**BL SCP**

Satin Chrome™

*Suggested Retail: \$29.95*

Made with

**CRYSTAL  
LIZET**

SWAROVSKI ELEMENTS



Choice Collection



No. 24465

**Irish Clovers**

Cream Matte

Suggested Retail: \$24.95

Sang Hee Ahn is the grand prize winner of the third annual Zippo Design Contest, sponsored by Korean distributor ShinMyung Glovix Corp. The Seoul Art College student is majoring in art design, and hopes to work in the art design industry after graduation. Her “Blooming Zippo” concepts were chosen from over 1,200 entries.



Now in its third year, the Zippo Design Contest is very popular among art students in Korea, and open only to university and college students.

As part of her prize package, Sang was invited to travel to Bradford, Pennsylvania to visit Zippo’s factory, Design Center, and corporate offices.





## Choice Collection

These Guy Harvey marine masterpieces illustrate how Zippo's color imaging process captures in vivid detail every stroke of the master's brush on the canvas of a Zippo lighter. The four-color process uses cyan, magenta, yellow, and black to produce an entire spectrum of color to build photographic quality images. So lifelike you can almost feel the splash!



No. 24451

**GH Rainbow Trout**

Lake Shimmer

*Suggested Retail: \$35.95*

Available worldwide.

The Guy Harvey signature has become synonymous with compelling action and fine detail in marine wildlife art.



No. 24450

**GH Panama Black**

Copper Sparkle

*Suggested Retail: \$35.95*

Available worldwide.

Choice Collection



No. 24456

**Windswept Zippo**

High Polish Chrome

Suggested Retail: \$27.95

A combination of laser and rotary engraving decorates these lighters with two distinctive looks. The delicate scroll and windswept Z add a touch of elegance.



No. 24461

**HT Windswept Z**

High Polish Chrome

Suggested Retail: \$27.95




Choice Collection

This robust Armor™ high polish chrome lighter has a striking multi-faceted dimensional look, without the additional weight and bulk of an attached emblem.

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



No. 24458  
**DC Deep VSN**  
Armor™  
High Polish Chrome  
Suggested Retail: \$54.95

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No. 24485  
**Zippo Logo**  
Black Ice®  
1941 Replica™  
Suggested Retail: \$29.95



Choice Collection



No. 24488

**Museum Collection**

**Heroes Tribute**

Cashmere Crackle™

Suggested Retail: \$29.95

The most visited museum in northwestern Pennsylvania houses a treasure trove of Zippo images, icons, and memorabilia. From the 3,393 lighters that make up the American flag in the entryway, to the poignant sculpture of two soldiers sharing a light in a foxhole, to the sizeable



No. 24480

**Museum Collection**

**American Icon**

Vintage™

High Polish Chrome

Suggested Retail: \$32.95



Choice Collection



No. 24482  
Museum Collection  
Windy  
Black Ice®  
Suggested Retail:  
\$34.95

Windy neon light that dominates the room – the images on these lighters are just teasers for what is in the Zippo / Case Museum. If you can't make it your destination, let the Museum Collection come to you.



No. 24481  
Museum Collection  
Windproof  
Black Matte  
Suggested Retail: \$27.95

Choice Collection



No. 24441

**Elvis®  
Military Induction**

**Black Ice®**

*Suggested Retail: \$54.95*

Available worldwide.

On March 24, 1958, one of America's most popular young entertainers traded his rapid-rising rock 'n' roll career for combat boots, K-rations, and Army fatigues. This limited edition Zippo lighter commemorates the 50 year anniversary of Elvis Presley's induction into the U.S. Army.

The laser photo imaging Black Ice Zippo windproof lighter is limited to 10,000 consecutively numbered pieces worldwide.



Elvis and Elvis Presley are registered trademarks with the USPTO.  
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www.elvis.com



Choice Collection



No. 24457

**Joined Forces  
Emblem**

Street Chrome™

*Suggested Retail: \$36.95*



No. 24445

**Jack Daniel's Barrel  
Emblem**

Street Chrome™

*Suggested Retail: \$42.95*

Available selected countries,  
some restrictions may apply.



Choice Collection



No. 24444

**BS Face-Moon**  
Honey Gold™

*Suggested Retail: \$29.95*



No. 24442

**Jim Beam Barrels**  
Emblem

Street Chrome™

*Suggested Retail: \$42.95*

Available worldwide.

Jim Beam is a registered trademark of Jim Beam Brands Co. and is used under authorized license to Zippo Manufacturing Company. All rights reserved worldwide.

Choice Collection



For optimum performance of every Zippo windproof pocket lighter, we recommend Zippo premium lighter fluid.

**No. 3141**

**Lighter Fluid 4 oz.**

Shipping carton of 24

Suggested Retail: \$3.00/can

(No. 3341 carton of 12)



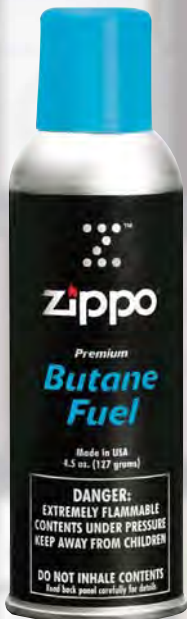
**No. 3165**

**Lighter Fluid 12 oz.**

Shipping carton of 24

Suggested Retail: \$6.20/can

(No. 3365 carton of 12)



**No. 3800**

**Butane Fuel 4.5 oz.**

(127 grams)

Shipping carton of 48

with 8 innerpacks of 6

Suggested Retail: \$4.20/can



**No. 3801**

**Butane Fuel 1.9 oz.**

(54 grams)

Shipping carton of 48

with 8 innerpacks of 6

Suggested Retail: \$3.30/can



Choice Collection

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



**No. 2406C**  
**Six Flint Dispenser**  
24 per Display Card  
*Suggested Retail:*  
\$0.70/dispenser



**No. 2406N**  
**Flint Cards**  
24 cards per display box;  
24 boxes per master carton  
*Suggested Retail:* \$0.70/card



**No. 2425**  
**Wick Cards**  
24 cards per display box;  
24 boxes per master carton  
*Suggested Retail:* \$0.70/card

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The name in flame.

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