

zippo®

2019

SPRING

COLLECTION

Eclectic New Designs

THE EVOLUTION OF

THE SPRING BROCHURE CONTINUES WITH
A DIVERSE RANGE OF NEW DESIGNS,
FROM GRUNGE TO LUX AND EVERYWHERE IN BETWEEN.

FAVORITE LICENSED DESIGNS,
HISTORICAL ANNIVERSARY COMMEMORATIVES,
AND A LOOK AT THE STARS OF ZIPPO'S NEXT

MASSIVE GLOBAL CAMPAIGN
HAVE ALL BEEN AUDIENCE-TESTED TO DELIVER YOU
THE BEST OPPORTUNITIES
FOR ROBUST SALES.



Web Debut Top Seller!

Here's your chance to order the most popular zippo.com web debut lighter to date. This laser engraved monster design on a Black Matte lighter has repeatedly sold out within hours of restocking on zippo.com. Consumer desire for this design has been positively overwhelming, so make sure it becomes one of the fastest moving pieces in your retail displays.

29965
BLACK MATTE
LASER ENGRAVE



Released From The Vault!

Zippo fanatics have never stopped yearning for doom. So we've yanked it from the vault, and now everyone's favorite ride-or-die skull with a menacing grin is back, exactly as they remembered it. Still stamped in perfect detail onto a Candy Apple Red lighter, still ready to raise a little hell.

21186
CANDY APPLE RED
STAMPED



29988
HIGH POLISH CHROME
LUSTRE



49028
BLACK ICE®
LASER FANCY FILL

MONEY. Everyone wants it.

That's why currency is such a hot fashion & design trend right now. If they can't flaunt a stack of \$100s, this Black Ice lighter Photo Imaged with a Benjamin on front and back is the next best thing.

49025
BLACK ICE®
PHOTO IMAGE



REVERSE



29999
SATIN CHROME
AUTO TWO TONE



29989
BLACK MATTE
COLOR IMAGE



29998
BLACK MATTE
LASER ENGRAVE/
AUTO ENGRAVE



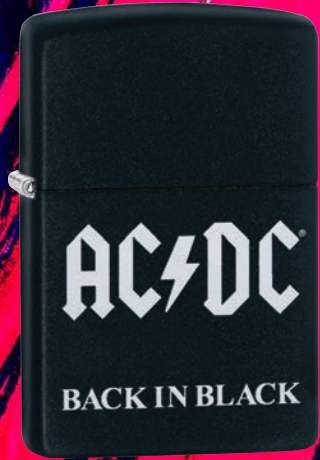
MAKE IT A PIPE LIGHTER

Easy to order, easy to sell

Demand for pipe lighter models has risen dramatically in the past two years, and is anticipated to continue to grow.

- Pipe lighter insert allows the user to direct and draw the yellow flame downward without scorching the pipe or the user's fingers.
- Any regular Zippo lighter can be ordered with the pipe insert instead of the regular insert, contact your sales associate for details.
- Pipe lighter inserts not sold separately.

REVERSE



49015
BLACK MATTE
COLOR IMAGE

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49014
GRAY
ICED/COLOR IMAGE



49029
BLACK MATTE
COLOR IMAGE

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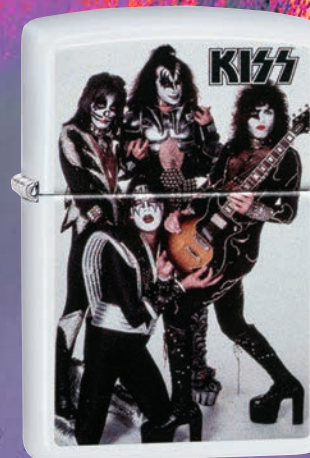
49009
STREET CHROME
COLOR IMAGE

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49008
STREET CHROME
COLOR IMAGE

© 2019 Tower Top Tours, Inc. Under License to Epic Rights.



49017
WHITE MATTE
COLOR IMAGE

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49018
STREET CHROME
COLOR IMAGE



49016
HIGH POLISH CHROME
COLOR IMAGE/
AUTO ENGRAVE



©2019 Sublime



49011
STREET CHROME
COLOR IMAGE



49010
STREET CHROME
COLOR IMAGE

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49013
WHITE MATTE
COLOR IMAGE



49012
WHITE MATTE
COLOR IMAGE

WOODSTOCK® Celebrating 50 Years!

Woodstock's legacy of peace and music lives on in this 50th anniversary lighter design. Zippo's previous Woodstock festival designs gave a solid performance at retail in the past, and we anticipate these harmonious designs will too.

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29758
STREET CHROME
COLOR IMAGE

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Available in selected countries, some restrictions may apply.



29852
STREET CHROME
COLOR IMAGE

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Available in selected countries, some restrictions may apply.



49004
STREET CHROME
COLOR IMAGE

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MAYANS M.C. SOA™ Next Chapter

Joining the wildly popular Sons of Anarchy™ lighter designs, Zippo introduces two new Mayans M.C. designs. Mayans M.C. is the next chapter in the Sons of Anarchy™ saga, Kurt Sutter's award-winning series, and these two designs pull inspiration from the Mayans Motorcycle Club's insignia. Season 2 of this series, which premiered to the best ratings of any new cable series in 2018, and in every major demographic, is anticipated to return in September 2019. Make sure you have the merch when the fans come looking.

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49019
BRUSHED CHROME
COLOR IMAGE



49020
LEMON
COLOR IMAGE



49005
SATIN CHROME
AUTO ENGRAVE

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Available in selected countries, some restrictions may apply.



49007
STREET CHROME
COLOR IMAGE



49006
SATIN CHROME
AUTO ENGRAVE

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Available in selected countries, some restrictions may apply.

A,B.



ZIPPO FUEL*

A. 3165EX
Lighter Fuel 12 oz.
Shipping carton of 24

B. 3141EX
Lighter Fuel 4 oz.
Shipping carton of 96

C,D.

BUY ONE. PLANT ONE.®

REPEAT 100,000 TIMES.

Zippo has partnered with Woodchuck USA to create wooden laser-cut emblem designs that will help restore and protect the forests of the world. Through the Buy One, Plant One initiative, for each lighter purchased, a tree is planted. Each lighter comes with a unique code that can be used to learn about the tree planted, its location, and the direct positive impact this purchase is having on this planet.

Set for Q3, Zippo is launching a global marketing campaign featuring these lighters and our goal to plant 100,000 trees. We will take our worldwide audience deep within the wild spaces where, together with Woodchuck USA, Zippo is helping restore natural habitats, provide environmentally friendly local jobs, support American manufacturing, and preserve the planet for future generations. Expect massive media attention, focused advertising, in-store and social media messaging devoted to this campaign. Details on the campaign launch and support materials for distributors, wholesalers, and retailers coming soon.

Variations in woodgrain and coloring make each Woodchuck lighter unique.

WE'VE TRAINED OUR LASER TO DO A FEW NEW TRICKS. INTRODUCING WOODCHUCK EMBLEMS WITH BURNED IN DESIGNS. ON THE STARS AND STRIPES DESIGN, EACH OF THE 50 STARS IS PERFECTLY RENDERED AND RAISED FROM THE LASERED FIELD. WHILE TOPOGRAPHY DESIGN FEATURES A CUTOUT OF A COMPASS ROSE, ALLOWING THE STREET CHROME FINISH TO POINT THE WAY.



REVERSE

49055
STREET CHROME
MAHOGANY EMBLEM



REVERSE

29966
BRUSHED CHROME
MAHOGANY EMBLEM

zippo®

2019 LUXURY
COLLECTION

Premium Decorated Lighters

SUPREME HEADQUARTERS
ALLIED EXPEDITIONARY FORCE



Soldiers, Sailors and Airmen of the Allied Expeditionary Force!
You are about to embark upon the Great Crusade, toward which we have striven these many months. The eyes of the world are upon you. The Hopes and prayers of liberty-loving people everywhere march with you. In company with our brave Allies and brothers-in-arms on other Fronts, you will bring about the destruction of the German war machine, the elimination of Nazi tyranny over the oppressed people of Europe, and security for ourselves in a free world.

Your task will not be an easy one. Your enemy is well trained, well equipped and battle-hardened. He will fight savagely.

But this is the year 1944! Much has happened since the Nazi triumphs of 1940-41. The United Nations have inflicted upon the Germans great defeats, in open battle, man-to-man. Our air offensive has seriously reduced their strength in the air and their capacity to wage war on the ground. Our Home Fronts have given us an overwhelming superiority in weapons and munitions of war, and placed at our disposal great reserves of trained fighting men. The tide has turned! The free men of the world are marching together to Victory!

I have full confidence in your courage, devotion to duty and skill in battle. We will accept nothing less than full Victory!

Good Luck! And let us all beseech the blessing of Almighty God upon this great and noble undertaking.

Dwight D. Eisenhower

DWIGHT D. EISENHOWER'S
ORDER OF THE DAY LETTER



D-Day 75th Anniversary Gift Set Includes: 1941 Black Crackle® lighter, antiqued brass medallion, reproduction of General Dwight D. Eisenhower's Order of the Day letter

LIMITED EDITION D-DAY 75TH ANNIVERSARY

Commemorative Gift Set

In tribute to the brave Allied Forces who faced down danger on the beaches of Normandy on June 6, 1944, Zippo presents the D-Day 75th Anniversary Collectible.

The Replica 1941 Black Crackle® lighter has been photo imaged with the iconic image of GIs on a landing craft, ready to undertake their mission. The set also includes an antiqued brass medallion featuring the insignia of the Supreme Headquarters Allied Expeditionary Force, along with a reproduction of General Dwight D. Eisenhower's Order of the Day announcing the commencement of the D-Day operation. Each lighter is consecutively numbered, and production is limited to 10,000 pieces worldwide.



29930

1941 Replica Black Crackle®
Photo Image



49000

Armor® Antique Copper
MultiCut

Reverse



49001

Armor® Antique Brass
MultiCut

Reverse

SEAMLESS 360° MULTICUT DESIGNS

Heavy Walled Armor®

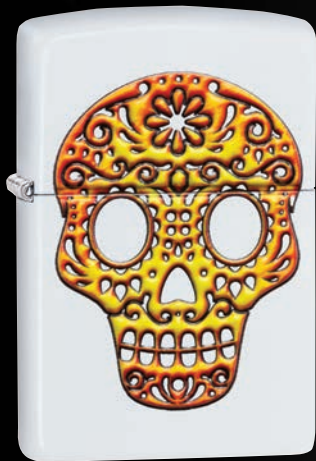
Zippo's MultiCut lighter designs are leaders in the luxury lighter market and as consumer "must-haves." Available exclusively on the Zippo's Armor lighters, Zippo's 360° MultiCut process seamlessly deep-carves the lighter case with incredible precision and detail, enveloping the lighter in artwork on all four sides.



Reverse

49027

Armor® High Polish Chrome
MultiCut



49003

White Matte
Texture Print



LA CALAVERA

Texture Printing

La calavera, an intricately decorated skull art celebrating life and what lies beyond death, has been an important form of art in Mexican culture as far back as the Mayan and Aztec civilizations. Also referred to as a sugar skull, for the candies decorated to resemble las calaveras, it emerges in 3D from the surface of a White Matte lighter through Zippo's Texture Printing process. Each decorative element can be seen and felt on this show-stopping design.



49023

Multi Color
Laser Fancy Fill



49024
High Polish Brass
Lustre



49022
Armor®
High Polish Brass
Deep Carve/Lustre



49030
Black Ice®
Laser Fancy Fill



49021
Armor®
High Polish Black Ice®
Deep Carve

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REPEAT 100,000 TIMES.

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Variations in woodgrain and coloring make each Woodchuck lighter unique.

Zippo introduces the natural beauty of Woodchuck emblems to the color-shifting sheen of a High Polish Green lighter. The mahogany wood emblem features a Zippo flame cutout that reveals an undulating laser-engraved pattern on the lighter surface.



Reverse

49056

Street Chrome
Walnut Emblem/
Color Image



Reverse

49057

High Polish Green
Mahogany Emblem/
Laser Engrave