

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 size Zippo lighter can be ordered with the pipe insert instead of the regular insert. When ordering, add PL to the model number and 1.50 to the retail price. Contact your sales associate to learn more.
- Pipe lighter inserts are not sold separately, and must be fit to the lighter at the Zippo factory to ensure it meets our quality standards.



REVERSE



49015
BLACK MATTE
COLOR IMAGE



49014
GRAY
ICED/COLOR IMAGE



49029
BLACK MATTE



49009
STREET CHROME™
COLOR IMAGE

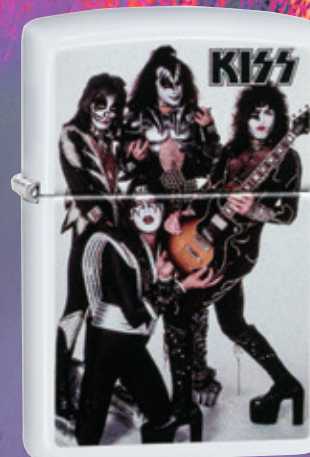
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49008
STREET CHROME™
COLOR IMAGE

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49017
WHITE MATTE
COLOR IMAGE



49018
STREET CHROME™
COLOR IMAGE

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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

2.

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Available in selected countries, some restrictions may apply.

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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29852
STREET CHROME™
COLOR IMAGE

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49004
STREET CHROME™
COLOR IMAGE

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49019
BRUSHED CHROME
COLOR IMAGE



49020
LEMON
COLOR IMAGE

2.



4 9 0 0 5
SATIN CHROME
AUTO ENGRAVE

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4 9 0 0 7
STREET CHROME™
COLOR IMAGE

5.



4 9 0 0 6
SATIN CHROME
AUTO ENGRAVE

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ZIPPO FUEL*

A. NEW! 3824
Odorized Butane Fuel
290 ml (165 g)

B. 3809
Butane Fuel
75 ml (42 g)

C. 3810
Butane Fuel
290 ml (165 g)



D. 3141
Lighter Fuel 4 oz.

E. 3341
Lighter Fuel 4 oz.

F. 3165
Lighter Fuel 12 oz.

G. 3365
Lighter Fuel 12 oz.

New! Odorized Butane

Zippo Butane Fuel is now available in our popular 290 mL can with odorization added for additional safety. The same Zippo-quality butane, bottled here in Bradford, PA, with a universal filling tip and an updated new look that will stand out on store shelves.

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
5.



REVERSE

29966
BRUSHED CHROME
MAHOGANY EMBLEM