



2012/13 CHOICE CATALOG

CHOICE: *a careful selection, something best or preferable, of fine quality, appealing to refined taste.* (Webster's II New Riverside University Dictionary).

ZIPPO CHOICE: *a handpicked collection of Zippo lighters, selected from hundreds of concepts submitted by our best designers, guaranteed to appeal to even the most refined tastes.*

Zippo Choice celebrates Zippo's 500 million lighter milestone, marked on June 5, 2012, with two delightful commemoratives.

Catch the next generation of refillable premium butane Zippo BLU² in glorious high polish chrome. Innovative engraving, dimensional emblems, colorful iced treatments, and a shadowy new finish highlight the 2012 - 2013 selection of Choice lighters.

Every page showcases fresh and exciting new looks! Order from Zippo Choice now through July 31, 2013.

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.



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The packaging insert tray and packaging insert card are patented in the U.S.A. and in many countries.

Because we are constantly improving our products, some items may not look exactly as depicted. Prices and specifications subject to change without notice.

zippo.com



Choice Collection

In 1932, one man had a vision to build the world's best lighter. George G. Blaisdell formed raw brass into a rectangular case, tooled and assembled 22 parts in 108 manufacturing processes, and created the iconic Zippo lighter. Since then, a succession of nearly 2,500 craftsmen and women has turned out over 500,000,000 Zippo lighters in Bradford, PA.

For one day only - June 5, 2012 - every Zippo lighter made in our factory received a custom bottom stamp commemorating production of the 500 millionth lighter that same day. The die used to create that bottom stamp was then pulled from production and placed in the Zippo/Case Museum along with the milestone lighter.





Choice Collection

On June 5, 2012, after hitting our 500 million lighter milestone, nearly all of Zippo's production for the remainder of the day was dedicated to these two lighter models. Each was serialized with a unique number. Each includes the date and a special bottom stamp that was used only on this one day, then retired to the Zippo/Case Museum.



28412
Brushed Chrome



500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION

REPLICA EDITION

Classic brushed chrome lighter with two-tone engraving replicates the 500 Millionth Zippo lighter, produced in Bradford, Pennsylvania on June 5, 2012. It is engraved with an individual serial number on the front, and distinguished by a unique bottom stamp used exclusively on Zippo lighters produced on June 5, 2012 .

The Replica Edition is packaged in a custom gift box.






Choice Collection

The Limited Edition lighter is packaged in a custom folio box with oval brass “blank”, the first step in making every Zippo lighter. Each lighter begins as a “blank” that is drawn, stamped, trimmed, welded, plated, buffed, and decorated to turn it into the iconic Zippo lighter. This commemorative “blank” is stamped with the same 500 Million Armor bottom stamp as the accompanying lighter.

This commemorative set is limited to only 10,000 pieces for worldwide distribution.



28413
Armor
High Polish Chrome

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500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION 500 MILLION

LIMITED EDITION

Limited Edition collectible honors the 500 Millionth Zippo lighter produced in Bradford, Pennsylvania on June 5, 2012.

The deep carved and laser engraved high polish chrome Armor lighter is stylized with rich gold colorfill, a gold-flashed brass insert, and individual serial number on the front. Like the 500 Millionth lighter and every Zippo lighter produced on June 5, 2012, this commemorative lighter is distinguished by an exclusive bottom stamp used only on that day.





Choice Collection



The Zippo logo and flames pattern on Cerulean Iced.

28364
Cerulean



One of the most popular themes on a Zippo lighter continues to be a pictorial timeline of Zippo bottom stamps.

28381
High Polish Chrome



Choice Collection



28356
Satin Chrome

Innovative engraving enhances the majestic eagles on these Zippo-themed lighters.



28357
High Polish Chrome



Choice Collection

BLU² is the next generation of the Zippo BLU premium butane lighter. More reliable than ever, new high-precision technology sparks a flawless butane flame, light after light. The restyled case echoes the unforgettable look and sound of a classic Zippo windproof lighter. Made in the USA, the wind-resistant Zippo BLU² is unmatched in delivering a clean-burning, hot flame every time.

High polish chrome finish available unadorned or with ace of spades color image.



30200
High Polish Chrome



30201
High Polish Chrome





Choice Collection



28379
Gray Dusk

Shadowy Gray Dusk translucent finish available unadorned for emblem, laser, or color imaging; or stamped with an enduring spade image.



28378
Gray Dusk




Choice Collection

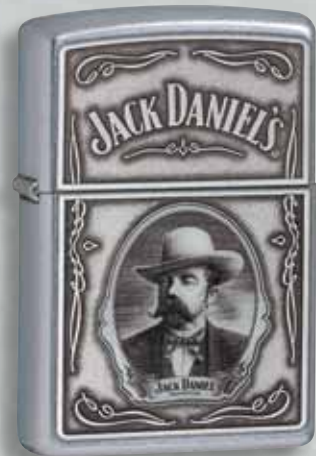


Deep carved border frames generous imprint area on lustrous high polish chrome Armor.

28366
Armor
High Polish Chrome

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Dimensional pewter emblem with distinctive cameo portrait.



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28343
Emblem
Street Chrome



Choice Collection

Zippo adds a splash of red to the 2012 - 2013 collection with delectable candy apple red on diagonal weave.



28353
Diagonal Weave



28377
Brushed Brass

Intricate engraving and rich color imaging blend in an elegant damask pattern on brushed brass.



Choice Collection



A sparkling crystal sets off the delicate engraving on this high polish slim lighter. Generous area for personalization for a one-of-a-kind gift.



28365
*High Polish Chrome
Slim®*



Laser and rotary engraving combine to create a holographic effect on colorful spectrum.

28362
Spectrum



Choice Collection



Dimensional pewter bottle dominates a domed epoxy beverage list for an attractive pewter emblem on street chrome.

28344
Emblem
Street Chrome

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Intended for adults of legal purchase age for alcoholic beverages.



Rolling Stones' 50th Anniversary.
Rock on!

28380
High Polish Chrome



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[HTTP://WWW.ROLLINGSTONES.COM](http://www.ROLLINGSTONES.COM)





Choice Collection



28354
Meadow



Zippo's Iced process highlights multi-faceted engraving layered with a translucent powder coat to give the illusion of looking through a thin sheet of ice. Clover design decorates both front and reverse surface of the translucent Meadow lighter.



Choice Collection

Zippo's color imaging process captures a pensive panda face in amazing close-up detail.



28358
Black Matte



Stylized laser and rotary engraving is topped off with a topaz crystal.



28361
Black Ice®



Choice Collection

Salute the U.S. Marine Corps with a dimensional antiqued brass emblem on classic black crackle.




Officially Licensed Product of the
United States Marine Corps.
www.marines.com
1.800.marines

28368
*Emblem
Black Crackle*



Deep laser unity ribbon on
beautiful high polish Armor.

28367
*Armor
High Polish Chrome*

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Choice Collection



No.3141
Lighter Fluid 4 oz.
(shipping carton of 24)
(No. 3341 carton of 12)



No.3165
Lighter Fluid 12 oz.
(shipping carton of 24)
(No. 3365 carton of 12)

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo fluid, flints, and wicks. For optimum performance of every Zippo BLU and BLU² butane lighter, we recommend genuine Zippo premium butane gas and flints. For all Zippo Multi-Purpose lighters, we recommend genuine Zippo premium butane gas.



No.3809
Butane Fuel
42 grams 1.48 oz.
(shipping carton of 48
with 4 innerpacks of 12)



No.3810
Butane Fuel
165 grams 5.82 oz.
(shipping carton of 48
with 4 innerpacks of 12)



Choice Collection

For optimum performance of every Zippo windproof lighter, we recommend genuine Zippo flints and wicks.



No. 2406C
Six Flint Dispenser
24 per Display Card



Zippo flints fit all Zippo windproof lighters and Zippo BLU and BLU² lighters.

No. 2406N
Flint Cards
24 cards per display box;
24 boxes per master carton



No. 2425
Wick Cards
24 cards per display box;
24 boxes per master carton

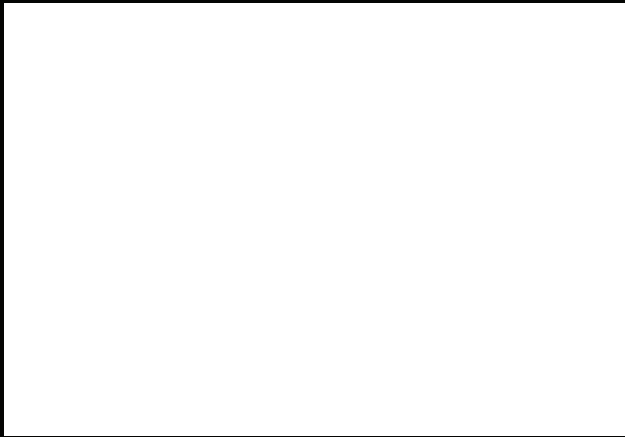
Part Number – Page Number Cross Reference Table

Part #	Pg.	Part #	Pg.
2406C.....	16	28362.....	10
2406N	16	28364.....	4
2425	16	28365.....	10
3141.....	15	28366.....	8
3165	15	28367.....	14
3809.....	15	28368.....	14
3810	15	28377	9
28343	8	28378.....	7
28344.....	11	28379.....	7
28353	9	28380.....	11
28354	12	28381	4
28356.....	5	28412	2
28357	5	28413	3
28358.....	13	30200.....	6
28361	13	30201.....	6



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