

# zippo®

## Promotional Products

2018/2019





## Every Zippo Lighter has a story.....

In the year 1932 in a small town named Bradford in northern Pennsylvania, George G. Blaisdell laid the foundation for a unique story of success. It all began when a good friend in a country club lit his cigarette with a bulky Austrian gas lighter. In response to his skeptical and inquisitive expression, he received the answer, "It works." This moment changed the life of George G. Blaisdell, and it became the hour when the Zippo Lighter was born.

The name was also quickly found: a few years earlier, another creative American had invented the zipper, so Mr. Blaisdell named his lighter Zippo. In his workshop above the Rickerson & Pride Garage, he produced 82 Zippo Lighters in the first month and made a turnover of 62 dollars and 15 cents.

Today, nearly 85 years after the company was founded, Zippo has nearly 600 employees in its factory in Bradford, and every day it manufactures nearly 70,000 Zippo Lighters that are sent to all parts of the world. A traditional American product born during the Great Depression – Black Friday in October 1929 had still not been overcome – the Zippo Lighter became a symbol for typical American values.

It was especially the lifetime guarantee that led to the great success in the United States and then worldwide. The Zippo Lighter became a symbol for the American way of life and, without exaggeration, the world's best-known lighter. This myth is also famous due to its presence at the focal points of the world. Many buyers who are non-smokers benefit from its reliability. Sailors and hunters never venture out without their Zippo.

Except for small changes, Zippo Windproof Lighters have been produced the same way for decades. While the proven technology remained unchanged, new designs are regularly made for special occasions and license editions that continually give the Zippo Lighter a new look. With this concept, the Zippo Lighter is not only the world's most reliable, but also the most collected lighter. More than 20% of all Zippo Lighters sold go directly into the hand of collectors. Rare specimens fetch top prices at collector's markets. The Zippo-Click has become an international synonym for reliability and quality.

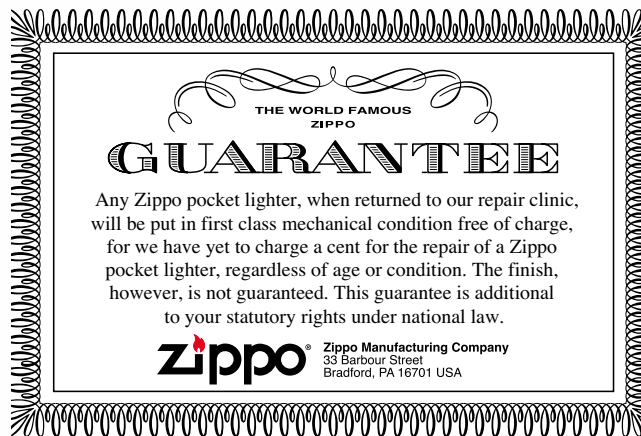
In 1936 Zippo Lighters were used first as incentive awards by a life insurance company in Iowa. At the same time Kendall Oil Company in Bradford, Pennsylvania ordered 500 lighters with its logo, each had to be hand engraved and color filled. This was the beginning of the Zippo specialty advertising division.

Since that time Zippo has developed several sophisticated imprinting and engraving methods. Zippo has a reputation for producing the finest quality imprints in the specialty advertising industry.

Today Zippo offers a wide selection of distinctive gift items. Giving a Zippo gift is a practical and thoughtful way to show your appreciation, and best of all, each gift is designed to enhance your logo or message. The philosophy of the Zippo Manufacturing Company has always been to produce the highest quality American made products at the best possible price, back them with an unconditional guarantee, and give the best service possible.

HISTORY





- 4 Zippo Regular
- 8 Zippo Colors
- 10 Zippo Slim
- 12 Zippo Lighter Identification Codes
- 13 Zippo Accessories
- 14 Zippo Hand Warmer
- 16 Zippo Flex Neck Utility Lighter
- 17 Zippo Candle Lighter
- 18 Zippo Signature Styleguide

**ZIPPO - REGULAR**

We offer perfect implementation for every Corporate Design.  
For an overview of the offered print techniques, see pages 18 to 19.

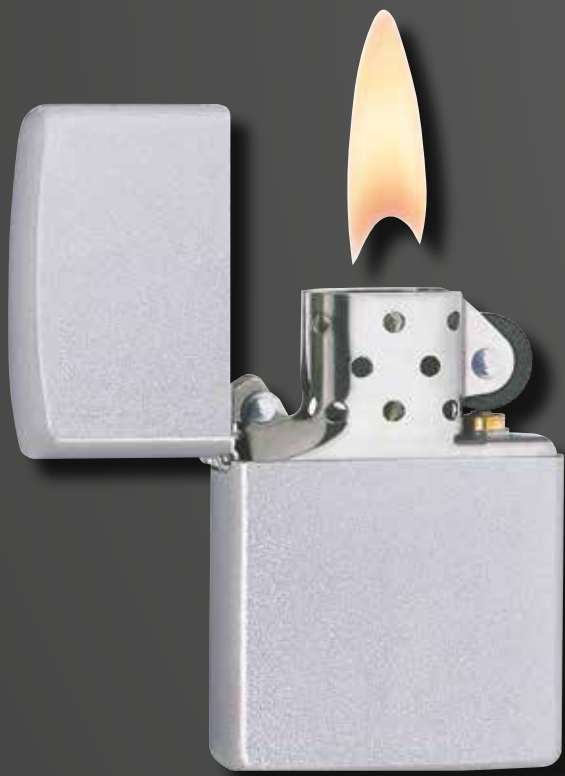


Chrome Brushed  
**60.000.804 #200**

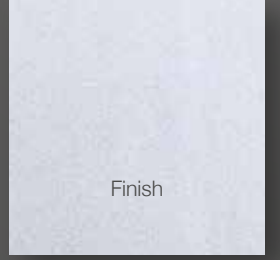


Finish

*Shown at actual size*



Satin Finish  
**60.000.806 #205**



Finish

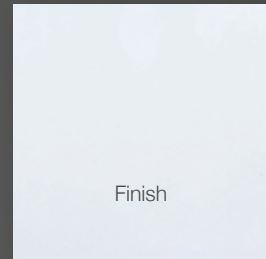
*Shown at actual size*



zippo®

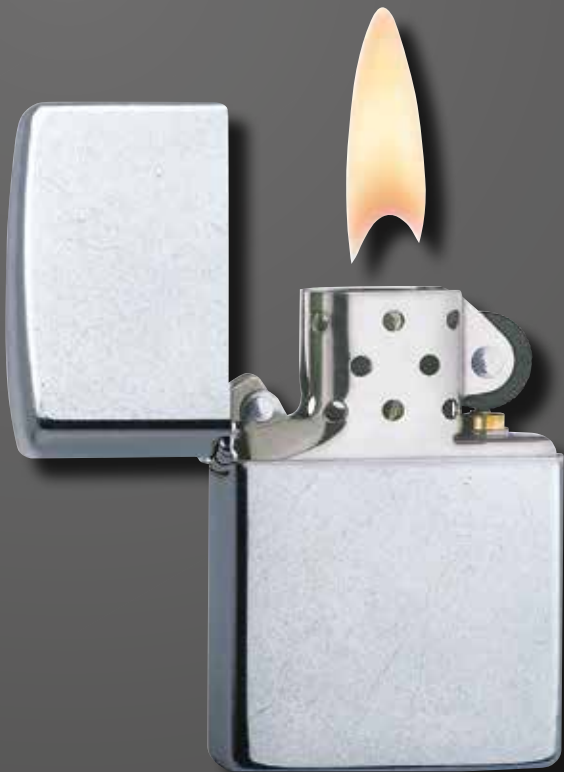


Chrome High Polished  
60.000.805 #250



Finish

*Shown at actual size*



Street Chrome  
60.001.162 #207



Finish

*Shown at actual size*

ZIPPO - REGULAR

ZIPPO - REGULAR



*Shown at actual size*

Brass High Polish  
**60.001.166** #254B  
CI, LA, AE



Brass Brushed  
**60.001.165** #204B  
CI, LA, AE



Gold Dust  
**60.001.161** #207G  
CI, LA, AE



Black Crackle  
**60.001.196** #236  
CI, LA



Black Matte  
**60.001.195** #218  
CI, LA



Black Matte  
Chrome Media  
**60.001.320** #218C  
CI, LA, AE



Chrome Bottom



Black Ice®  
**60.001.163** #150  
CI, LA, AE



Chrome Arch  
**60.001.233** #24647  
CI, LA, AE



Herringbone Sweep  
**60.001.234** #24648  
CI, LA, AE



*The sketch shows the surfaces that can be designed on Zippo Regular Lighters.*



Linen Weave  
**60.001.256** #28181  
CI, LA, AE



Diagonal Weave  
**60.001.257** #28182  
CI, LA, AE



Antique Silver  
**60.001.192** #121  
CI, LA, AE



# ZIPPO - COLORS



White Matte  
**60.001.194**  
#214  
Cl, LA



Cream Matte  
**60.001.321**  
#216  
Cl, LA



Pink Matte  
**60.001.185**  
#238  
Cl, LA



Red Matte  
**60.001.187**  
#233  
Cl, LA



Royal Blue  
Matte  
**60.001.189**  
#229  
Cl, LA



Navy Blue  
Matte  
**60.001.188**  
#239  
Cl, LA



Orange  
Matte  
**60.001.190**  
#231  
Cl, LA



Iron Stone  
**60.001.272** #211  
Cl, LA



Lemon  
**60.001.242** #24839  
Cl, LA



Neon Pink  
**60.000.475** #28886  
Cl, LA



Neon Yellow  
**60.000.476** #28887  
Cl, LA



Neon Orange  
**60.000.477** #28888  
Cl, LA





MultiColor  
**60.000.807**  
 #151  
 CI, LA, AE



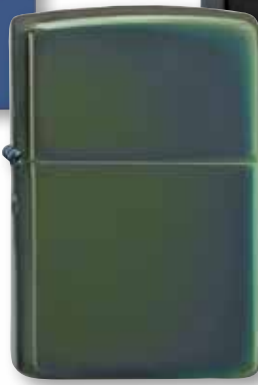
High Polish Blue  
**60.001.164**  
 #20446  
 CI, LA, AE



High Polish Black  
**60.000.817**  
 #24756  
 CI, LA, AE



High Polish Purple  
**60.001.237** #24747  
 CI, LA, AE



High Polish Green  
**60.001.262** #28129  
 CI, LA, AE

*Lasered hinge barrel and bottom stamp on powder coat finishes manufactured since 2010 identify the lighter as a genuine Zippo windproof lighter.*



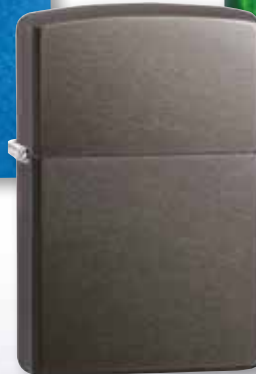
Candy Apple Red  
**60.001.184**  
 #21063  
 CI, LA



Toffee  
**60.001.191** #21184  
 CI, LA



Cerulean  
**60.001.236**  
 #24534  
 CI, LA



Grey  
**60.001.274** #28378  
 CI, LA



Green  
**60.001.243**  
 #24840  
 CI, LA

**ZIPPO - SLIM**



*Shown at actual size*



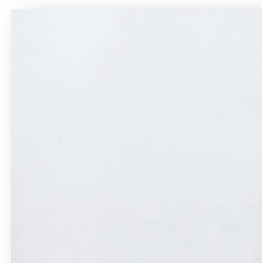
Slim Street Chrome  
**60.001.160** #1607  
CI, LA, AE



Finish



Slim Chrome High Polish  
**60.001.174** #1610  
CI, LA, AE



Finish



Slim Satin  
**60.001.179** #1605  
CI, LA, AE



Finish



Slim Chrome Brushed  
**60.001.178** #1600  
CI, LA, AE



Finish



Slim Brass High Polish  
**60.001.177** #1654B  
CI, LA, AE



High Polish Purple  
**60.001.259** #28124  
CI, LA, AE



High Polish Blue  
**60.001.181** #20494  
CI, LA, AE



Slim Black Matte  
**60.001.176** #1618  
CI, LA



High Polish Black  
**60.001.260** #28123  
CI, LA, AE



MultiColor  
**60.001.180** #20493  
CI, LA, AE



Slim Black Ice®  
**60.001.182** #20492  
CI, LA, AE

**ZIPPO - SLIM**



*The sketch shows the surfaces that can be designed on Zippo Slim Lighters.*

**Cardboard Box**

Standard packaging for Zippo lighters  
(59 mm x 85 mm x 22 mm)



**Bottom Stamp Date Codes**

As with most collectibles, the date of manufacture of a Zippo lighter often affects its value. Valuable information on the bottom of every Zippo lighter can help you determine its date of manufacture. Most lighters fabricated between 1933 and 1957 can be identified by style and model and the patent or patent-pending marks.

Starting in the mid 50s, date codes were stamped on the bottom. The original purpose was for quality control. The date codes have since become an invaluable tool for Zippo collectors.



The appearance of the word "Zippo" in the bottom stamp provides another clue to dating. There have been three major changes, as shown in inset. From 1933 to the mid 50s the word Zippo was stamped in block letters. The Zippo script logo was developed in the late 40s and was phased-in on the lighter bottom stamp around 1955. In the late 70s the logo was redesigned. It was incorporated into the bottom stamp in 1980.

**Regular Lighter Identification Codes**

1933	Patent Pending
1937 - c.1950	Patent 2032695
1942 - 1946	Black Crackle, Patent 203695. ①
c.1950 - c.1957 ②	Patent 2517191
c.1950 - c.1957 ③	Patent 2517191 with patent pending

1958 Patent Pending	1971
•••• ••••	1972
1959 •••• •••	1973
1960 ••• ••	1974 //// ////
1961 ••• ••	1975 //// ///
1962 •• ••	1976 /// ///
1963 •• •	1977 /// //
1964 • •	1978 // //
1965 •	1979 ④ / //
1966	// /
1967	1980 / /
1968	1981 /
1969	1982 \\\\ \\\\
1970	1983 \\\\ \\\

1984 \\\ \\\	1997 A to L XIII
1985 \\\ \	1998 A to L XIV
1986 ⑤ \ \	1999 A to L XV
1986 G to L	2000 A to L XVI
1987 A to L	2001 ⑥ A to L 01
1988 A to L IV	2002 A to L 02
1989 A to L V	2003 A to L 03
1990 A to L VI	2004 A to L 04
1991 A to L VII	2005 ⑦ A to L 05
1992 A to L VIII	to to
1993 A to L IX	2010 A to L 10
1994 A to L X	to to
1995 A to L XI	2020 A to L 20*
1996 A to L XII	

- ① On some lighters, this number was stamped in error, should have been Patent 2032695.
- ② Zippo records indicate an overlap of bottom stamp configurations from 1949-1957.
- ③ Some lighters produced between 1955-57 were date coded; however, specifics remain unclear.
- ④ In 1979 an error was made in the date code. One of the slash marks was removed from the left of the Zippo trademark instead of being removed from the right; thus the code read: / //. This date code error was corrected within the same year to read: // /
- ⑤ Effective July 1, 1986 the dot and slash system was replaced by year / month code. Year is coded by Roman numeral; letter designates month (A=January, B=February, etc.)
- ⑥ Beginning in 2001, the Roman numerals indicating the year were replaced with numbers corresponding to the last digits of the year of manufacture.

**Slim Lighter Identification Codes**

Slim lighters were first introduced in 1966, with a flat bottom and no date code. The first markings were added in 1957 and overlapped into 1958. From 1967-1965 the code configuration on the slim lighters differed from the regular lighters. From 1966 on, the configuration has been the same.

1957 •••• ••••	1961 •• ••
1958 •••• ••••	1962 •• •
•••• •••	1963 • •
1959 ••• •••	1964 •
1960 ••• ••	1965



Pouch Brown with Loop  
60.001.216



Pouch Brown with Clip  
60.001.218



Pouch Black with Clip  
60.001.219



Pouch Black with Loop  
60.001.217



50 x 50 mm

The sketch shows the surfaces that can be designed on a Zippo Flask



Zippo Lighter Fluid / 125 ml  
60.001.215



Zippo Flask 3 oz. / 89 ml  
60.000.197 CI, LA  
68 x 95 mm



Zippo Gift Set  
60.001.222  
(Set without lighter)

Shown at actual size

# HAND WARMER



You want to be able to enjoy the Great Outdoors even when it's cold outside. And that's why we built our rugged, metal hand warmer. It has a high-polish finish and a sleek, thin design so it easily fits into pockets, and it's virtually odorless (great for hunters) and stays warm for up to 12 hours. Plus, it's reusable with Zippo lighter fluid and includes a convenient filler cup and warming bag.

So whether you are going hunting or hitting the slopes, our hand warmer will keep you warm while you're at it. Ideal for hunting, ice fishing, skiing, snowmobiling and outdoor sporting events.



Shown at actual size



Hand Warmer Chrome  
60.001.658  
CI, LA

The sketch shows the surfaces that can be designed on a Zippo Hand Warmer



Reverse Side



Hand Warmer Black  
60.001.470  
CI, LA



Hand Warmer Orange  
60.001.660  
CI, LA



Hand Warmer Realtree  
60.001.659  
CI, LA



REALTREE AP HD ©2006 of Jordan Outdoor Enterprises, Ltd., all rights reserved.



2.002.620

Hand Warmer Giftbox (Set without Hand Warmer)





Shown at actual size



Hand Warmer Pink  
60.001.663  
CI, LA



The sketch shows the surfaces that can be designed on a Zippo Hand Warmer

Reverse Side



Hand Warmer High Polish Chrome  
60.001.661  
CI, LA



Hand Warmer Pearl  
60.001.662  
CI, LA



# ZIPPO - FLEX NECK UTILITY LIGHTER



Rubberized Flat Black  
60.003.112

Satin Silver  
60.003.111

- Available in two finishes, satin silver and rubberized flat black rugged metal construction
- Advanced ignition system
- Adjustable butane flame
- Safety button

Grills, lanterns, tiki torches and fireplaces all require a certain degree of precision when being lit. And that's where the Flex Neck Utility Lighter comes in.

It's slim, powerful nozzle easily fits into the openings on most grills and lanterns, and with wind-resistant dual-flame technology, it's ideal for any outdoor setting.

Wind-resistant dual-flame technology, flexible extended neck, topped by a slim, powerful nozzle, easily fits all lighting openings.

Shown at actual size



The colourful practical Candle Lighters are equipped with an exclusive gift box. It's another beautiful reason to make gifts to others and yourself.

Zippo Candle Lighters are available in different colors. Please ask for more information.

**A Lighter Style**

From candelabras to birthday candles, the Candle Lighter is everything consumers love about the original Zippo, petite and colorful.

**ZIPPO - CANDLE LIGHTER**

Black matte  
**60.001.241**

The sketch shows the surfaces that can be designed on a Zippo Candle Lighter

15 x 25 mm

Shown at actual size

CI, LA

..... Adjustable flame

Made by Zippo.  
You get a reliable product.  
Your customers get a  
..... 3-year warranty.

..... Patented child-resistant safety button (on back)

..... Ergonomic yet stylish design

Brushed Chrome  
**60.001.280**

..... Butane fuel valve (on bottom)

CI, LA

Packaged in gift box.

All models below require special handling due to the unique processes and methods on each piece. Several model styles below require minimum quantities, tooling charges, special lead times, as well as specific art files.

Contact your Zippo sales representative for more information.



#### Laser Engrave (LA)

This state-of-the-art process allows Zippo tremendous flexibility when reproducing your artwork on our products. Our laser engravers are computer programmed to generate an accurate replication of your imprint.

- standard imprint charges
- minimum quantity required
- multiple surfaces available
- shows great contrast



#### Laser Two Tone (LTT)

Zippo's lasers can be programmed utilizing two different depths, creating a unique contrast within the image.



#### Lustre (LE)

Zippo's signature lustre etch method produces an attractive, durable imprint. The artwork is etched into the lighter and plated for a permanent mark. A beautiful contrasting effect is created.

- Some model restrictions apply
- Art constraints apply
- Cannot pass thru lid line



**Auto Engrave (AE)**

The crisp, clean jewelry look of auto engraving has become one of the most popular methods of customization. Skilled operators use either rotary engrave or diamond cut method to inscribe an image into the product using creative fill patterns. A dimensional effect can be achieved by using directional fill patterns.

- standard imprint charges
- not available on powder coat and translucent finishes
- can be done on sterling silver and solid gold
- minimum quantity required
- lid line adjustment may be made
- may require additional lead times



**Color Image (CI)**

State-of-the-art printing method allows Zippo to imprint multiple spot colors or full-color photographic representations. Spot colors can be matched to PMS colors and used for one, two or three-color simple logos. Previously known as surface imprint.

- Zippo will accept vector artwork files (Adobe Illustrator) in these formats: .ai, .eps, .pdf (provided entire contents of file are vector). Zippo can also imprint artwork in full color or a photographic representation. Previously known as 4-color process pad print.
- Zippo will accept raster artwork files (Adobe Photoshop) no less than 1.5" wide by 2.25" high with a resolution of 600 DPI (dots per inch). Acceptable formats include .psd, .tif, .eps, .jpg (provided the resolution is high enough.) Any file requiring background isolation must have paths or a layered file with transparent background included

- standard imprint charges
- not available on precious metal finishes
- minimum quantity required
- special art requirements / hi resolution photo required to be reviewed by Creative Services



**Emblem (E)**

Image is die struck onto various metal substrates such as brass, aluminum, and pewter.

- Art constraints
- Additional lead times required
- Tooling charges and minimum quantities may be required
- Contact sales rep for details

**Custom Art • Limited Editions • Exclusive Designs • Signature and Licensed Designs**

Special event and / or anniversary designs can be supplied by customer or created by Zippo artists. Personalization and consecutive numbering are available for an additional charge.

Designs supplied by Zippo customers can be restricted to others. Must be discussed and approved through Design Center. Signature and licensed designs must be processed and approved by our licensing department. Call your sales representative for details.

