

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 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 in-  
flicted 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 Al-  
mighty 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



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## 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.

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Reverse

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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



# BUY ONE. PLANT ONE.<sup>®</sup>

## 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.

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