



2019/2020 Choice Catalog

# Choice

something that is preferred or preferable to others; the best part of something: carefully selected.\*

## 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.

An incredible selection of unique lighters – new engraving combinations – sets high expectations for record-setting sales from this Zippo Choice.

# 45<sup>th</sup> Anniversary Venetian®



Introduced in 1974, the Venetian design - originally called the Florentine design, before being renamed in 1976 - displays floral motifs with roots that reach from the Italian Renaissance all the way back to the beginnings of Western Civilization's art. In fact, Zippo's designers based the original Florentine design on a pattern called Western Filigree.

In celebration of this timeless design, Zippo has recreated this globally appealing art using a trio of luxury design methods: 360° MultiCut, Epoxy Inlay, and debuting Zippo's newest design process - Laser 360° to envelop this lighter in classic beauty.

Production limited to 2019 only.

**49053**

Armor®

High Polish Chrome  
MultiCut/Epoxy Inlay/  
Laser 360°

# Buy One, Plant One™

Zippo's mission to be a global partner in caring for our planet continues with these two new lighter designs in the WOODCHUCK USA series. These emblem designs incorporate birch and mahogany inlays to create tonal silhouettes. And every single lighter is backed not only by Zippo's famous guarantee, but also a promise to plant a tree for each lighter sold.



**49043**

Street Chrome

Wood Emblem Attached



All WOODCHUCK USA lighters come standard in packaging shown.



**49042**  
Street Chrome  
Wood Emblem Attached



## 360° Laser Engraving

The unparalleled precision of Zippo's laser engraving process continues to evolve new lighter design capabilities. New in 2019, Zippo introduces 360° Laser Engraving, which seamlessly circumnavigates a lighter's entire surface, just like the wildly popular MultiCut process, with one major difference: 360° Laser Engraving is available on classic High Polish base models too, not just Armor finishes.

Zippo's Laser 360° wraps these Black Ice lighters in vintage Zippo style, proving that no matter how you write it, Zippo is always newsworthy.

**49049**  
Black Ice®  
Laser 360°



All Laser 360° lighters come standard in the Zippo Premium Box.



**49051**  
Black Ice®  
Laser 360°



The all-seeing Eye of Providence adorns two new Choice designs. The first casts the divine gaze from a green Swarovski® crystal set into a deep carved pyramid on a Brass High Polish Armor lighter, and also features a gold flashed insert. The Multi Color finish lighter is adorned with additional ancient symbols surrounding the Eye – each detail within this design created by Zippo's intricate Laser Fancy Fill process.



**49060**  
Armor®  
High Polish Brass  
Deep Carve/  
Emblem Attached



**49061**  
Multi Color  
Laser Fancy Fill

*Adorned with Swarovski® Crystal*





## MultiCut Slim

In another Zippo first, the MultiCut process debuts on a Slim High Polish Chrome lighter. The elegant diamond patterned band that encircles the middle of the lighter features a solitaire Swarovski® crystal accent.

**49052**  
Slim Armor®  
High Polish Chrome  
MultiCut/  
Emblem Attached

*Adorned with Swarovski® Crystal*



**49002**  
Satin Chrome  
Color Image/Auto Engrave



**29986**  
Black Matte  
Texture Print

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# Top Designs

The perpetually dapper Playboy bunny radiates charm in this design that was voted one of the best new designs among surveyed consumers.

Zippo's recent introduction of texture printing is gaining plenty of consumer interest. This texture printed lock design was one of the most highly rated lighter designs from Zippo's consumer testing results.





**49058**

Armor®

High Polish Chrome

Deep Carve/ Epoxy Inlay

# Crystal Skulls

These two new skull designs feature the largest Swarovski® crystal attachments Zippo has ever put on a lighter. Glimmering 3-D crystal skulls combined with auto engraved, feathered wings and a deep carved spider web tested incredibly well globally with consumers, and received overwhelmingly positive feedback from European consumers, in particular.



**49034**  
Satin Chrome  
Auto Engrave/  
Emblem Attached

*Adorned with Swarovski® Crystal*

**29931**  
Armor®  
High Polish Chrome  
Deep Carve/Emblem Attached

*Adorned with Swarovski® Crystal*





**29987**  
High Polish Indigo  
Laser Engrave



**49035**  
Armor®  
Antique Brass  
MultiCut

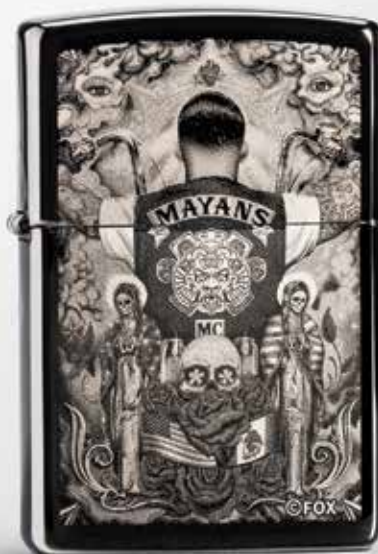


# Mayans M.C.

After a strong debut in the Spring Brochure, 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 premiered to the best ratings of any new cable series in 2018, in every major demographic. Season 2 begins airing in September 2019, and devoted fans of the show are eager for memorabilia to show their loyalty to the club.



**49032**  
Armor®  
High Polish Chrome  
Deep Carve/Color Image

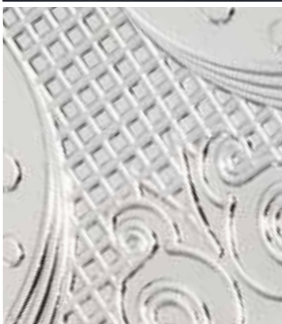


**49031**  
Black Ice®  
Photo Image



**49048**  
High Polish Blue  
Laser 360°

**49046**  
High Polish Blue  
Laser 360°



**49037**  
Armor®  
High Polish Chrome  
MultiCut

# Colorful High Polish Lighters

Deep Carve and MultiCut treatments are dazzling on high polish lighters, adding even more vibrant flashes of color. The High Polish Blue lighter has been deep carved on the front and back sides with an elegant jacquard diamond pattern. The High Polish Green lighter is covered in an Art Deco pattern by Zippo's MultiCut process and features a lustre etched dragon on the front.



**29964**

Armor®  
High Polish Blue  
Deep Carve

**49054**

Armor®  
High Polish Green  
MultiCut/Lustre



## 3D Deep Carve

Zippo is not only inventing new decorating methods, the design team is also pushing the most popular design capabilities to exciting new limits. In this Armor lighter design, the immensely popular Black Ice finish is adorned with a Zippo flame that appears to be fully-3D, but in reality was created through clever artistic manipulation of Zippo's deep carved process.

**29928**  
Armor®  
High Polish Black Ice®  
Deep Carve



# James Bond

No matter what you call him – Bond, James Bond, 007, or (if you're feeling like a villain) Mr. Bond – everyone understands the allure of 007. This 007 Deep Carve design on an Armor Antique Silver Plate lighter allows anyone with good taste to carry a bit of Bond's mystique.



**49033**

Armor®

Antique Silver Plate

Deep Carve

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**49059**  
Black Ice®  
Photo Image



**49040**  
Armor®  
High Polish Black Ice®  
Deep Carve/Laser Engrave

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# Chinese Zodiac

Zippo continues the Chinese Zodiac collection with 2019's the Year of the Rat. The combination of laser and auto engraving on a red matte lighter brings the best fortune possible to its lucky recipients.



**29929**

Red Matte

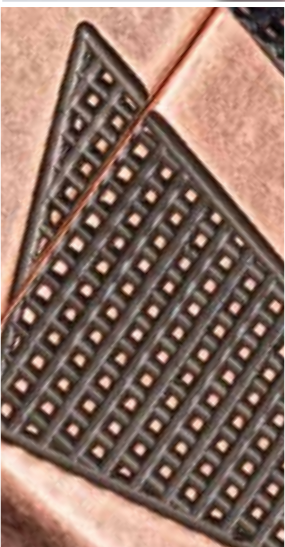
Laser Engrave/Auto Engrave



**49045**

Multi Color

Laser 360°



**49036**  
Armor®  
Antique Copper  
MultiCut

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

# Lighter Fuel



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



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

# Flints and Wicks



## 2406C

6 Flints Plastic Dispenser

24 dispensers per display.  
24 boxes per shipping carton.



## 2406N

6 Flints Plastic Dispenser

Individually carded,  
punched for pegboard use.

24 cards per counter  
display box. 24 boxes  
per shipping carton.



## 2425

Wick

Individually carded,  
punched for pegboard use.

24 cards per counter  
display box. 24 boxes  
per shipping carton.

# PACKAGING

## One Box

Unless otherwise stated, every Zippo windproof lighter in this catalog is packaged in the dealer friendly "one box". Both the attractive gift box and the cardboard I-card are 100% recyclable. The patented "one box" is attractive, easy to handle and designed to fit in every Zippo display.



## ZLuxury

The ZLuxury box was designed especially to showcase the incredible engraving that envelopes each Armor 360° MultiCut Zippo lighter. A high-density foam insert securely holds the lighter, while mirrored wings allow a wraparound view of the design without removing the lighter from the packaging or display case. Silver, black and red foil stamped accents adorn the lid and makes for an elegant gift presentation. ZLuxury packaging comes standard with all MultiCut lighters.



## Zippo Premium Box

The Zippo Premium box debuts as the standard packaging for every Laser 360° lighter. The box has the same footprint and lid as the attractive one box, but with several upscale elements inside borrowed from the ZLuxury packaging. A high density foam insert securely holds the lighter, while mirrored wings allow a wraparound view of the design without removing the lighter from the packaging or display case.





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### Zippo Guarantee:

Any Zippo pocket lighter, when returned to our factory, will be put in first class mechanical condition free of charge, for we have yet to charge a cent for the repair of a Zippo pocket lighter, regardless of age or condition. The finish, however, is not guaranteed.

This guarantee gives you specific legal rights and you may also have other rights which vary from state to state. Other Zippo products carry their own specific warranties.

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