

zippo®

2005 Multi-Purpose Lighter Catalog

SUMMER



ELEGANCE



OUTDOOR





Zippo. The name in flame.

More than 70 years ago, the first Zippo windproof lighter was made in Bradford, PA. From its exceptional quality of craftsmanship to the unmistakable click and lifetime guarantee, its popularity is legendary. So much so that Zippo has become an exception among consumer packaged goods. Zippo lighters transcend the status of simply trendy; rather, they are a trusted American icon.

With a global brand awareness of 94%, Zippo customers are as dependable as our lighters. To the tune of the more than 425 million windproof lighters sold so far. But we are not limited to just pocket lighters. We have created an entire line of products dedicated to providing the perfect flame, including multi-purpose lighters for the home, backyard and great outdoors. All of these extensions confirm our reputation as the name in flame.



zippo[®]



Pocket Lighter



Slim Lighter



NEW Mini MPL™
pages 4-5



MPL™
pages 6-11



NEW **OUL™**
pages 2-3

Products shown
actual size.

zippo
OUTDOOR



zippo
ELEGANCE



zippo
SUMMER





Features

-  Windproof
-  Water Resistant
-  Refillable
-  Adjustable Flame
-  Handy Clip
-  LED light

Wind-resistant, dual flame technology helps start a robust fire even in the harshest, windiest conditions.

Rugged metal construction.

[Zippo extra!]
Built-in LED light.

Patented child-resistant safety button (on back).

Advanced ignition system.

Ergonomic rubber grip.

Water resistant cap.

Fuel-level indicator.

[Zippo extra!]
Clip & strap included.

Adjustable flame dial.

Butane fuel valve (on bottom).

The **New** Zippo OUL™
8" tall

With its wind-resistant dual flame, water-resistant cap, rugged metal construction, and built-in LED light, the Zippo OUL™ (outdoor utility lighter) is great for the great outdoors — camping, hunting, fishing, and hiking. In the backyard, it's perfect for torches, lanterns, bonfires, and grills.



Filling valve is located at bottom of lighter. LED light helps to illuminate kindling at night.

OUTDOOR

Dual Flame Technology



- The Zippo OUL incorporates advanced burner technology to produce an extra strong flame - actually two flames.

- The primary (blue) flame is an oxygenated fuel mix while secondary (yellow) flame burns directly on fuel.
- The flames combine in the burner to create a robust fire even in harsh windy conditions.
- The catalyzer coil stays red hot (while the flame is burning) for extra wind resistance.

“ Zippo is about ruggedness and durability. It (is) a major run in the camping category. ”

SOURCE: Rob Frenkel, INC. Magazine. June, 2004



121375

OUL

(outdoor utility lighter)



Zippo's OUL is shipped in a six piece self display. Twelve (12) units per master carton.

Uses



Campfire



Lantern



Grill



Torch



For optimum performance of every Zippo OUL, we recommend genuine Zippo premium butane fuel, see page 11.

UTILITY LIGHTER



Features



Adjustable Flame



Refillable



Ergonomic



Storage Stand

Adjustable flame.

Made by Zippo. You get a reliable product. Your customers get a lifetime guarantee.

Patented child-resistant safety button (on back).

Soft-touch ignition.

Available in four colors.

Fuel-level indicator (on side) for refillable butane tank.

Adjustable flame dial.

Butane fuel valve (on bottom).

[**Zippo extra!**]
Storage stand included.



Introducing the Mini MPL™. Everything your customers love about the original Zippo MPL - just a bit more petite and a lot more colorful. It's called the Mini, because it's just 6.5 inches long - 1.5 inches shorter than the Zippo MPL.

The Mini MPL is easy to use with an advanced soft-touch ignition system and an adjustable flame dial. Made of durable metal, the Mini MPL features a patented child-resistant safety button and comes complete with its own handy storage stand.

The Mini MPL is definitely multi-purpose - perfect for lighting everything from candelabra to Christmas candles . . . from fireplaces to fondue.

Four fashion colors



121280 Cobalt



121285 Sage



121290 Pearl



Every Mini MPL comes with patented safety button and weight-balanced storage stand.

Mini MPL™

Consumers are crazy for candles.

Candles have become big business. \$2 billion are spent on candles annually in the U.S. Seven out of ten U.S. households use candles. 96% of candles are bought by women. All of which makes the Mini MPL™ a stylish complement to spark sales for candle aficionados who will get one for themselves or give one as a gift.

SOURCE: National Candle Association



Zippo's Mini MPL is shipped in a six piece self display. Twenty four (24) units per master carton.



Mini MPL™

Color-coordinated blister-card package showcases both the lighter and handy storage stand.



For optimum performance of every Zippo Mini MPL, we recommend genuine Zippo premium butane fuel, see page 11.

Uses



Candle



Incense



Birthday Candle



Oil Lamp

(MULTI-PURPOSE LIGHTER)





Features



Adjustable Flame



Refillable



Ergonomic



Hanging Loop

Adjustable flame.

Made by Zippo. You get a reliable product. Your customers get a lifetime guarantee.

Patented child-resistant safety button (on back).

Ergonomic yet stylish design.

Available in two colors.

Fuel-level indicator (on side) for refillable butane tank.

[Zippo extra!]

Retractable hanging loop.

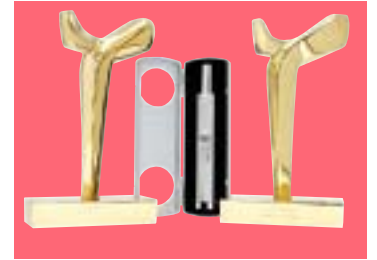
Adjustable flame dial.

Butane fuel valve (on bottom).



The Zippo MPL™
8" tall

The MPL is sleek, tough, and dependable – ideal for lighting grills, fireplaces, patio torches, candles and more. Consumers love the award-winning Zippo MPL – it's no surprise that it has received a wide range of



accolades:

- **Best Stocking Stuffer** – CBS Newswatch
- **Best of Show** – Canadian National Hardware Show
- **Best Hostess Gift** – New York Magazine
- **Innovative New Product award** – Canadian National Hardware Show
- **Featured Product in Idea house** – Coastal Living Magazine



Hanging loop keeps MPL handy. Satin Silver MPL includes velour storage pouch.

MPL™

A hot opportunity.

One of the fastest growing consumer niche markets is multi-purpose lighters with sales increasing at a rate of 15% per year. In fact, one in every two households in America has a multi-purpose lighter. Other noteworthy consumer insights regarding multi-purpose lighters:

- Use multi-purpose lighters at least once a week: **89%**
- Respond favorably to the Zippo MPL: **84%**
- Would buy a Zippo MPL when given the chance: **75%**
- Use multi-purpose lighters for grills: **57%**

SOURCE: Target Audience Determination & Advertising Evaluation Study, Leferman Associates, NFO Panel Survey, Zippo Market Research.



Zippo's MPL is shipped in a twelve piece self display. Twenty four (24) units per master carton.



142543

Satin Silver MPL™
in deluxe gift/storage box
(10 per shipping carton)



142537

Black MPL™ in
clamshell packaging



For optimum performance of every Zippo MPL, we recommend genuine Zippo premium butane fuel, see page 11.

Uses



Fireplace



Candle



Grill



Gas Stove

(MULTI-PURPOSE LIGHTER)



Features



Adjustable
Flame



Refillable



Ergonomic



Hanging
Loop



40001-000285

Tailgate with your favorite team.

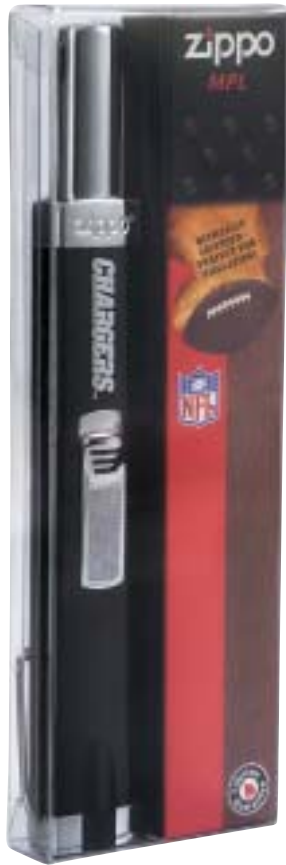
Available in the U.S. only

- 40001-000270** San Francisco 49ers
- 40001-000271** Arizona Cardinals
- 40001-000272** Baltimore Ravens
- 40001-000273** Atlanta Falcons
- 40001-000274** Buffalo Bills
- 40001-000275** Carolina Panthers
- 40001-000276** Chicago Bears
- 40001-000277** Cincinnati Bengals
- 40001-000278** Cleveland Browns
- 40001-000279** Dallas Cowboys
- 40001-000280** Denver Broncos
- 40001-000281** Detroit Lions
- 40001-000282** Green Bay Packers
- 40001-000283** Houston Texans
- 40001-000284** Indianapolis Colts
- 40001-000285** Jacksonville Jaguars



Order any combination of 24 MPLs (your licensed selection must be purchased in a minimum quantity of 2 units per model number).

NFL MPL™



40001-000296

Easy-view package showcases 8" MPL with team logo.



40001-000286



Uses



Grill



Candle



Campfire



Torch

MPL. NFL. Start the grill.

Available in the U.S. only

- 40001-000286 Kansas City Chiefs
- 40001-000287 Miami Dolphins
- 40001-000288 Minnesota Vikings
- 40001-000289 New England Patriots
- 40001-000290 New Orleans Saints
- 40001-000291 New York Giants
- 40001-000292 New York Jets
- 40001-000293 Oakland Raiders
- 40001-000294 Philadelphia Eagles
- 40001-000295 Pittsburgh Steelers
- 40001-000296 San Diego Chargers
- 40001-000297 Seattle Seahawks
- 40001-000298 St. Louis Rams
- 40001-000299 Tampa Bay Buccaneers
- 40001-000300 Tennessee Titans
- 40001-000301 Washington Redskins

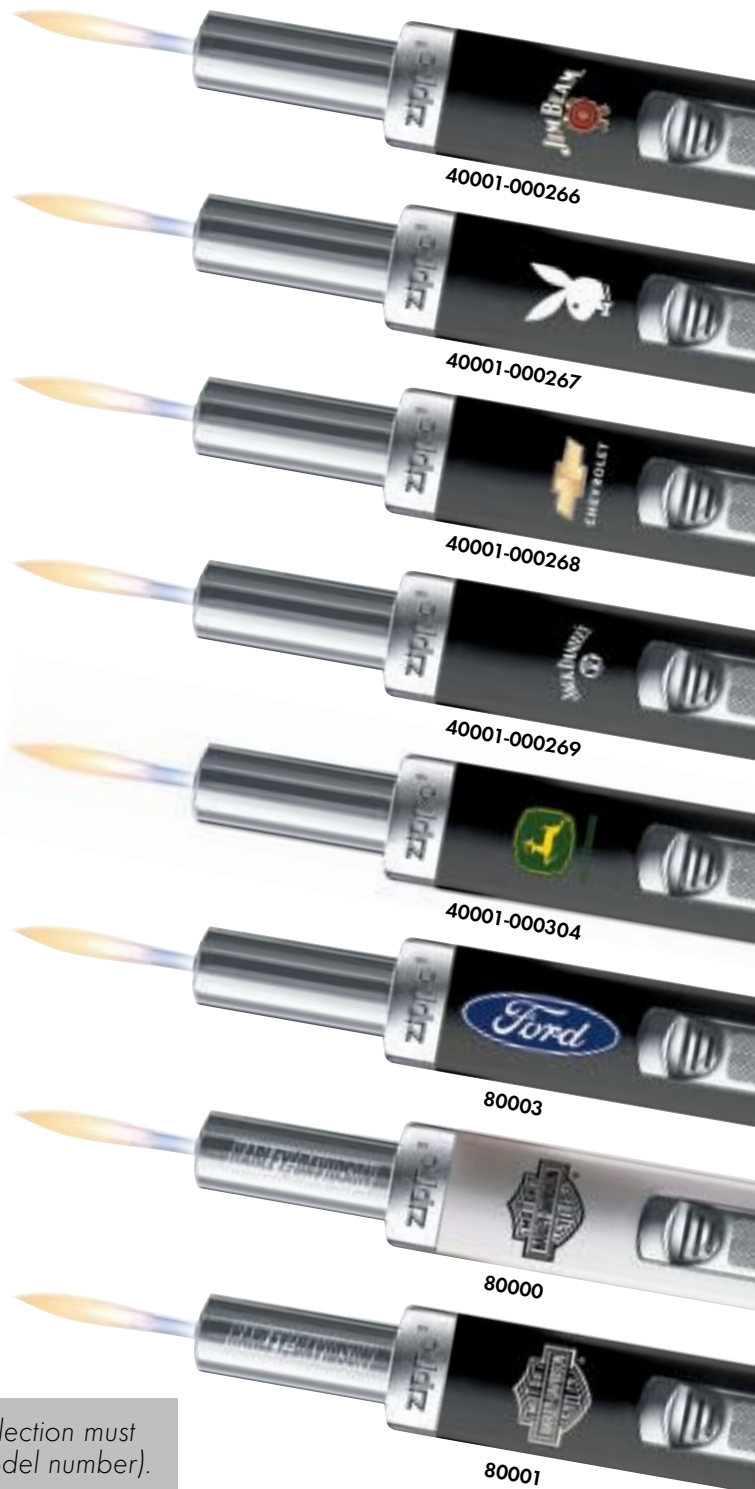
Order any combination of 24 MPLs (your licensed selection must be purchased in a minimum quantity of 2 units per model number).

(MULTI-PURPOSE LIGHTER)



40001-000304

Packaging for licensed MPL – strong branding and easy-to-see product.



Features



Adjustable Flame



Refillable



Ergonomic



Hanging Loop

MPL™ sports the best brands.

Available in selected territories

- 40001-000266 Black MPL, Jim Beam
- 40001-000267 Black MPL, Playboy.....
- 40001-000268 Black MPL, Chevy
- 40001-000269 Black MPL, Jack Daniel's
- 40001-000304 Black MPL, John Deere.....
- 80003 Black MPL, Ford
- 80000* Satin Silver MPL,
- Harley-Davidson® Logo.....
- 80001* Black MPL,
- Harley-Davidson® Logo.....

* Available to authorized Harley-Davidson dealers only

Order any combination of 24 MPLs (your licensed selection must be purchased in a minimum quantity of 2 units per model number).

"The trademarks Beam®, Jim Beam®, Jim Beam and design®, and the Jim Beam bottle design TM are used here under license from Jim Beam Brands Co."

© 2005 Playboy. RABBIT HEAD DESIGN is a mark of Playboy and used under license by Zippo Manufacturing Company.

Jack Daniel's and OLD NO 7 are registered trademarks used under license to Zippo Manufacturing Company. © 2005, Jack Daniel's-All Rights Reserved.



General Motors Trademarks are used under license to Zippo Manufacturing Company.



Ford Oval is a registered trademark owned and licensed by Ford Motor Company.

JOHN DEERE
LICENSED PRODUCT



© 2005 H-D. All Rights Reserved. Manufactured by Zippo under license from Harley-Davidson Motor Company

LICENSED MPL™



179027
White Individual
MPL/Butane Mailer
(order in single units)



3820
Satin Silver MPL Mailer Combo Pack
with 4.0 fl. oz. Butane Fuel
(shipping carton of 48)



3819
Black MPL Combo Pack
with 4.0 fl. oz. Butane Fuel
(shipping carton of 24)
Includes hang tabs for pegability

Build incremental sales by carrying Zippo Premium Butane. Formulated for optimum performance, it's the only recommended fuel for Zippo MPLs and Outdoor Utility Lighters.



3912
Butane Fuel 2.4 fl. oz.
(shipping carton of 48
with 8 innerpacks of 6)



3812
Butane Fuel 4.0 fl. oz.
(shipping carton of 48
with 8 innerpacks of 6)



3813
Butane Fuel 4.0 fl. oz.
(shipping carton of 48)

BUTANE & COMBO PACKS





**20 Piece Clear Display
No. 142750**

4 facing by 5 deep. Can be used as a counter or wall display. Heavy-duty frosted plastic with two shelves.
MPLs not included.
Dimensions: 6" x 8" x 16"
15.24cm x 20.32cm x 40.64cm



**Individual Display
No. 142535**

Heavy-duty plastic bottom with metal header. MPL not included.
Dimensions: 7.75" x 5.875" x 11.125"
19.685cm x 14.9225cm x 28.2575cm

COUNTER CARD



**ZM Topper/Counter Card - MPL™
No. 142269**

Great for the top of your ZM display or on the counter.
(2 panels-Satin Silver MPL, 1 panel-Black MPL)
Dimensions: 8.5" x 9"/panel (3 panels)
21.59cm x 22.86cm/panel (3 panels)



**4 Piece Chrome Display
No. 142536**

Heavy-duty plastic bottom with metal backing (three MPLs are shown upright, one is displayed horizontally in the foreground.)
MPLs not included.
Dimensions: 10.5" x 5.25" x 11.5"
26.67cm x 13.335cm x 29.21cm



**48 Piece End Cap Display
No. MPL-48**

12 facing by 4 deep.
Durable cardboard construction.
Includes 48 MPLs.
Dimensions: 16" x 16" x 63"
40.64cm x 40.64cm x 160.02cm



**Acrylic MPL Counter Display
No. 142132**

6 facings. Heavy-duty acrylic with two shelves. Additional tray holds butane cans. MPLs not included.
Dimensions: 16" x 16" x 63"
40.64cm x 40.64cm x 160.02cm



**12-Pack Self Display
No. 142537**

3 facing by 4 deep.
Durable cardboard construction.
Complete with 12 MPLs.
Dimensions: 15.75" x 7.75" x 11.75"
40.005cm x 19.685cm x 29.845cm



**12-Pack Self Display
No. 142580**

2 facing by 6 deep.
Durable cardboard construction.
Complete with 12 MPLs.
Dimensions: 11" x 11.75" x 10.5"
29.94cm x 29.845cm x 26.67cm

Part #	Pg.
3812.....	11
3813.....	11
3819.....	11
3820.....	11
3912.....	11
80000.....	10
80001.....	10
80003.....	10
121275.....	5
121280.....	5
121285.....	5
121290.....	5
121375.....	3
142132.....	13
142269.....	12
142535.....	12
142536.....	12
142537.....	7
142537.....	13
142543.....	7
142580.....	13
142750.....	12
40001-000266.....	10
40001-000267.....	10
40001-000268.....	10
40001-000269.....	10
40001-000270.....	8
40001-000271.....	8
40001-000272.....	8
40001-000273.....	8
40001-000274.....	8
40001-000275.....	8
40001-000276.....	8
40001-000277.....	8
40001-000278.....	8
40001-000279.....	8
40001-000280.....	8
40001-000281.....	8
40001-000282.....	8
40001-000283.....	8
40001-000284.....	8
40001-000285.....	8
40001-000286.....	9
40001-000287.....	9
40001-000288.....	9
40001-000289.....	9
40001-000290.....	9
40001-000291.....	9
40001-000292.....	9
40001-000293.....	9
40001-000294.....	9
40001-000295.....	9
40001-000296.....	9
40001-000297.....	9
40001-000298.....	9
40001-000299.....	9
40001-000300.....	9
40001-000301.....	9
40001-000304.....	10
MPL-48.....	13

The images on the cover of this catalog are adapted from the Zippo 2005 advertising campaign illustrating that Zippo is the name in flame.

ZIPPO, Zippo are registered trademarks of ZippoMark, Inc. and used with permission. Zippo MPL™, MPL™, and Zippo Mini MPL™ are used under license from ZippoMark, Inc. All Rights Reserved.

DISPLAYS

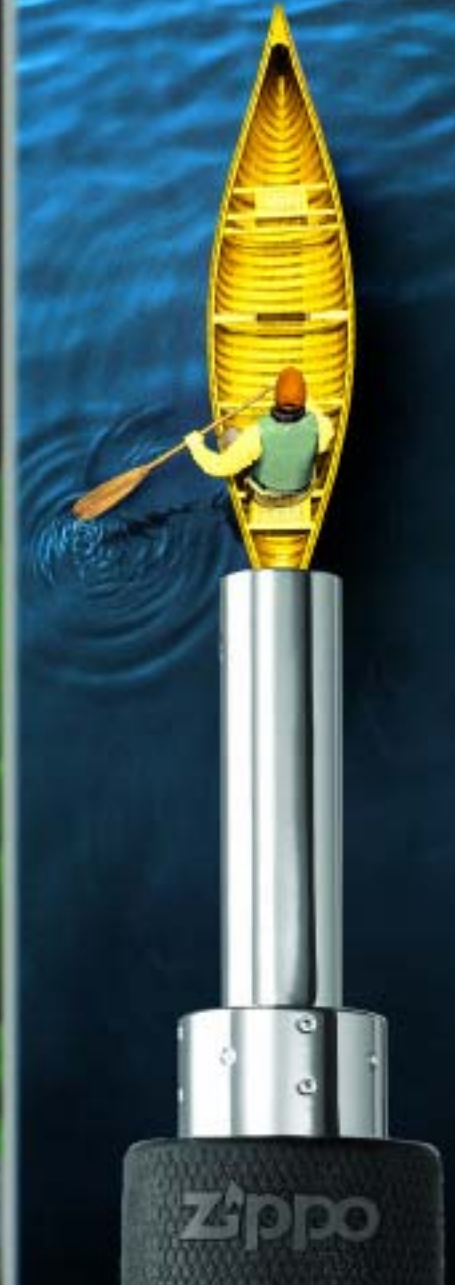
zippo®
SUMMER



zippo®
ELEGANCE



zippo®
OUTDOOR



zippo®

F O R R E A L

zippo.com
zippoclick.com

Printed in USA

MPLCU05