



**THE NEW ZIPPO BUTANE GAS LIGHTER**



**75 YEARS OF PASSION.  
NOW AVAILABLE IN BLUE.**

**zippo** **BLU** 





WE CHANGED THE FLAN

SINCE 1932, ZIPPO HAS BEEN PRODUCING THE WORLD'S QUINTESSENTIAL WINDPROOF LIGHTER. WITH ITS TIMELESS DESIGN, DISTINCTIVE CLICK, AND UNMATCHED DEPENDABILITY, A ZIPPO LIGHTER QUICKLY BECOMES A PRIZED POSSESSION. NOW THE ZIPPO EXPERIENCE CAN BE ENJOYED IN A NEW WAY WITH THE ZIPPO BUTANE GAS LIGHTER - THE NEXT STEP IN THE EVOLUTION OF THE PERFECT FLAME. MADE IN THE USA, THE WIND-RESISTANT ZIPPO BLU™ LIGHTER IS LIKE NO OTHER IN DELIVERING A CONSISTENT, CLEAN-BURNING BLUE FLAME, WITH NO ODOR OR AFTERTASTE.



THE REST IS PURE ZIPPO.

**DISTINCTIVE FEATURES:**

- SMOOTH, COMFORTABLE SHAPE
- ONE-HAND OPERATION
- TWO-STAGE BURNER
- PATENTED TECHNOLOGY
- LARGE FUEL TANK
- FAMOUS ZIPPO CLICK
- DATE CODE AND UNIQUE BOTTOM STAMP ENHANCE COLLECTIBILITY
- DISTINCTIVE "Z" PATTERNED CHIMNEY
- LIFETIME GUARANTEE



**INSTRUCTIONS** 1. Use thumb to press down on the flint wheel. 2. Rotate the wheel to generate spark, then depress the gas release button. 3. Release button to extinguish.





# THE NEW **BLU™** COLLECTION

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30004  
**SHADOW**  
Zippo's newest basic black solid brass lighter is media finished, then plated with dark chrome.



30031  
**MESMERIZED**  
Shadow lighter with a diamond drawn starburst. Rotary and laser engraved on dark chrome.



30001  
**VERTICAL CHROME**  
Brushed chrome hand buffed to a satin sheen. Each lighter is a unique and beautiful work of art.



30032  
**CHANNELED**  
Laser and rotary engraved diamond drawn fill patterns accentuate the sweeping curve of the lid line. New Shadow finish.



30027  
**DUSTED CHROME**  
Bead-blasted brass lighter, chrome plated. A dazzling new look.



30028  
**CHROME TUXEDO**  
Dusted Chrome lighter with a diamond carved knurled edge and polished vertical bands.



30013  
**SABLE**  
Rich, textured black finish enhances the tactile appeal of this understated lighter.



30002  
**VERTICAL GOLD**  
Burnished 18-karat gold plate. Hand buffing makes each lighter unique.

ENGRAVED ON BOTH SIDES.



30030  
**ZIPPED**  
Dusted Chrome is embellished with an etched background highlighted by a diamond carved herringbone accent.

ENGRAVED ON BOTH SIDES.



30005  
**GOLD TUXEDO**  
18-karat gold plate lighter with diamond carved scallops and alternating herringbone bands.

ENGRAVED ON BOTH SIDES.



30029  
**CHROME PATHWAYS**  
Dusted Chrome lighter sparkles with an elegant diamond carved diagonal bracelet pattern contrasted with vertical scallops.

ENGRAVED ON BOTH SIDES.



30033  
**GOLDEN HOLOGRAM**  
Sophisticated Vertical Gold lighter shimmers with jewel cut holographic diamond patterns.

# ZIPPO BLU™ ACCESSORIES



• NEW ZIPPO BLU™ LIGHTER, BUTANE GAS FUEL

## A CLOSER LOOK AT THE WORLD'S TWO BEST POCKET LIGHTERS

- FLINT IGNITION.
- ZIPPO GUARANTEE.
- DISTINCTIVE CHIMNEY PATTERNS.
- FAMOUS ZIPPO CLICK.
- MADE IN USA.
- BOTH MODELS SHIPPED WITHOUT FUEL.



• ORIGINAL ZIPPO LIGHTER, LIQUID FUEL



### GENUINE ZIPPO

LIGHTER BOTTOM HAS THREE IMPORTANT ELEMENTS: FUEL PORT, DATE CODE AND BLU™ MARK.

### FUEL INDICATOR WINDOW

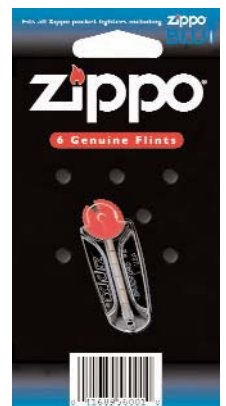
LIGHTER HAS CONVENIENT FUEL INDICATOR AND LARGE FUEL TANK.



3801  
1.9 oz (54 gram)  
BUTANE GAS



3800  
4.5 oz (127 gram)  
BUTANE GAS



2406N  
**ZIPPO FLINTS**  
RELIABLE PERFORMANCE IN BOTH ZIPPO BLU™ AND ZIPPO WINDPROOF LIGHTERS

### ZIPPO PREMIUM BUTANE

USE ONLY PREMIUM GRADE FUEL FOR ZIPPO BUTANE LIGHTERS. ZIPPO LIGHTERS ARE SHIPPED UNFILLED.





142100

**12 PIECE COUNTER DISPLAY**

TWO-SIDED SWIVEL COUNTER DISPLAY SHOWCASES 12 LIGHTERS. LOCK AND KEY INCLUDED.  
25" x 13.5" x 11.75" • 63.5cm x 34cm x 30cm



191627

**ZIPPO BLU™ LAPEL PIN**

DON'T MISS THE VIBE OF THE MOVING BLUE FLAME OF OUR BOBBLE PIN . . . ITS NEW, ITS BLUE!



142098 (U.S. version) 142097 (International version)

**EASY-CLING WINDOW DECAL**

ANNOUNCES THAT THERE IS SOMETHING NEW FROM ZIPPO.



142099

**6 PIECE COUNTER DISPLAY**

WOODEN DISPLAY REFLECTS ZIPPO BLU™ ELEGANCE. DISPLAYS 6 LIGHTERS IN PACKAGE, STORES 6 MORE. LOCK AND KEY INCLUDED.  
14" x 12" x 11" • 36cm x 31cm x 28cm



AS SHIPPED.



SLIDE SLEEVE AND FLIP BOX



READY FOR DISPLAY.

DELUXE GIFT BOX

**BLU**   
MADE IN USA



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BRADFORD, PA 16701

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BF07