

CLICK

The Zippo logo, featuring the word "zippo" in a white, lowercase, sans-serif font with a small red flame icon above the letter 'i'. It is positioned within the large red letters of the word "CLICK".

Volume 3, 2004

**Members
Connect In
Bradford**

**Three Exclusive
Offers Inside**

HOME OF
ZIPPO

WINDPROOF LIGHTER



They Work

What's Inside

ZIPPO CLICK

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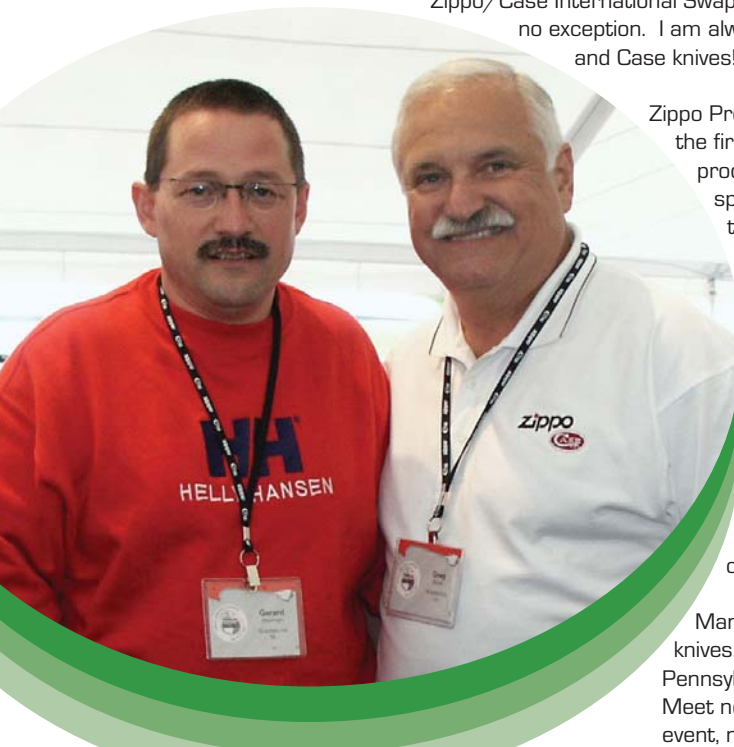
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**Cover Photo:
Collectors were treated to fireworks at
Zippo headquarters on Barbour Street
during Swap Meet**

LETTER FROM THE PRESIDENT

Even the rain could not dampen the enthusiasm of thousands of loyal collectors who connected at the Zippo/Case International Swap Meet in July. The event gets bigger and better every year and this year was no exception. I am always astonished to see our collectors' impressive displays of Zippo lighters and Case knives!



Zippo Click Member Gerard Kluivingh (left) poses with Greg Booth (right) at the Collectors Auction during the Swap Meet. Kluivingh traveled from the Netherlands to attend the event for the first time.

Photo: Courtesy of Gerard Kluivingh

Zippo Promotional Products, business gifts offered for individual sale to the public for the first time at this year's event, were enthusiastically received. After seeing the products, I am sure you will agree we have come a long way since the first ad specialty Kendall Oil Zippo lighter in 1936. If you have a business, you may want to consider using the Zippo lighter as a canvas for your company message.

Judging from your response to the new Zippo Fashion Italia products previewed at the Zippo/Case Visitors Center, the fine leather products have a bright future with Zippo. Check out the latest fall styles on zippobags.com.

As we go to press with this issue of Click magazine, we are also putting the finishing touches on the new Zippo Complete Line Catalog. The 2005 CLC will debut new licensed products with Humvee™ and The Traditions Collection™ and award-winning designs created by the most talented art students from the Art Institute of Pittsburgh. Watch zippoclick.com for a special catalog preview. Look for your copy in the next issue of this magazine.

Many of you traveled a long distance to visit the home of Zippo lighters and Case knives. It is always a pleasure to meet collectors whether we meet in Bradford, Pennsylvania or somewhere else in the world. I hope to see you at the Tokyo Swap Meet next year. There is no doubt in my mind, even if it does rain in Japan during the event, nothing can put the Zippo flame out!

Thank you for your dedication and being exceptional ambassadors of the Zippo brand.

Gregory W. Booth
Zippo President and Chief Executive Officer



Exhibitors, collectors, and curious on-lookers filled the tents at Swap Meet.

LETTER FROM THE ADMINISTRATOR

Zippo is still basking in the glow of brilliant fireworks, and the spark of collectors connecting at the 2004 Zippo/Case International Swap Meet.

Swap Meet kicked off Wednesday with a family reunion, the first Zippo Click Member Connection. Finally meeting collectors face to face after two years of phone, fax, and e-correspondence was a great start to the weekend. Not even power failure or a drenching rain kept collectors from connecting at the Collectors Auction on Thursday. Friday morning, hundreds of people squelched through the muddy grounds, reveling in the true spirit of collecting. Fireworks were the perfect ending to an exhilarating day.

The rising of a brilliant sun on Saturday morning helped kick the energy level up another notch. After months of preparation, traveling, and several busy days of swapping and trading stories, you were still energetic and enthusiastic. As I walked around the grounds admiring the many unique and diverse collections, I realized the exceptional pride and dedication of Zippo and Case collectors. Even though we had added one day to the event, the time still seemed to fly by.

Thank you for sending your special photos, e-mail, letters, and posting websites full of Swap Meet memories on zippoclick.com. Check out our special Swap Meet memories in this issue. You can share your stories, photos, memories, and Zippo collection with other members in the forums on zippoclick.com every day. You may even catch a collectible offered exclusively online!

You probably noticed right away the envelope containing this issue was bursting at the seams with exciting new collectible offers just for you. I bet those collectible offers were the first thing you looked at, right?

Remember, the Zippo Click Collectible of the Year, the 30th Anniversary Venetian Zippo lighter is available for only a limited time. At your request, we are not only making the first Zippo Click poster featuring Zippo founder, George G. Blaisdell, available to you, we have also created a matching Zippo lighter! Don't miss the chance to complete your 2004 collection with these unique collectibles.

As you continue to share your passion for Zippo, you can earn an exclusive Zippo Click lighter as a token of our appreciation! I have enclosed membership brochures for you to share with your friends and family. Learn how to get your collectible free on page 14.

Fifty low-numbered Dale Earnhardt signed sets featuring Sam Bass originals "The Greatest!" and "Above the Rest!" have been reserved exclusively for you! See the enclosed Zippo Motorsports brochure or go to the merchandise section of zippoclick.com and click on Zippo Motorsports to see the latest collection.



I felt so honored to wear this traditional Japanese clothing, a yukata given to me by Hiroshi Kohara (left) and Yokoyo Kohara (right), to dinner on Friday evening. Hiroshi is the administrator of Zippo Station Yukari.

Photo courtesy of Hiroshi Kohara

The back cover of this issue features the bold new Zippo Turn Up the Heat collection. The lighter designs were done both in-house and in cooperation with the Art Institute of Pittsburgh. Students from the institute created six of the designs for this new collection. You can find them at your favorite Zippo retailer.

While we are on the subject of brilliant colored displays, if you have never seen Bradford in the fall, you may want to make plans to visit. I know you will enjoy the magnificent fall foliage of the Allegheny National Forest. While here, you will want to do some shopping at the Zippo/Case Visitors Center for the holidays. Don't forget to bring your membership card to receive your member discount!

Keep Clicking,

Kathy Jones
Zippo Click
Administrator

“Zippo by Mazzi” Favorite Lighter Contest

By Marty Ours

Interested in knowing their preferences, Claudio Mazzi invited his collectors to vote on their favorite one of a kind, limited series, and open series Zippo by Mazzi lighters. Click members who voted for their favorites in the Mazzi forum on zippoclick.com were automatically entered to win a random drawing for one of three Mazzi lighters. The drawing was held during the Zippo Click member connection event at Pennhills Club during Swap Meet.

Mazzi felt the contest was a great opportunity to keep in touch with his collectors and was amazed at the response. “The contest received over 150 replies...I’m so lucky to have such kind and passionate collectors...everyone had such kind words for me,” explained the Zippo airbrush artist.

Through the seven pages of forums, Click members shared pictures of the lighters and explained why each was their favorite. Individual tastes of collectors differed but all had a common complaint...so many beautiful lighters, how do I pick only three? Click member [\[rbdabberrb\]](#) summed it up by saying, “There are too many to pick from. Can that be my entry? Too many?” And [\[dieterwyncke\]](#) drew this analogy, “...It’s like asking a Belgian to select their three best beers! (Actually we have only 400 different kinds of Belgian beer, you have 10,000 different lighters!!!)”

When it was all said and done and everyone had made his/her difficult choices, three very happy Click members had won themselves an original Mazzi lighter from the Zippo Italia Catalog. Robert Margerum, Jr. [\[zippoblue\]](#) was the only winner present at the event. Margerum won the “profilo”, a sensual portrait of a woman. Laura Stegmuller [\[lsteigmuller\]](#) won “Deep Blue”, a portrait of a black and white cat with blue eyes. She had this to say about winning, “...what a surprise! It is breathtaking and I haven’t been able to stop looking at my little kitten with the big blue eyes.” The third winner, David Williams [\[willie46\]](#), won “Fury”, a portrait of an aggressive dog. He explained his feelings as, “WOW. I can’t believe I won anything let alone a Mazzi lighter. Me being just a small time collector, this is a big thrill!”



After winning the “profilo” at the member connection dinner, zippoblue poses with Claudio Mazzi.

Photo courtesy of Robert Margerum, Jr.

Spitsnaugle Wins

“SANDS OF NORMANDY”

By Megan Roupe

Congratulations to Dan Spitsnaugle, winner of the “Sands of Normandy” set!

On June 6, 2004 in honor of the 60th anniversary of D-Day, a Zippo Click member was randomly chosen to win the limited edition, number 60 “Sands of Normandy” lighter, sand, and booklet set. When Spitsnaugle was contacted, he replied, “I am thrilled to have won the “Sands of Normandy” lighter. I will add it to my collection of WWII tins. Thank you all at Zippo very much!”

From Canvas to Lighter

Pop Artist Burton Morris Contributes to Zippo Legacy

By Megan Roupe

Since 1932, Zippo has created more than 400 million lighters, many featuring distinctive images. In fact, the constantly changing embellishment of Zippo lighters is what makes them so collectible. Throughout the years, the Zippo lighter has reflected many changes in American culture, from military black crackle to cigarette advertising to the new urban styles of today. A documentation of America's history from the 1930's is evident on the many faces of the Zippo lighter. Zippo is an icon, the standard for lighters, a name known all over the world, an American legacy.

Continuing with the ever-changing styles in American culture, Zippo worked closely with Burton Morris, an iconic painter, in 2001. Morris added to Zippo's history by creating limited edition Zippo lighters. These collectible lighters featured four pieces of his bold, colorful artwork.

When you look at a painting created by Burton Morris, foremost American pop culture artist today, a smile plays across your lips. Morris enjoys putting a delightful spin on everyday objects and turning them into high energy, playful paintings. His work has been showcased in a variety of venues including 2004 Summer Olympics, television sitcom Friends, the 76th Annual Academy Awards, Perrier bottles, and Absolut Vodka ads.

Burton Morris was a special guest at the Zippo/Case International Swap Meet in July. Morris interviewed with major morning television shows across the country about Zippo and his artwork.

When asked about what it meant to him to have his work on a Zippo lighter, Burton said, "Zippo is an icon – they're like little canvases. For an artist to have his work on a Zippo lighter is a real feat, and I was fortunate enough to create four different Zippo lighters with my artwork... It's an honor to be a part of the Zippo legacy."

If you enjoy fine pop art, your Zippo collection probably includes all four of Morris' lighters.



Burton Morris interviewed with television stations across the country from the Zippo/Case Visitors Center.

"Zippo is an icon – they're like little canvases. For an artist to have his work on a Zippo lighter is a real feat, and I was fortunate enough to create four different Zippo lighters with my artwork... It's an honor to be a part of the Zippo legacy."



This purple matte lighter features "Shakin', Not Stirred".



"Liberty", showcased on brushed brass, was also the subject of Morris' limited edition poster for the 2004 Summer Olympics.



"Smooth Jazz" is showcased on a royal matte finish.



The all-American "Eagle" is imprinted on a white matte finish.



Burton Morris' four limited edition collectibles were packaged in a custom sleeve that featured more of Morris' artwork.

Club Celebrates

Venetian 30th Anniversary

2004 Zippo Click Collectible of the Year

The Venetian, first released by Zippo in 1974, turned 30 this year. Since its introduction, the timeless floral pattern has been the most globally appealing lighter design Zippo has ever released. Originally entitled Florentine, the Venetian Zippo lighter was one of the first designs manufactured utilizing the lustre etch process introduced in 1974.

The Venetian 30th Anniversary Collectible, available for pre-order until October 24, will be produced exclusively for Zippo Click Collectors Club members. This Black Ice collectible is laser engraved on all nine imprint areas. The words "Venetian 30 Anniversary" and the Zippo Click logo are displayed on the front bottom surface. Club members have three options for engraving on the surface below the hinge.

As a tribute to one of our most classic designs, the Venetian Collectible is displayed on a black pedestal and covered with a glass dome that enhances and protects the beauty of this dazzling limited edition Zippo lighter.

It is no small wonder that the Venetian has been so popular for the last three decades, and it will, no doubt, be around for many years to come.



Zippo Club Italia **Knows How to Party!**

By Marty Ours

Click members should recall a photo from a previous edition of our magazine of a group of collectors lining up to form the largest human lighter. The photo came from Zippo Club Italia's (ZCI's) collector convention from last summer.

The annual event has become a true mix of Zippo and fun and is getting bigger every year. The club found a way to top the success of last year's event with an even bigger celebration this spring. This past May, ZCI's third collectors' convention took place with the theme "Zippo 'n' Roll", centered on Zippo and Rock 'n' Roll music. In addition to collectors swapping lighters and stories, there were a variety of activities to keep them entertained, including an airbrush demonstration by Claudio Mazzi, lighter tricks by Bas Van Esdonk, Rock 'n Roll music and dancing, good food and drinks, Zippo games, Zippo prizes and of course special Zippo lighters to commemorate the event!

A special limited edition Mazzi airbrushed lighter was given to ZCI members to commemorate the event. Guests could also purchase a limited edition commemorative Zippo 'n' Roll lighter that wears the event logo.

Since its inception in 2003, Zippo Club Italia has grown to more than 300 members and continues to add new members on a regular basis. Nearly 100 of the members participated in the event with some traveling from as far as Holland, Germany, and Austria. For more information on the club and more photos from the event, visit zippoclubitalia.it.



Members attending the meet up received this limited edition Zippo by Mazzi lighter.



Over 30 members of the Zippo Club Italia from around the world connected for the first time at the 2004 Zippo/Case Swap Meet. Club administrator, Claudio Mazzi, held a "Zippo Club Italia Hour" on Friday, July 16. Eighteen new members joined the club throughout Swap Meet. Mazzi said, "I had the fantastic experience to meet the Zippo Club Italia members for the first time; dozens of people that I met only online".

Swap Meet Collectors Auction

Although the Bradford area offered many places to dine throughout Swap Meet, only one event allowed the collectors to follow a sumptuous meal with spirited bidding on unusual and one-of-a-kind items from Zippo and Case. Over 900 people attended the dinner and auction. Only 23 lucky bidders walked away with exceptional Zippo lighters and Case knives, as well as watercolor paintings and Zippo Fashion Italia handbags.



Over 900 people attended the dinner and auction Thursday evening at Case. Although many did not bid on the items, the auction was still interesting to Zippo and Case collectors.

Replete with prime ribs and chocolate covered strawberries, collectors settled into some spirited bidding. After a heated battle for the signed Mazzi nine lighter mosaic, Robin and Dana Baumgartner finally won the intricate masterpiece.



Claudio Mazzi put the Zippo/Case Swap Meet lighter in a whole new perspective by creating a nine lighter mosaic that featured the 2004 collectible. Dana, Robin, and Claudio Mazzi showed off the work of art.



When the auction was over, Robin Baumgartner jumped up, ran to Claudio Mazzi, hugged him, and cried. She was overwhelmed with emotion. "I believe I was truly in Zippo heaven and floating!" exclaimed Robin. All she can remember is shaking knees and lots of congratulations from friends.

Photo courtesy of Gerard Kluivingh

SWAP MEET CONTESTS

This year, for the first time, exhibitors competed for prizes in five categories. A team of Creative Directors from Blattner Brunner, Inc. of Pittsburgh judged four out of the five categories. Registered collectors voted for the fifth category, "Best of Show". Audience response determined the winners of the funny hat contest, conducted on Saturday for the general public.

Exhibitor Contest



Winner of two Exhibitor Display awards, Adam Borrowman showed off his ribbons for "Best Zippo Display" as well as "Collector's Choice — Best of Show".



Hiroshi Kohara, administrator of Zippo Station Yukari, won first place for the "Best Use of 'Where Collectors Connect' Theme" exhibit.

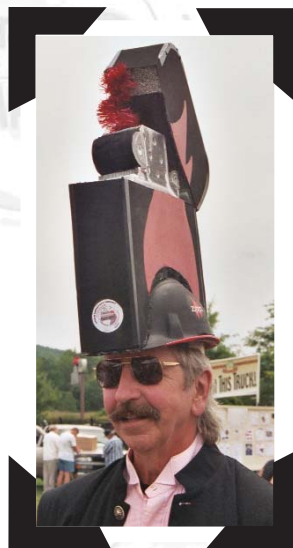
Judy and Ralph Rose and Kelly and Mark Platko, owners of Roseart, showcased their first place ribbon for the "Most Unusual" exhibit.



Hat Contest



Karen Politi won the "Most Original" category.



Earle Miller, veteran Zippo hat designer, won the "Best Zippo Hat" category.



Woodie Sneary won the "Best Use of Where Collectors Connect" category.

ZIPPO CLICK MEMBER EVENTS



Forum moderator Gary Whyman enjoyed the Zippo Click Member Event at Pennhills Club. Collectors were able to connect and form new friendships over their shared love of Zippo.



Marketing Associate Chris Lechner welcomed Harvey and Betty Linton to the Zippo Click Member Connection event. All members who attended received a gift bag including a Zippo Car tin and other items.



Members were treated to a buffet of cheeses, fruits, and other hors d'oeuvres.



While touring through the Barbour Street office building, collectors were able to view past advertising.



Members of Zippo Click and Case Collectors Club were offered an opportunity to tour the newly renovated Zippo Creative Services department. Frank Ryan, Martine Carpentier, Paul Fleming, and Donna Ryan watched intently as Zippo artists discussed their artwork.



Tatsuya Watabe, Kenji Fukuhara, Yoshihiro Nakamura, and Norihiro Nakamura give a thumbs up in toast to Zippo.

ZIPPO/CASE INTER

After four days of swapping, laughing, meeting new friends and catching up with old pals, collectors walked away with more Zippo lighters to add to their collections, remarkable mementos of the fun they had at the 2004 Swap Meet.



Boys of all ages are fascinated by racecars. Zippo owner George Duke allowed his son Grant to take the wheel on the T-F Racing Car.



Collectors traveled from ten countries for the Swap Meet. Derrick Stainton from Scotland made his second visit to Bradford to see old friends and pick up a couple new lighters. Derrick enjoyed visiting with Marie McNamara, the Zippo UK Collectors Club representative.



Global marketing director Mark Paup listened intently as Jeff Hatcher showed off his lighter.



Marketing Communications intern Megan Roupe showed off her first Zippo lighter, a gift from Zippo Click member John Johnson.



The annual Motorcycle Dice Run boasted 557 participants, including Zippo President and CEO Greg Booth. Proceeds from the Dice Run benefited kids with cancer through the Bradford Hospital Foundation.

NATIONAL SWAP MEET



Visitors and collectors lined up to spin the Zippo wheel at the consumer relations booth. Winners walked away with lighters, key chains, greenskeeper golf tools, lapel pins, and more.



William Kolk, representing Great Lakes Lighter Collecting Club, and Donna Gonzalez paused from swapping lighters for a quick picture.



The consumer relations booth offered free fuel fill-ups. A collector watched as his dry lighter was once again full of Zippo lighter fluid.

Of course, the heart and soul of the Swap Meet for most is the actual trading, buying, and selling of lighters. Under the two exhibitor tents were 252 tables displaying Zippo lighters and Case knives – a collector's dream!

The Motorsports Tent held many events, contests, and games for collectors. The consumer relations booth offered free Zippo repairs, answers to collectors' questions, and several games with prizes for the winners.

The Zippo/Case Visitors Center, Sales Tent, and Promotional Products Division Tent were also hectic with visitors browsing the wide variety of Zippo and Case products.



Many collectors stopped by to chat with Zippo Click Club Administrator, Kathy Jones. Fabrice Cuvillier and Randall Prue posed with Kathy after talking about the Swap Meet.



Collectors eagerly waited in line at the Zippo/Case Visitors Center so they could purchase lighters, knives, shirts, hats, handbags, and more with their 20% member discount.

Share Your Passion. . . Get a Lighter - Free!

By Marty Ours

Entice five of your friends, colleagues, or family members to join Zippo Click and you'll receive a free Zippo Click lighter available exclusively through this offer. That's right! You can't go to your local retailer and buy this lighter; you can only earn it through Zippo Click!

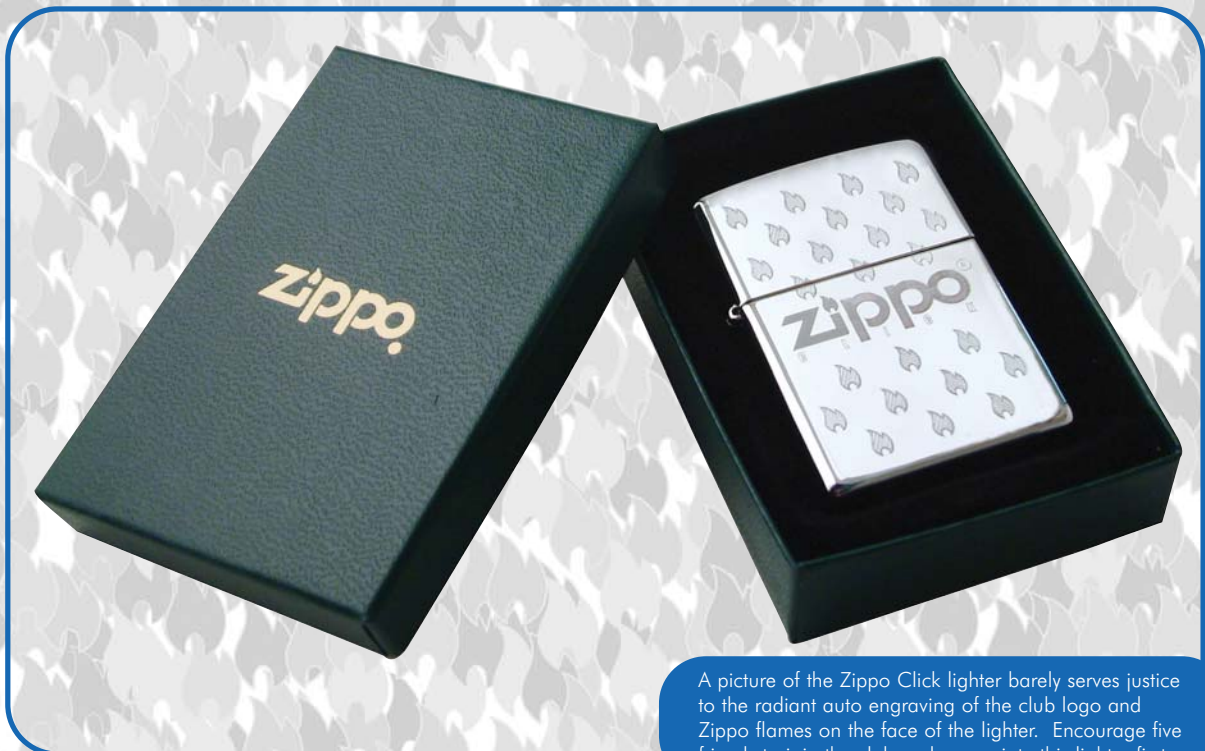
And what a lighter it is! This Zippo Click lighter will surely have members rounding up friends, as the lighter is a stunning display of our latest engraving processes. The high polish chrome Zippo lighter showcases an auto engraving of the Zippo Click logo surrounded by a series of Zippo flames that cover the face of the lighter. The logo and flames are engraved with an intricate fill pattern that illuminates with every turn.

How to get it?

Lucky for you, we're making it easy. Share your passion for Zippo by recruiting five new members. Ask them to use your zippoclick.com username when prompted during the online registration process or by writing your name on the manual registration. We've included five membership brochures with this edition of the magazine to get you started.

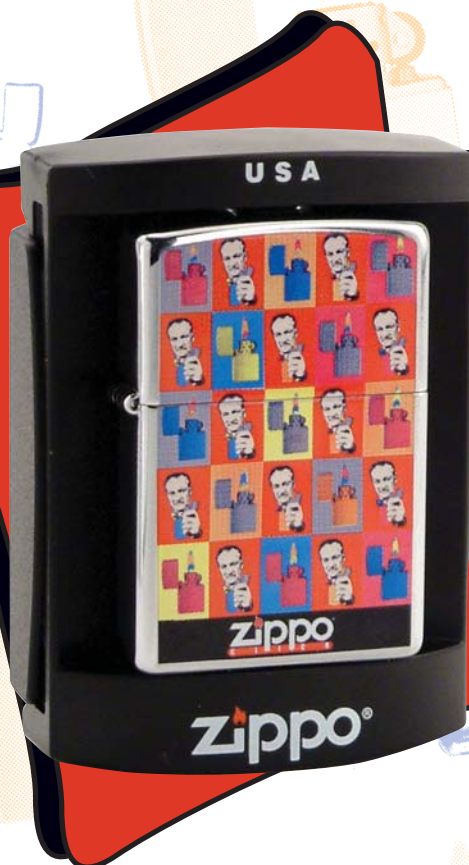
One Click Point will be added automatically when someone you referred joins as a paying member of Zippo Click. View your Click Points anytime at the bottom of the My Click page on zippoclick.com. There is no limit on the number of free lighters you can earn. Current Click Points earned may be applied. This special lighter is available until June 30, 2005.

To redeem your Click Points for this free offer, mail your lighter order with shipping and handling to: Zippo Click, 33 Barbour Street, Bradford, PA 16701 or fax to 814-368-2874. For further details, see the Click Point Terms and Conditions in the Help section of zippoclick.com.



A picture of the Zippo Click lighter barely serves justice to the radiant auto engraving of the club logo and Zippo flames on the face of the lighter. Encourage five friends to join the club and appreciate this lighter first hand!

Get Clicking!



Zippo founder George G. Blaisdell had a vision to keep the world clicking. Now your collection can click with Blaisdell every day.

Last year, Zippo Click released a poster featuring wallpaper of a repeating Blaisdell and Zippo lighter pattern to retailers. At your request, a matching lighter and poster is now available to club members.

The 17" x 22" vibrant poster displays the image of Blaisdell in one of his most featured poses. Zippo's color imaging process was used to create the design and logo on the high polish chrome lighter.

Brighten up your display with the "Get Clicking" poster and matching Zippo lighter. Use the enclosed order form and order



Bradford's Pride:

Building an American

By Larry Visbisky

In this final part of our four-part journey through the creation of the Zippo lighter, we will highlight some of the customization processes that make our products unique and admired by you, our collectors.

Powder coated (matte finish) Zippo lighters are available in a great variety of colors and textures. Lighter cases are electrostatically sprayed with a powdered paint that adheres to the brass. Once it cures, the coating gives the case a unique look and feel. Beginning in 2002, Zippo has used lasers to burn through the powder coat on the bottom of the lighter, exposing the bottom stamp. This helps protect against counterfeit products by making it easier for collectors to identify the Zippo bottom stamp with the ever-important date code.

Although some of our newest finishes, such as mood indigo, spectrum and black ice are applied outside of the Zippo factory, these PVD (physical vapor deposition) finishes can be further customized using our latest in-house technology. Computer and laser engraving are two of these processes.

The computer engraving process consists of the design input into a computer program that controls a diamond or rotary tooling mechanism. The accuracy of these new machines is incredible! This process is done not only on the pocket lighter, but also on the MPL and many business gift items available through the promotional products division.

Similarly, laser engraving is a computer-operated process that uses laser beams to etch the design into the surface of Zippo lighters. This process can be applied to plated and PVD-coated lighters, as well as emblems and ivory chips, which can then be painted and applied to the lighter case. By laser engraving and painting our own ivory chips, Zippo has provided a wider range of products for our customers.

Our armor lighters, (which incidentally were being run when the 400 millionth lighter was produced), have a thicker walled outer case than a standard Zippo lighter. This case, approximately 1.5 times thicker, allows the laser to cut deeper into the finish, creating exquisite deep carved and three-dimensional patterns. The process was developed per the demand of some of our most valued customers.



Powder coated Zippo lighters are produced by electrostatically spraying Zippo lighter cases with powdered paint, which gives the case a unique look.

Icon Part IV

The surface imprint department at Zippo could easily be mistaken for a high-tech laboratory facility. The self-contained area is climate controlled, and employees all wear protective coats and walk across a sticky mat on their way through the door. This keeps unwanted dust or other particles away from the lighters while they are painted with intricate and beautiful designs looking as if a master artist hand painted each one.

In the paint room, two technicians mix paint together to create any color of the rainbow. Then silk screens are used to apply a coat of primer and many different colors of paint. In

between color screens, the paint is cured in the oven for about five to seven minutes. Once all the colors have been applied and the surface is fully cured, it is scratch-tested to ensure it is of the highest quality.



The Zippo lighter cases get a thorough inspection before they journey on to one of the newest processes, pad printing.

Zippo's newest customization process is color imaging, achieved by pad printing. To the untrained eye, the machine seems much like a high tech rubber stamp. But to the trained employees of Zippo, the machine holds great potential for the future of lighter surface customizations. Like surface imprint, the colors are applied in layers and can touch one another. Color imaging may be applied in single spot colors, or using a CMYK 4-color build. The future of color imaging is very promising!

Many of the departments clean and box the lighters right within their respective department. Others are passed onto a holding area, where they are cleaned and boxed before being sent to customers. Once a lighter is complete and boxed, it is assigned a barcode to identify it by its model and pattern. These barcodes are used when our employees fill orders placed by our distributors from around the world. Currently, the computer system recognizes over 22,000 different bar-coded patterns.

Finally, almost every domestic lighter is affixed with the orange child warning label and a price sticker. The creation of a Zippo lighter process is now complete. In the past year, we have shown you in detail the many processes some of your favorite lighters go through before becoming a part of your collection. We hope this insight has been enjoyable, informative and has given you new perspective into the many hours of personalized attention we put into creating each and every Zippo lighter.

Collectors Connect With Swap Meet Collectibles

By Megan Roupe

For 11 years, limited edition lighters have been a much-sought commemorative for Swap Meet and National Zippo Day. Noting Zippo's success with collectibles, several lighter collecting clubs and local businesses followed suit and offered their own limited edition commemorative 2004 Swap Meet lighters. Zippo Club Italia, Southern Lights Lighter Club, and licensing partner Zippo Motorsports each designed event lighters sold at the Zippo/Case International Swap Meet.

Southern Lights Lighter Club has produced an annual club lighter for two years, but for the first time, the release of their lighter coincided with the Swap Meet. This was the first year the club was represented at the Swap Meet. To tie in both the Swap Meet and the club, the writing on the lid states, "SLLC Connects with Collectors". Only 100 were made, and many were sold to club members before Swap Meet.

Zippo Motorsports offered their first Swap Meet commemorative lighter. The limited edition lighter features the Zippo Motorsports logo on the lid with the tagline, "The Official Lighter of Race Fans". Flames near the bottom complete the Motorsports design.

Great Lakes Lighter Club offered a Swap Meet lighter limited to 150 pieces. The brushed chrome lighter was printed with the words, "Great Lakes Lighter Club welcomes you to Swap Meet 2004".

Pocket Lighter Preservation Guild offered a special National Zippo Day lighter.

The satin chrome lighter featured a surface imprint with the words, "2004 July 16th and 17th Bradford PA" as well as the PLPG logo and "National Zippo Day".



SELECT ZIPPO

AN AMERICAN TRADITION

Zippos stand on a platform of quality and durability. They are windproof and guaranteed to work always or Zippo will fix them free.

For best results use Zippo flints and fluid.

Model	Number	Price
Golden Tortoise	No. 3600	\$22.95
Venetian	No. 1652	\$8.50
Golden Elegance	No. 32	\$17.95
Ultralite Red	No. 1657	\$9.50
Ultralite Blue	No. 358	\$9.50

ZIPPO MANUFACTURING COMPANY-BRADFORD, PENNSYLVANIA 16701 / IN CANADA: ZIPPO MANUFACTURING COMPANY OF CANADA LTD.

The Zippo advertising theme for 1980 was a takeoff of the presidential election of that year. Lighters were produced with the donkey and elephant logos representing the political parties. Red, white, and blue hats and campaign buttons were distributed and worn at the annual sales meeting and trade shows.

TURN UP THE HEAT



20843
Tribal Madness



20835
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