

CLICK



***The Zippo Fuel Plant
Turns 40!***

Swap Meet
2 0 0 6
TREASURES
&
TALES

| | |
|--|--------------|
| Letter from Zippo President / Chief Executive Officer | Page 3 |
| Letter from the Collectors Club Administrator | Page 4 |
| Swap Meet | Page 4 - 5 |
| Click Togethers..... | Page 6 - 7 |
| New zippoclick.com | Page 8 |
| Zippo by Mazzi Manual..... | Page 9 |
| Zippo Fuel Plant | Page 10 - 11 |
| Collecting Zippo Fuel Cans..... | Page 12 - 13 |
| Korean Design a Lighter Contest Winner | Page 14 |
| How Windproof is a Zippo Lighter? | Page 15 |
| Licensed Zippo Lighters | Page 16 |
| Collector Profile: Derrick Stainton..... | Page 17 |
| Barbour Street Collectible | Page 18 |
| Zippo Lifetime Guarantee | Page 19 |
| Taste of Heartland Contest | Page 19 |



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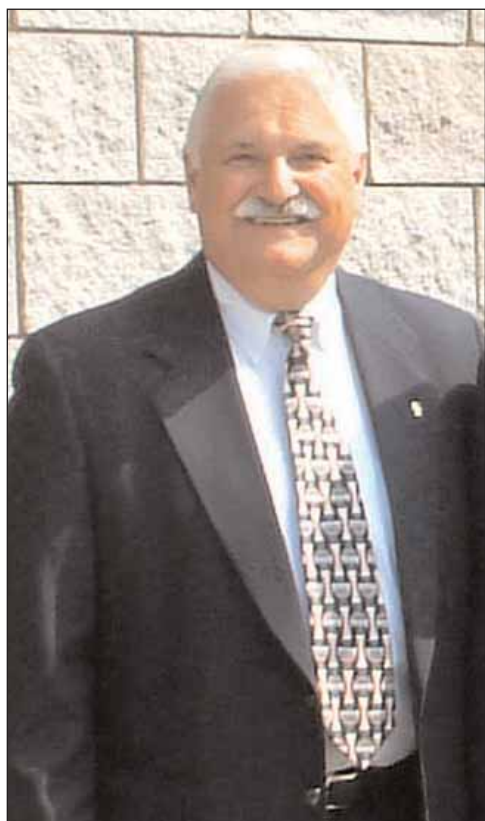
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CAN YOU FIND THE ZIPPO FLAME?

On the cover of every
volume of *Click* magazine,
there is a hidden
Zippo flame.

Can you find it?



Letter from the President

Every Zippo lighter and Case knife is a treasure and there will be plenty of them at this year's Zippo/Case International Swap Meet. We're looking forward to seeing you and other collectors from 11 countries and 37 states that will converge in Bradford in just a few days.

Be sure to check out the treasures featured in the new Zippo Choice Catalog on zippoclick.com. Whether you choose a Zippo lighter that features the elegant deep carved armor with rich epoxy fill or sparkling Swarovski crystals or innovative engraving techniques or the new Misty Silver finish, there's no doubt they will be a treasure in your collection. You can find those new Zippo treasures at your local retailer.

Collectors of Zippo fuel containers will appreciate the update in this issue. This year is the 40th Anniversary of our fuel plant and we are delighted to salute the contribution of the plant to Zippo's success.

As you can see from the photos below, our Swap Meet treasures are ready, so gather yours and we'll see you July 19 -22!

Gregory W. Booth
President and Chief Executive Officer

3 Treasures

Three limited edition treasures have been created to commemorate the 2006 Zippo/Case International Swap Meet.

Swap Meet Lighter Knife Set

One of 250 produced, the set includes a Zippo lighter, Case knife, and Swap Meet pin.

Zippo's new translucent Toffee lighter finish beautifully enhances the color imaging of the "Treasures & Tales" Swap Meet logo. The Case knife is a Peach Seed Jigged Dark Molasses Barlow pattern (62009 SS) with Tru-Sharpknife™ surgical steel blade embellished with the 2006 Swap Meet logo. The nickel silver bolster features "Case XX" stamping. This knife is a genuine Case collectible and includes the Case "Long Tail C" serialization. A rectangular commemorative pin shows off the "Treasures & Tales" logo.

The lighter and knife are consecutively numbered and displayed with the Swap Meet pin in a tin with an event logo medallion on the lid.

#SMS06 \$150.00



Case Knife

This commemorative W.R. Case & Sons Cutlery Company knife is a Peach Seed Jigged Dark Molasses Barehead Russlock (61953L SS) with mirror polished Tru-Sharp™ surgical steel blade embellished with the Swap Meet logo. The knife is a genuine Case collectible and includes the Case "Long Tail C" serialization. Packaged in a square commemorative tin, this Case knife is consecutively numbered and limited to 250 pieces worldwide.

#SMK06 \$69.95



Zippo Lighter

Zippo's color imaging process brilliantly illustrates the "Treasures & Tales" Swap Meet logo on this translucent Toffee Zippo windproof lighter. Packaged in a rectangular commemorative tin, the lighter is limited to 1000 pieces worldwide.



#SML06 \$26.95



Treasures and Tales at Zippo

We have some very exciting plans for you when you visit Bradford for the 11th biennial Zippo/Case International Swap Meet. This event will bring the largest gathering of Zippo Click members ever, many attending for the first time.

More than 250 collectors and their guests will be joining Zippo officials to kick off Zippo's 75th Anniversary year-long celebration and tour the new Zippo Design Center. I can't wait for you to see the Zippo treasures we've dug up for the exclusive member Zippo Click Prototype Collectibles sale at the Zippo/Case Visitors Center Thursday morning!

Speaking of treasures, you won't want to miss the opportunity to purchase two new Zippo collecting books written by three of our own members that will be released for the first time at the Swap Meet. *And you thought Zippo*

only made lighters. A collectors guide to the other products made by Zippo Manufacturing Company written by member Michael Grimaldi and *Warman's Zippo Lighters Field Guide* written by members Dana and Robin Baumgartner will be available to you for the first time at the Zippo/Case Visitors Center during the Swap Meet. Both books are a got-to-have when you're shopping for new Zippo treasures!

When you're packing your luggage for the trip to Bradford, don't forget to save some room for some new Zippo treasures like the new Zippo by Mazzi collection on the back cover. Also, Claudio Mazzi will be at the Swap Meet to autograph copies of the first Mazzi Manual written by Zippo Click member Gerhard Holzmann featured on page nine.

Finally, a big thank you goes to this year's Swap Meet chairman, Josh Gleason, and his entire team who have been working since late last year to make the 2006 event a terrific experience.

The Zippo treasure hunt is on! See you in Bradford!

Kathy

Kathy Jones
Zippo Click Administrator



2004 Swap Meet



Get ready to swap your treasures and share your tales!

By Marty Ours

The eighth Zippo/Case International Swap Meet will be held Friday, July 21 and Saturday, July 22 on the grounds of the Zippo/Case Visitors Center in Bradford, Pennsylvania.

"This year's theme, *Treasures & Tales*, signifies how Zippo and Case collectors revere their prized collections as personal treasures. With each treasure, there comes a story or a tale about where they got it or what it means to them," explained Josh Gleason, Swap Meet chairman and Zippo/Case Visitors Center store manager.

Wednesday, July 19 – Clicking Together

Swap Meet activities kick-off with a Click Together at Zippo headquarters on Barbour Street from 1 – 4 p.m. After a group photo, members will join Zippo officials as they initiate Zippo's 75th Anniversary celebration. Members will then tour the Zippo Art Department and the new Zippo Design Center.

If you are a member of the Case Collectors Club, the Case Collectors Club Appreciation event begins at Case headquarters at 4:30 p.m.

Thursday, July 20 - It's your day!

Members can start Collectors Day off at the special members-only sale in the ZCVC at 7 a.m. The Zippo Factory Tour starts at 1:30 p.m. and Case Factory Tour at 3:30 p.m.

The famous Zippo/Case Dinner and Auction on the grounds of Case will begin at 3:30 p.m. At 6:45 p.m., ten Zippo and ten Case items will be awarded to the highest bidder. Plus, another 12 Zippo and Case items will be part of a pre-dinner silent auction.

Friday, July 21 and Saturday, July 22 – Ready, set, swap!

The public gets into the action on Friday and Saturday. Anyone can bargain with collectors and sit in on demonstrations.

Italian airbrush artist, Claudio Mazzi returns to showcase his talent on Zippo lighters. Plus, three newly published Zippo books and two Case books will be available with each of the author's present for book signings. Tom Wolfe, woodcarver and longtime Case knife enthusiast will hold whittling clinics. There will be an entertaining Knife Cutting Competition, where industry professionals will put their knives into action in a new and exciting sporting competition.

Fun and games

The *Racing Only Twisted Tour* presented by Watkins Glen International will offer racing simulators and a NASCAR show car. Interactive games like Zlinko and contests like the Exhibitor and Funny Hat contest will take place over these two days.

Case artisans will offer free knife cleaning and sharpening. The Zippo repair staff will back Zippo's famous lifetime guarantee that "It works or we fix it free.™" Free custom engraving will be available on both Zippo lighters and Case knives purchased at the Zippo/Case Visitors Center during the event.

Collectors' favorite sale!

The Zippo/Case Visitors Center will host a giant tent sale of special bargain prices on hard-to-find lighters and knives, clothing, books, souvenir items, and more. Guests can also explore the Zippo/Case Museum to trace the history of these two beloved American icons.



The Motorcycle Dice Run to benefit Kids and Cancer programs will be starting their ride on Saturday morning from the Zippo factory. A limited edition Kids and Cancer Zippo lighter will be available to registered riders. The event is coordinated by motorcycle enthusiasts from the surrounding region.

The excitement of the weekend extends to the annual Bradford Summerfest celebration. For additional Swap Meet information and schedule of events, visit zippo-caseswapmeet.com.

2004 Swap Meet

Zippo Click Collectors Club has members in 63 countries all over the world. At the request of members who wanted to meet other Zippo enthusiasts in their geographic area, the concept of a Click Together was devised. The 2005 Click Together inaugural schedule included eight events with an overall attendance of more than 150 members.

The 2006 Click Together schedule includes six stops to date. At the events, club members can pick up their exclusive Click Together lighter, register to win Zippo goodies, and have their photo taken with the Zippo Car and be part of a group photo to be printed in Click magazine.

The initial event took place at Tinder Box in Myrtle Beach, SC during the Cruisin' the Coast Myrtle Beach Bike Week on May 12 – 21. In addition to the Click Together event lighter, collectors had the opportunity to purchase a limited edition Bike Week Zippo lighter for their collection.

July 19, Zippo/Case International Swap Meet, Bradford, PA

You'll definitely want to be in Bradford during the Zippo/Case International Swap Meet and be sure to arrive early! On Wednesday afternoon, Zippo Click members are invited to attend a Click Together at the Zippo corporate office on Barbour Street. Members will tour the new Zippo Design Center and initiate Zippo's 75th Anniversary celebration.

Back for you

Aug 19, Woodward Dream Cruise, Detroit, MI

Members can Click Together at Smoky's in Royal Oak for a one-hour event during the Woodward Dream Cruise. The Dream Cruise is a grassroots phenomenon that has grown into the world's largest one-day automotive event. It attracts an estimated 1.6 million people and 40,000 muscle cars, street rods, and other unique vehicles that cruise a ten-mile stretch along the famed Woodward Avenue.

Sept 10, Zippo U.S. Vintage Grand Prix, Watkins Glen, NY

At this special Click Together, registered members will receive free tickets for themselves and one guest to a day of racing at Watkins Glen International. The Zippo U.S. Vintage Grand Prix showcases some of the country's finest vintage racing. One lucky member will receive a free ride around the track in the 1947 Zippo Car. Additionally, lunch will be served where members can rub elbows with Zippo VIPs and employees.



Greg Booth; Zippo president and CEO (left), joined members at the Click Together event.

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Oct 21, Smoky Mountain Knife Works, Sevierville, TN

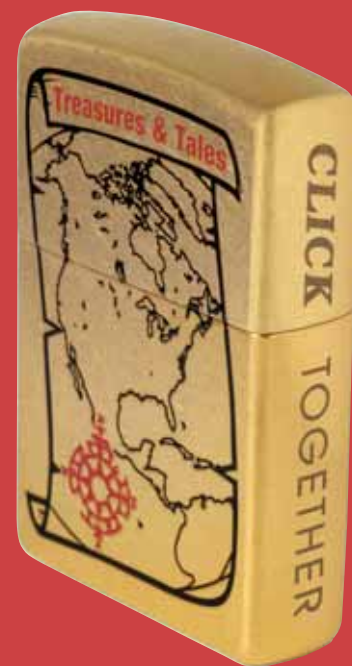
Smoky Mountain Knife Works (SMKW) will be hosting the final Click Together of the year. SMKW carries an extensive line of collectible Zippo lighters including custom imprints and limited edition commemoratives. As a special benefit for this Zippo weekend, all Zippo lighters and accessories will be discounted an additional 10% off their already reduced prices. SMKW will host a lunch for members and their guest. If you are looking to make a weekend of it, check out the nearby attractions at Pigeon Forge, Gatlinburg, and Dollywood.



Click Together in Watkins Glen last year.



For event times, locations, collectible ordering information, or to see who else is attending go to the Click Together section on zippoclick.com. If you'd like a Click Together in your region, contact your local Zippo retailer.



The 2006 Click Together limited edition lighter is a companion piece to the Zippo/Case International Swap Meet collectible. The lighter offers a different spin on the Swap Meet theme, *Treasures and Tales* signifying how collectors revere their prized Zippo collections as personal treasures. The lighter features a scroll with a map indicating where you can find *Zippo Treasures & Tales*. The Click Together name is engraved along the side of the Gold Dust Zippo lighter.

This special Click Together lighter is available by pre-order only. Attending members must pre-order and pick up the lighter at the event. The lighter will not be shipped. Members are limited to purchase one lighter per event. The lighter is not available through any other offer and will be discontinued following the final "Click Together" in 2006.

Click All Together

Since 2002, zippoclick.com has been the link that brings members from around the globe together. And now, there's even more reason to click to the members-only website.

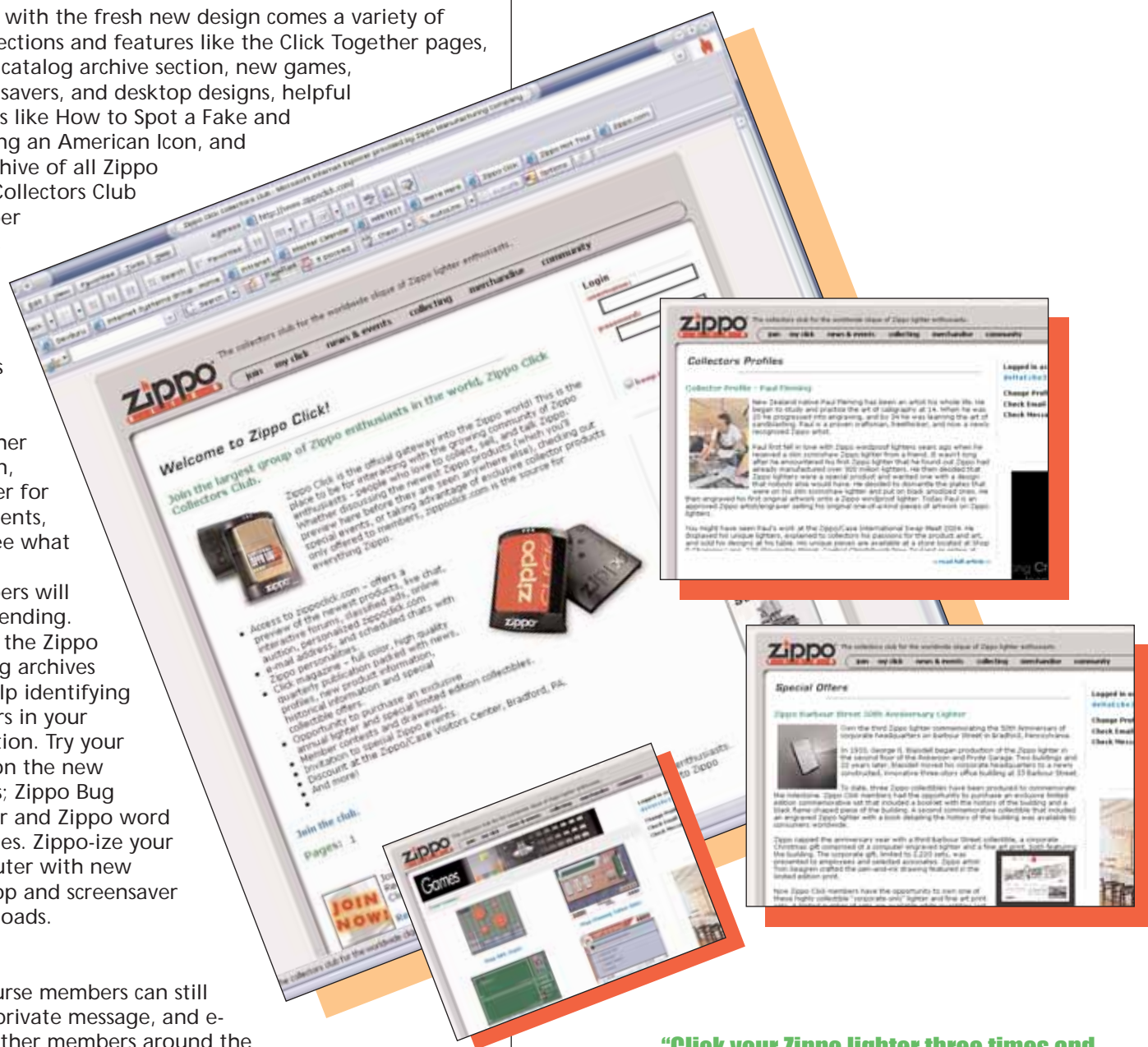
Along with the fresh new design comes a variety of new sections and features like the Click Together pages, Zippo catalog archive section, new games, screensavers, and desktop designs, helpful articles like How to Spot a Fake and Building an American Icon, and an archive of all Zippo Click Collectors Club member offers.

Get event details in the Click Together section, register for the events, and see what other members will be attending. Check the Zippo catalog archives for help identifying lighters in your collection. Try your skills on the new games; Zippo Bug Hunter and Zippo word searches. Zippo-ize your computer with new desktop and screensaver downloads.

Of course members can still chat, private message, and e-mail other members around the globe through the site or buy, sell, and trade Zippo products in the classifieds or auction pages free. Learn from the experts in the Zippo Click forums. The forums have more than 1,700 topics and 22,000 postings in the forums ranging from dating Zippo lighters to listing your favorite lighters.

This is the first website redesign in three years. The website receives more than two million hits every month.

Now go ahead and start clicking!



"Click your Zippo lighter three times and say, 'There's no place like Zippo Click!'"

-Lowden

Zippo by



By Marty Ours

As the story goes, Claudio Mazzi had a chance meeting with the owner of Zippo Italia, Joe Romei, in 1995. Romei was impressed with Mazzi's airbrush art and questioned whether he could paint a Zippo lighter. Painting on the small canvas of a Zippo lighter was a challenge for Mazzi but within a few days he had three samples, and the legend of Zippo by Mazzi was born.

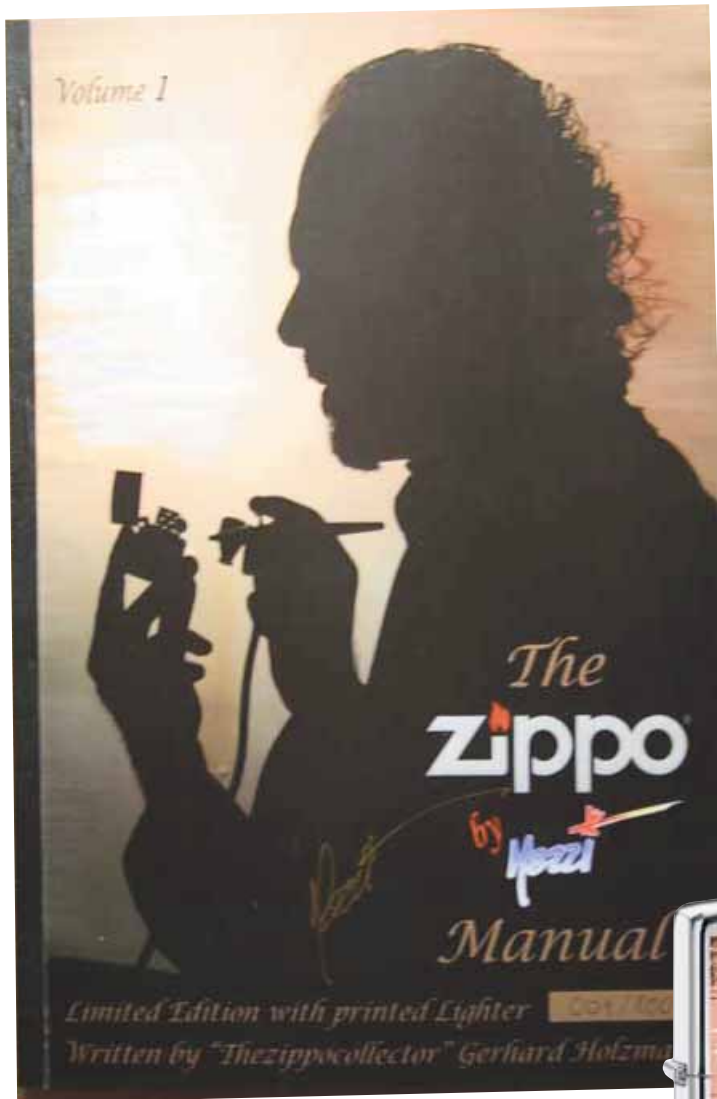
"Claudio's masterpieces evoke strong emotions. It's not only how nice and detailed the actual artwork itself is, but also the emotional response it raises in you. Every lighter tells a story," explained Joe Romei.

In the years that followed, Mazzi gained an underground, almost cult-like following. Within 11 years, the Zippo by Mazzi phenomenon led to the creation of over 13,000 lighters and a three-year waiting list for one of his legendary one-of-a-kind lighters.

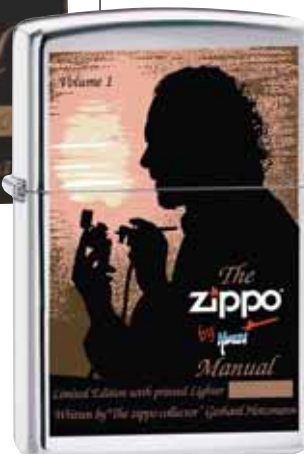
As the legend grew, so did the need for more information. Collectors from all over the world were demanding a manual that would provide a history of Mazzi's work and an estimated value of his creations.

Well, Mazzi's biggest fan and collector stepped up to the challenge in a big way. Gerhard Holzmann, who owns a collection of 200 Zippo by Mazzi lighters, compiled 112 pages and over 400 images of lighters. His Manual offers a general price guide, bios on the artist, and an explanation of the airbrushing process, and Zippo lighter dating information.

The book has quickly earned praise from fellow collectors. "In a word, amazing!" exclaimed kdsinc1 in the Zippo Click forums. "Gerhard has done a fantastic job in cataloging and presenting Claudio's artwork. The text is well written and very informative. It gives the reader an inside look at the artist, his career, and the creation of his masterpieces."



The Mazzi Manual can be purchased with or without the companion Zippo lighter. The lighter is limited to only 100 pieces. A second variation with an original Zippo by Mazzi lighter, limited to 10 pieces, sold out within a day.



The Mazzi Manual, limited to 1000 copies, can be purchased in English, German, or Italian at the Zippo/Case International Swap Meet and zippo-collector.com for \$59 (USD). The manual can also be purchased with a signed and numbered companion Zippo lighter for \$125 (USD). The lighter/manual set is limited to only 100 pieces.

To view more of Claudio Mazzi's work, go to zippobymazzi.it.

Fuel Plant Celebrates 40th Anniversary

By Larry Visbisky

Zippo has built its reputation on Zippo windproof pocket lighters but the lighter alone will not work to peak performance without its lifeblood - Zippo Premium Lighter Fluid.

The Zippo Fuel Plant, located adjacent to the Zippo factory on Congress Street in Bradford, Pennsylvania, marked its 40th anniversary May 18, 2006. The Fuel Plant is the only place in the world where genuine Zippo Premium Lighter Fluid is packaged and shipped to over 60 countries worldwide,



as far north as Iceland and as far south as New Zealand, and scores of countries in between. The fluid cans are packaged in

more than 28 different languages to accommodate the worldwide distribution.

Three 10,000 gallon in-ground fuel storage tanks feed the fuel into the plant for packaging. The Zippo Fuel Plant uses approximately one to one-and-a-half tanks per day to fill over 100,000 cans of lighter fluid per shift.

Fluid Fast Facts

- Fuel Plant shipping records have been continuously maintained since 1973
- From 1973 through 2005 the Fuel Plant has shipped:
 - 413,560,488 4-ounce cans
 - 49,885,092 12-ounce cans
 - Totaling over 463.4 million cans distributed over a 32 year span*
- The first Zippo Butane Fuel distribution began in 1980 and was stopped in 1994
- Zippo butane shipments began again July 25, 2001 through present
- Fuel Plant Supervisors:
 - Mel Laborde** – Supervisor at original fuel plant on Barbour Street and the first Congress Street facility
 - Harry Smith** – 1970s – 1992
 - Ralph Pearce** – 1992 - present



Zippo Fuel Plant - The Early Days



By Larry Visbisky

In 1933 Zippo enlisted the help of two Pennsylvania fuel companies to fill Zippo branded fuel cans, one in Bradford and the other in Warren. The cans were filled with fuel and sent to Zippo where they were shipped to retailers.

That process continued until 1957 when Zippo obtained fluid filling machinery and established operations at 36 Barbour Street, Zippo's former offices and factory. The building, Zippo's first fuel plant, was aptly named the Zippo Lighter Fuel Company. It was conveniently located directly across the street from the then new corporate headquarters at 33 Barbour Street.

The fluid operations continued at that location until the current and much bigger, Fuel Plant was built on Congress Street in 1966.



Products from Our Past

By Larry Visbisky

In the 1950s and 60s, Zippo sold two petroleum-based household products produced by Zira Laboratories, a division of Zippo Manufacturing Company. Zip-Slip, a zipper lubricant in a solid crayon-like stick and Zirenn, a lip balm in a squeeze tube were sold locally until the 90s at the front desk of Zippo headquarters at 33 Barbour Street. Zira Laboratories was located in the Congress Street factory building.



Zirenn helped protect the nose, lips, and other exposed areas against sunburn and windburn.



Zip-Slip, when lightly applied to zipper teeth, restored a free and easy motion to the zipper pull.



Collecting Zippo

By Larry Visbisky

If Zippo lighters are the hottest Zippo items to collect, that must certainly make Zippo lighter fluid cans the coolest. They've got to be the coolest, as

members know the new Zippo lighter fluid is, after all, nicknamed "cool fuel."

Zippo lighter fluid containers have appeared in many shapes and sizes over the past 73 years, including variations of the traditional metal can, glass, lead tubes, and even plastic.

The first Zippo lighter fluid can made of metal in 1933 eventually became the standard fuel container for Zippo lighter fluid. During World War II, many common metal-based items were eliminated to conserve metal for

in the classic metal cans.

In the 1960s, Zippo developed a plastic fuel container featuring a unique contour, unfortunately, it was recalled from store shelves within a month of its release due to leakage. Zippo revisited the plastic fluid containers again

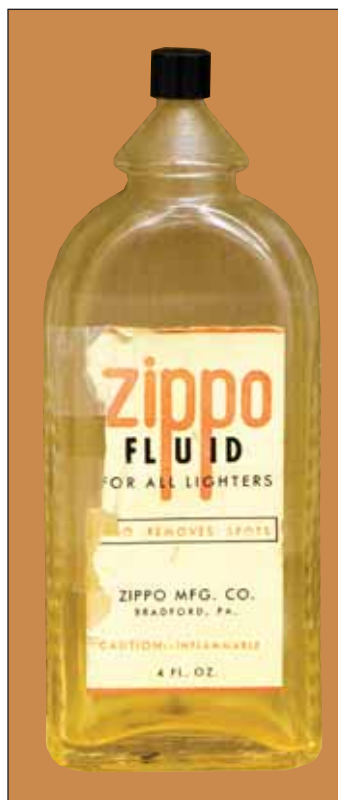


in 1982. A few prototypes were built but after extensive testing were never released.

Another unique fuel container was introduced in the 1970s. When consumers sent in a lighter for repair a small lead tube



crucial wartime use. This shortage forced Zippo to convert from cans to glass containers. Once the war was over and metal was abundant, the fluid was again available



Fuel Cans



- filled with just enough fluid to fill a Zippo lighter - was shipped back to the consumer with the repaired lighter. This practice continued for a few years but was stopped due to federal shipping regulations.

Zippo has offered a few commemorative cans over the years, most notably cans that celebrate the 40th, 50th, 65th, and 70th Anniversaries of the company. Most of these Anniversary cans were also available in a special gift pack that included the commemorative fuel tin and a collectible Anniversary lighter.

In 2001, Zippo's German distributor Zippo GmbH orchestrated a one-time promotional Zippo lighter fluid can for Michael Schumacher. Schumacher, a highly regarded German Formula One driver was featured on several thousand Zippo lighter fluid cans printed with the slogan "Simply the best, Simply Schumi." These cans were shipped to the

German market. These cans are regarded as a "cool" collectible among Zippo lighter fluid can collectors and Formula One racing enthusiasts.

Recently, Zippo introduced a new formula fuel with



improved performance. The can features information about the benefits of the new formula (on cover). Collectors are always looking for that new addition to add to their collections and there is one just around the corner. Watch for the 75th Anniversary lighter fluid can coming soon!



Design a Lighter Takes on Asian Flair

Korean Distributor Announces Winner

By Larry Visbisky

Decorating the face of a Zippo lighter has become one hot area of interest for collectors, artists, and lighter enthusiasts. The creative urge to design graphics for a Zippo lighter appears to be universal, as evidenced by a recent promotion by Zippo's Korean distributor in Seoul, Korea.

"We promoted Korea's first ever Design a Lighter Contest last August to find the hottest designs and graphics to imprint on a Zippo lighter," said Joseph Shin, ShinMyung Glovix marketing manager.

Open to university students, the contest objectives were to design two graphics - a design that represented their university and any "freestyle" design of the artist's choice. The participants were permitted to work individually or in groups and could submit any number of designs. A combined total of 197 teams participated, each hoping to be chosen as the first-ever Korean Design a Lighter winner. The contest participants created 236 university designs and 278 freestyle designs.

Shinmyung Glovix received all contest entries and chose 28 designs to send to Zippo for final judging. A select team of Zippo employees judged the finalists. The panel consisted of Josh Gleason, Zippo/Case Visitors Center store manager; Kathy Jones, retail marketing manager; Shawn Llewellyn,

project coordinator/product development; Rick Pedine, export manager Asia/Middle East; Violet Snyder, global licensing manager; Dan Rozanski, national sales manager; and Dale VerVoort, art director.

The winning designs were a series of animal graphics titled, "Asian Twelve Totems" created by James Yang, an Industrial Design student at Kyungwon University in Korea. Yang's animal designs depict the twelve animal gods, much like the zodiac symbols.

"In Asian culture, it is believed that every human is matched with a certain representative animal according to the lunar year they are born and when carried by a person in some form (even on a Zippo lighter), it will bring

James Yang's winning design.

the carrier good luck and protection," said Joseph Shin, ShinMyung Glovix marketing manager.

"I wanted it to be oriental in style, but appeal internationally as well. That's why I chose the animals," stated Yang.

Yang was familiar with the Zippo lighter before his university studies, having served two years in the Korean Army.

"The Zippo lighter is very popular with the soldiers in the Korean Army," said Yang. "I have a small Zippo lighter collection, and I love that click sound," he explained.



James Yang was excited with his prize as winner of the Korean Design a Lighter Contest that included a trip to the United States and a visit to Zippo corporate headquarters. Yang (left) visits with Rita Walters, design center manager; Joseph Shin, ShinMyung Glovix marketing manager, and Ginny Venezia, Design Center coordinator.

Windproof in Nature, Windproof by Design

By Larry Visbisky

Consumers around the world recognize the Zippo pocket lighter as the perfect source for a portable windproof flame.

The distinctive chimney design helps to shelter the flame. Once ignited, this piece is crucial in helping keep the flame burning during encounters with wind and other outdoor elements.

In an early 1930s advertisement, Zippo promoted the windproof feature of the pocket lighter with the slogan "Just what I've wanted" say sportsman everywhere. This statement was aimed at golfers, motorists, hunters, fishermen, campers, and others who would need a source of reliable flame during their outdoor activities.

To reinforce the windproof message, Zippo ads and promotional materials in the late 1930s encouraged consumers to "try the fan test." The fan test challenged any Zippo retailer to place a lighted Zippo windproof pocket lighter in front of a blowing electric fan to prove the lighter's windproof ability. The most famous of these ads featured Windy, a fictional Zippo spokeswoman, and appeared in the December 1937 issue of Esquire magazine. The ad was a departure from the earlier ads that focused on

outdoor enthusiasts.

In the 1950s, Zippo moved into a brand new form of media - television commercials. Zippo created a commercial reminiscent of the Three Little Pigs story, where instead of the big bad wolf trying to blow down the little pig's house, the wolf tried to blow out a Zippo pocket lighter flame, unsuccessfully of course.

Zippo revisited the television market in 2000 with a commercial titled "Night Watchman." The focus was once again the windproof ability of the Zippo pocket lighter. In the commercial, the Statue of Liberty's torch was extinguished by high winds during the night and the statue's caretaker, the night watchman, relights the torch with his trusty windproof Zippo pocket lighter. This commercial is a powerful visual that resonates with the Zippo consumer on the windproof nature of the lighter.

Still today, the Zippo windproof pocket lighter is known worldwide as a perfect source of portable windproof flame. Since we've shared with you some of our windproof stories, how about sharing yours? Do you have a windproof Zippo pocket

lighter story or have you battled the elements with your Zippo lighter? If so, send them to zippoclick@zippoclick.com

or 33 Barbour Street, Bradford. Don't let your story breeze past us.



The famous Zippo windproof pocket lighter ad featuring, "Try the fan test." The ad appeared in the December 1937 issue of Esquire magazine.

License to Thrill

By Larry Visbisky

In the world of Zippo lighters you may have heard the term licensing or licensed product, but what exactly do these terms mean? Licensing is the right to use another company's trademarked logos or graphics on a Zippo lighter for a fee. Once an agreement is made and a contract is signed with the company owning the trademarked design, Zippo becomes the licensee. The owner of the trademark is called the licensor.

Taking a licensed property from concept to market can be very challenging, involving many different departments. From contract negotiations to final approvals, there are a number of restrictions to which Zippo must adhere. They include: graphic placement, trademarks, and proper use of logo or design. Once the graphics are

approved by the licensor the lighter manufacturing can begin.

Zippo has partnered with some of the top 50 global brands, such as: Harley Davidson, Playboy, Ford, Chevrolet, NFL, MLB, Jack Daniels, Jim Beam, and NASCAR. These top brands are popular with both consumers and collectors.

Many of the limited edition collectibles sell out quickly. Some of the hottest licensed designs from the past few years include the Playboy 50th Anniversary, John Wayne – Limited Edition, The Wright Brothers, Major League Baseball Stadiums, and the Chevy 50th Anniversary. They have all sold out at Zippo, but may still be available at select retailers. Not only are these lighters stylish and attractive, but so is the packaging.

"It is important to make an extra effort to have outstanding packaging on limited edition items. Packaging is a key element, it has to be creative so the product stands out," said Global Licensing Manager, Violet Snyder. "The collectibility of our product is so important and we are planning to offer more collectible licensed products in the future. We are always on the lookout for new licenses."

And speaking of new licenses, this year watch for these new Zippo lighters: Cadillac, Southern Comfort, American Hardcore, and a creation of new Mazzi designs. Zippo will continue to acquire designs and

graphics that will appeal to consumers and collectors, because there's nothing like the thrill of finding one of your favorite brands proudly displayed on the face of a Zippo lighter.



Major League
Baseball Stadium



Mazzi



American
Hardcore



Ford
Vintage



By Amber Bacha

It's Zippo lighters that make this Englishman click. Born in England but a resident of Montrose, Scotland for 36 years, Derrick Stainton has spent the past nine years accumulating more than 1,000 Zippo lighters and non-lighter Zippo products.

Derrick may be new to Zippo collecting but not to Zippo lighters. During the 1970s while Derrick was stationed in Fort Reiley, Kansas with the 59th Marine Commando Squadrons, he purchased his first two Zippo lighters at the base commissary. The two lighters, one slim and one regular, displayed a Big Red One to signify the first infantry division to go to Vietnam. Several years later, Derrick gave the slim lighter away as a gift. Unfortunately, he has since lost the regular lighter. "It would have been very special in my collection today," he explained.

Derrick once bought 120 Zippo lighters, condition and age unknown, from the son of a Zippo collector who had passed away. Upon receiving the lighters, he realized that one of them was a

Derrick Stainton

1951-1953 LSS Lone Star Steel Co lighter, the oldest Zippo lighter in his collection. Some of Derrick's favorite collectibles are from pubs, clubs, and institutions.

"I buy about ten lighters a month, Derrick proclaimed. "I can't pass by a shop without buying a Zippo lighter. I just love Zippo lighters!" he added.

Derrick's love for Zippo goes beyond just lighters. He also collects non-lighter Zippo products. Clocks, sunglasses, fuel dispensers, hats, t-shirts, and watches are just a few of his most memorable collectibles.

Derrick became a charter member of Zippo Click at his first Zippo/Case International Swap Meet in 2002. He enjoys the perks of the club and the ability to purchase limited edition items.

"Zippo just rolled out the carpet for me when I arrived," commented Derrick.

The highlight of the trip was when he was introduced to Zippo owner George Duke. Mr. Duke presented Derrick with a limited edition Rolling Stones Forty Licks lighter numbered 2/10000, which

soon became his favorite lighter. During that first visit, Derrick toured the Zippo and Case factories.

He was also given a tour of American Refining Group Inc. in Bradford, the oldest continuous operating oil refinery in the U.S. celebrating its 125th anniversary this year. In Scotland, Derrick is employed by Vacro, a company that designs, manufactures, rents, and sells equipment used for oil and gas drilling production.

Besides collecting Zippo lighters, Derrick enjoys Formula One races and spending time with his daughter, Shann. Derrick says that he has three important things in his life: "my daughter, my job, and Zippo." The only reason that Zippo falls after his job is because he needs his job to support his Zippo collecting hobby.

Derrick is also a member of Zippo UK Collectors Club.



During Derrick's last visit to the United States last October, he reached the 1,000th Zippo lighter promise land amongst a group of cheering Zippo employees.

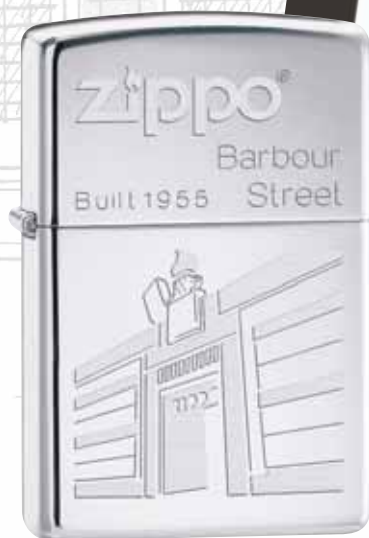
COLLECTOR PROFILE

Barbour Street Commemorative

In 1933, George G. Blaisdell began production of the Zippo lighter in the second floor of the Rickerson and Pryde Garage. Two buildings and 22 years later, Blaisdell moved his corporate headquarters to a newly constructed, innovative three-story office building at 33 Barbour Street.

In 2005, Zippo celebrated the 50th Anniversary of the Barbour Street building with an exclusive limited edition commemorative set for Zippo Click members and a second collectible lighter was available to consumers worldwide. Zippo capped the anniversary year with a third Barbour Street collectible, a corporate Christmas gift comprised of a computer engraved lighter and a fine art print, both featuring the building. The corporate gift, limited to 2,220 sets, was presented to employees and selected associates.

A limited number of these highly collectible sets are now available to members while quantities last.



ECG-05
\$39.95



Behind the Creation

Zippo artist Tom Seagren crafted the pen-and-ink drawing featured in the limited edition print. His goal was to depict the Barbour Street building as it looked when it first opened in 1955. Seagren referenced old photographs and the original concept drawing rendered by Bradford architect Earl G. Wheeler. Wheeler's 1952 conceptual drawing of the building hangs on the third floor of the Barbour Street offices and became the main inspiration for Seagren's drawing.

Guaranteed For Life

One unmatched pledge

By Larry Visbisky

Did you know that every Zippo pocket lighter is backed by our famous lifetime guarantee that, "It works or we fix it free™?"

"American made and lifetime guarantee" are words not often heard today. Zippo has stood behind the promise for over 74 years. Every Zippo lighter is packaged with our guarantee assuring the consumer that the lighter will be a dependable source of flame for years to come.

Zippo has never charged for the repair of a Zippo windproof lighter – not one cent. As a matter of fact, Zippo has actually been giving away cents since the 1960s! The Zippo penny key tags symbolize our lifetime guarantee with a penny that represents "the cent never spent to repair a Zippo lighter." Zippo Click members may remember reading the article in the Volume 1, 2004 issue of Click magazine*.

The words of our famous forever guarantee reads, "Any Zippo 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 lighter regardless of age or condition. The finish, however, is not guaranteed."

For optimum performance of your Zippo lighters, we recommend using only genuine Zippo fuel, flints, and wicks.

From the unmistakable "click" and quality workmanship to our lifetime guarantee, these are some of the features that make the American-made Zippo lighter so satisfying to own.

*To view or purchase past issues of Click magazine, go to zippoclick.com.



THE ZIPPO® Summer Inspirations SWEEPSTAKES

Zippo is celebrating the success of the new Mini MPLs with an exciting sweepstakes co-sponsored with *Better Homes and Gardens*. As a Click member, you're invited to join the celebration. Imagine you and three friends at the *Better Homes and Gardens* Test Kitchen - truly an inspiration for all celebrated epicures and wannabes. You'll watch great culinary specialists whip up delectable dishes and get to taste each one. A thumbs-up from you could mean that the recipe will be featured in an upcoming issue of *Better Homes and Gardens*. Second-prize winners will receive Zippo MPLs. It's easy to enter at: zippoinspirations.com

Subject to Official Rules at www.zippoinspirations.com. No purchase necessary to enter or win. Enter at www.zippoinspirations.com or send a postcard with your name, age, address and daytime phone number to: Summer Inspirations Sweepstakes, Better Homes and Gardens, PO Box 7170, Des Moines, IA 50309-7170. The Summer Inspirations Sweepstakes begins on 04/11/06 and ends 07/31/06. Entries must be received or postmarked by 11:59 pm ET 07/31/06. Mail entries must be received by 08/07/06. Open to legal residents of the 50 United States, including the District of Columbia, 21 years or older. One entry per household. Void where prohibited. Operator: Meredith Corp.

Zippo by Mazzi

Italian airbrush artist Claudio Mazzi has created over 11,000 airbrushed Zippo lighter masterpieces. Every Mazzi airbrushed Zippo lighter, meticulously painted by hand, is considered a small, precious work of art, a collector's dream.

Don't miss out on the chance to own your own licensed Mazzi art lighter. Zippo's color imaging process replicates Mazzi's original airbrushed art in stunning, intricate detail in the Zippo By Mazzi collection.

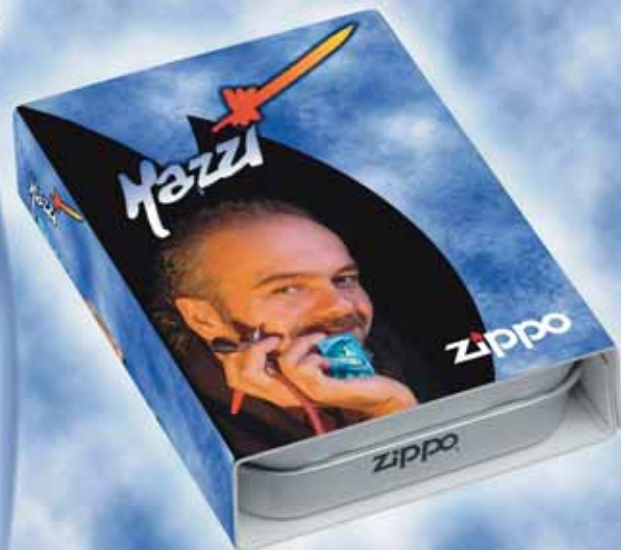


Model #24079
Mazzi-Marsh Landing
Champagne
\$32.95



Model #24080
Mazzi-Untamed
Spectrum
\$32.95

Distinctive colorful finishes provide the perfect backdrop for these beautiful Mazzi designs. Each lighter is packaged in a Zippo lighter tin complete with custom sleeve.



Model #24081
Mazzi-Fantasy
Sapphire
\$32.95



Model #24082
Mazzi-Freedom Watch
Candy Apple Red
\$32.95

zippo
The name in flame™

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