

zippo®

C L I C K

The Official Publication of the Zippo Click Collectors Club

Winter 2002/2003



Let's Get Tricky With It

The Zippo Click

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Letter From The President

As the New Year begins, I reflect back on what an incredible year 2002 was for Zippo, celebrating 70 years manufacturing the famous Zippo windproof lighter. We are pleased to have introduced the Zippo Multi-Purpose Lighter (MPL) and launched the Zippo Click Collectors Club in our anniversary year.

Zippo has been the benchmark for pocket lighters for decades, and we now have raised the standard for utility lighters with our newest product, the Zippo MPL. Debuting just a few months ago, the MPL has been received with an overwhelmingly positive response at retail.

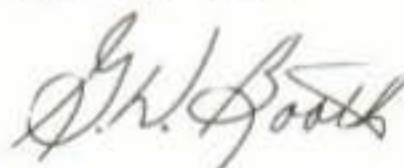
As technology changes, we are always developing new manufacturing processes and finishes. The new product this year was the 1941 Replica lighter, which was chosen for your first club collectible. To provide better ignition, we have also increased the size of the holes in the windscreen of the slim lighter. We have introduced the new frosted etch process you will read about in this issue, as well as the spectrum and silver plate finishes.

With nearly 2,000 members in just five short months, we are pleased with the response from Zippo enthusiasts all over the world for Zippo Click. We are excited about our new collectors and Zippo enthusiasts who participate in the exciting Zippo Trick culture. Once you start "Zippo tricking," you won't want to stop!

From its humble beginnings in this small northwestern Pennsylvania town of Bradford, the Zippo windproof lighter has achieved worldwide status as an international icon of American ingenuity and culture. We couldn't have achieved that status without long-time dedicated employees like Bette Ross pictured with me here, and Nobu Okamoto, both featured in the Employee Profile in this issue.

Thank you for being a part of our 70th Anniversary celebration. Just wait till you see what we have in store for you in 2003!

On behalf of the Zippo family, I
extend our sincere wishes for a
very happy new year.



Gregory W. Booth
Zippo President
and CEO

Greg Booth and long-time
Zippo employee Bette Ross



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Counting

our blessings...

This time of year inspires us to count our blessings – and you, our faithful members, customers, and business associates are among them!

We are thankful to have had the opportunity to celebrate a fabulous anniversary year with so many wonderful friends and business associates like Akiko Okamoto pictured with me here. Akiko's father Nobu is highlighted as one of the employee profiles in this issue.

Our club has grown considerably in the last five months with nearly 2,000 members. Of course, growth never comes without growing pains and this club is no exception. The challenges we faced have helped this club grow and make plans for the future. Thank you for suggestions, please keep them coming!

I extend thanks to those members who took time to message us about the club, website, and first club collectible. We have shared some of those comments with you in this issue and will continue to do so in the future.

Please join me in welcoming Larry Visbisky to his new position as Collectors Club Associate. Larry started with Zippo 11 years ago in the Buffing Department and later transferred to the Fit-Up and Flint and Box Fabrication Departments. He transferred to the fulfillment area of Marketing Communications last year. Larry brings his Zippo knowledge and enthusiasm with him to this position and we are pleased to have him as part the marketing team! (Check out the photo Larry has posted in his profile on the Zippo Click website to see what he does in his spare time!)



Larry Visbisky

You probably have already had a sneak preview of the latest Zippo products on zippoclick.com - you can preview the Zippo Complete Line Collection right now and make your wish list too! Check out the forums where members are conversing about collecting Zippo lighters with other members like renowned Italian artist Claudio Mazzi, who uses a Zippo lighter as his canvas.

If you joined the club in 2002 and haven't already ordered it, time is running out to order your first club collectible. The response for that lighter has been great and we can't wait to show you what we have in store for the 2003 club collectible!

Soon, one lucky member will win the number seven Zippo Signet Lighter commissioned by owners Sarah Dorn and George Duke. Check out the date for that drawing in this issue. That winner could be you!

Zippo clicks and tricks! I've got the click down and my co-workers can attest that I indeed can perform two Zippo tricks! If I can learn, you can too! See the feature story in this issue to learn about Zippo tricks and zippotricks.com.

While we're counting blessings, let's add Zippo founder George G. Blaisdell. His dream of making a timeless, lasting product 70 years ago is a reality. The Zippo lighter design remains nearly unchanged - a testament to the engineering ingenuity of Mr. Blaisdell.

I look forward to another exciting year and I wish you a world of peace during this New Year and always.

Keep clicking!

Kathy Jones
Zippo Click Administrator



Kathy Jones
and Akiko Okamoto

Collector PROFILE

By Brent Tyler

Bas van Esdonk



Bas van Esdonk

Collectors that participated in the 2002 Zippo/Case International Swap Meet may have met the latest collector to be featured in the collector profile, Bas van Esdonk. Bas made the trip all the way from the Netherlands to partake in his first Swap Meet. Not only is Bas a collector of Zippo lighters, he is also a Trickhead. This made him the obvious choice in an issue featuring the quirky world of Zippo lighter tricks.

His family has a close connection to Zippo; at one time his father sold Zippo lighters to military bases in the Netherlands. Bas began collecting at the early age of 14. In order to get his first Zippo lighter, Bas "nagged and nagged" until his parents purchased one for him. Soon after, "I bought a regular solid brass Zippo lighter with the Statue of Liberty on it. After a while I bought another one, and another, and before I knew it I had about 16 of them." Bas said.

Bas claims his favorite lighters are the limited edition Zippo D-Day Commemorative and the "Mysteries of the Forest"™ collectible. Today Bas has a collection that rounds out at nearly 200 lighters. Bas also has a rare assortment of lighters that he obtained in Bosnia while on active duty in the Medical Corps of the Royal Dutch Army.

Bas is an active participant on the zippotricks.com and zippoclick.com websites. He has 500 posts on zippotricks.com and has created numerous tricks. With more posts than even the webmaster, Bas was unofficially deemed the "Super Administrator" on zippotricks.com. He was named "Trickhead of the Month" in July 2001 for a trick called the Boomerang. He also won the "One Hand, One Movement, No Assist" trick contest with his trick, "The One."

Bas lives in the village of Rosmalen, Netherlands. His nickname "The Saint" comes from his life saving efforts in the Army. When he is not saving lives or accumulating Zippo lighters, he enjoys running, cycling, reading, and of course creating Zippo tricks.

One Finger Only – submitted by The Saint



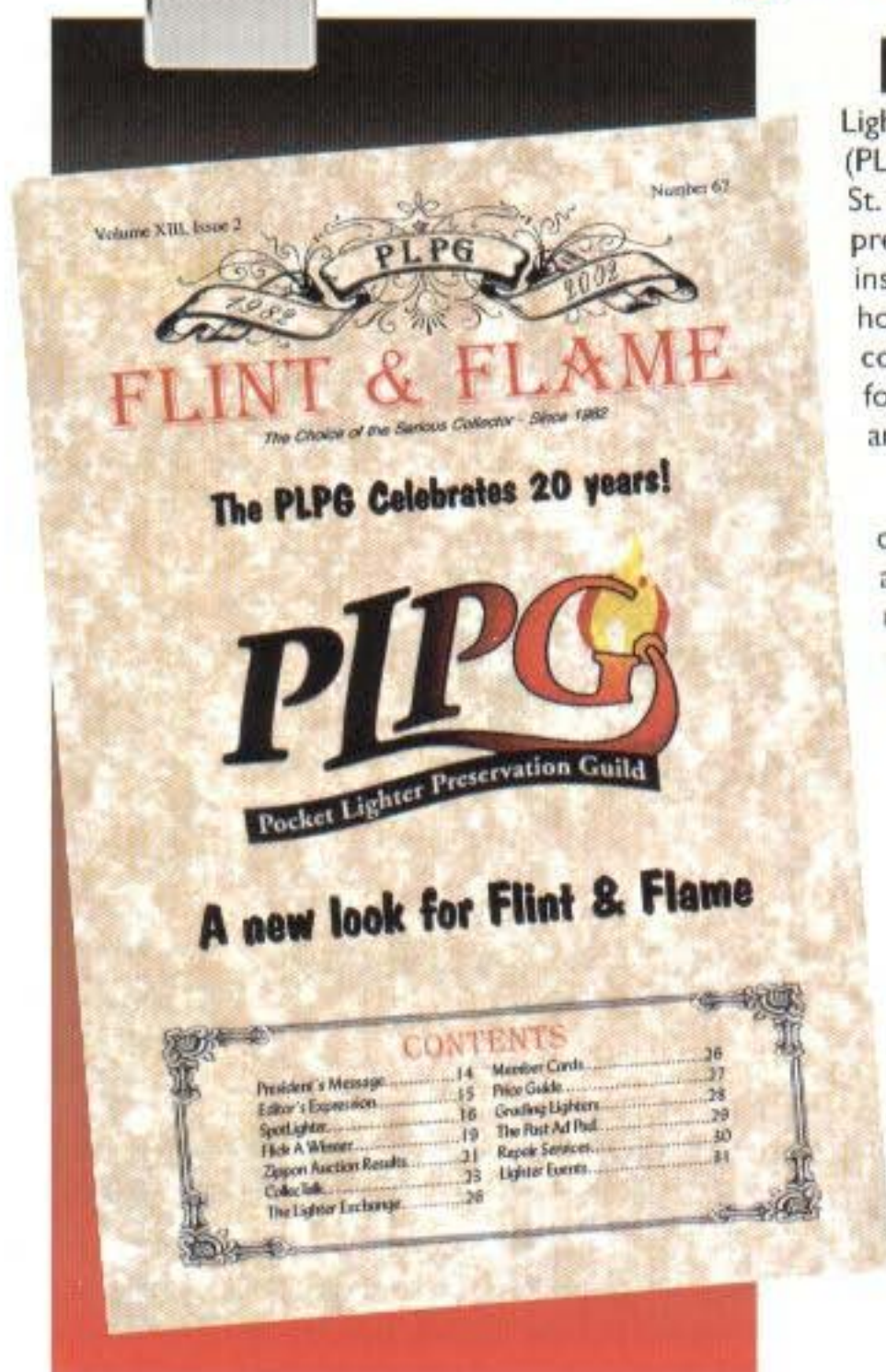
- 1 Hold the body of the Zippo lighter with hinges facing away from you between your thumb and middle finger so that the case is resting against the bottom of your fingers.
- 2 Now open the lid with your index finger by flipping the lid upward.
- 3 To ignite the lighter, hit the sparking wheel with a downward movement.
- 4 To close the lighter, stretch out your index finger and reach for the side of the cap that is pointing down. Press the cap against you. See how easy it is to light a Zippo lighter with One Finger Only?



Club Profile

By Brent Tyler

Pocket Lighter Preservation Guild



In 1982 the Pocket Lighter Preservation Guild (PLPG) was established in St. Louis, Missouri to preserve, maintain, and inspire interest in the hobby of lighter collecting, according to founders Larry Marshall and Ron Eyerluss.

"We are a group of collectors, historians, and students of fire-making appliances interested in the evolution and documentation of lighters rather than the more social aspects of traditional clubs," Marshall said. The PLPG boasts 1125 members in five continents.

Deborah Bowman is the editor of two PLPG publications, *Flint and Flame* and *Between The Flint and Flame*. The club's quarterly magazine, *Flint and*

Flame, is taking on a brand new look and will now feature a vibrant, full-color front page. A new publication, *Between the Flint and Flame*, will as its name suggests, be released between issues of *Flint and Flame*. "The new newsletter will contain more news and information for serious lighter collectors that just can't wait until the next copy of *Flint and Flame* arrives," noted Marshall.

In addition to two quarterly newsletters, PLPG has just released a 2002/2003 lighter price guide, *The Price of Fire*, which has been received with great enthusiasm by collectors around the world.

And if they weren't busy enough collecting, pricing, researching, and writing quality literature for lighter collectors, they also host two major lighter collector conventions in the even years and three in the odd years. The Fall Festival Lighter Swap Meet was held in St. Louis in November. The next show is planned for April 11 and 12, 2003 in Columbus, Ohio, followed by a July show at the Best Western in Bradford during National Zippo Day.

For more information contact the PLPG at P.O. Box 327, Wentzville, MO 63385-0327 or call (314) 651-0693.

First Zippo Click Lighter Limited

Time is running out to place your order for the inaugural Zippo Click members-only lighter!! All members who joined Zippo Click in 2002 have the opportunity to purchase this highly collectible first club edition.

The popular brushed chrome 1941 Replica showcases the Zippo Click logo in full color. The lighter is packaged in an entertaining click clack tin printed with colorful graphics and the Zippo Click logo. A certificate of authenticity completes this special Zippo Click introductory commemorative.

To make this first club collectible more special, all members' numbers will be engraved on the lighters. The first 1,000 members that joined the club will receive their lighter with the designation "Charter Member" computer engraved on the lid in addition to their member number.

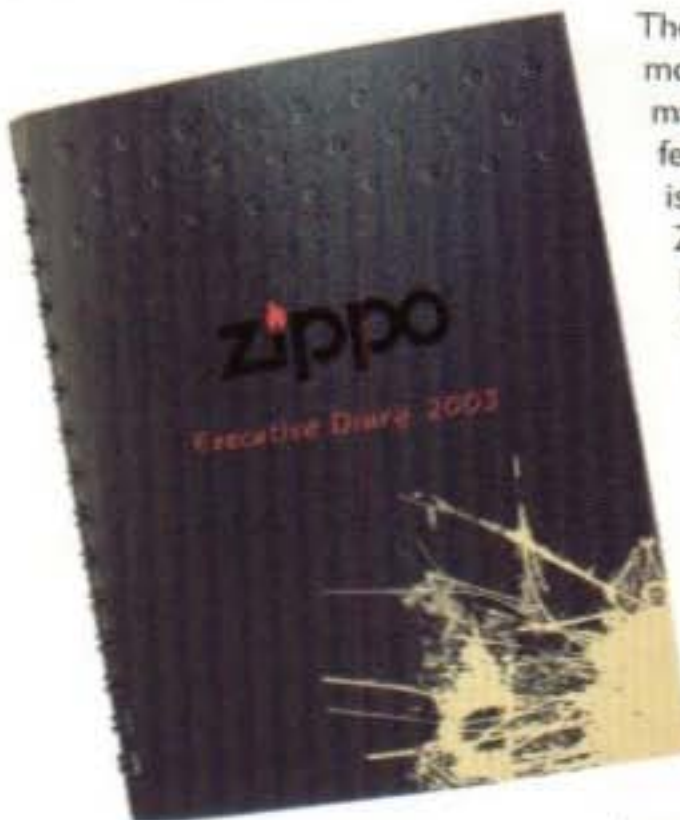
Orders for this special offer will be accepted while supplies last.

going . . . going . . . going . . .



Enter Your Photo to Win

You show us your picture and we'll show you ours! Upload your photo on zippoclick.com for a chance to win a Zippo 2003 Executive Diary.



The Zippo 2003 Executive Diary is a 12-month planner featuring administrative and managerial photos and a Zippo lighter feature of the month. This collectible diary is not for sale at retail, but is given by Zippo personnel to a select list of vendors, business associates and friends and is sought after by collectors worldwide.

Upload your photo by going to the My Click page, click on My Profile then Edit My Picture. Choose the file where your photo is located and upload your photo for other members to see. It's that easy!

One member per week through January 17, will randomly be chosen to win a Zippo 2003 Executive Diary from all members who have placed their photo on the website.

In Memory of Joseph Fearn

We are sad to note the death of Zippo enthusiast and retiree, Joe Fearn, 73, of 245 Constitution Avenue, Bradford, Pennsylvania who died Saturday, November 16, 2002.

Fearn began working at Zippo on January 10, 1966 in the Case Fabrication Department and later transferred to the Assembly Department. "Joe would share many words of wisdom and could always bring a smile to your face. Joe was a hard worker and took pride in whatever he made," said Jerry Johnson, Sr., who was the Assembly Department supervisor at that time.

Joe retired from Zippo after 25 years in 1991. Following his retirement, he worked as a chauffeur at Zippo until his death.

An avid Zippo lighter collector, Fearn was a charter member of the Zippo Click Collectors Club. He was also a member of the Case Collectors Club, On the Lighter Side (OTLS) lighter collectors club, and many fraternal organizations.

"He always wanted to be the first to be registered for the swap meets. He was an avid Zippo collector and well known internationally among collectors and Zippo distributors," said Linda Meabon, Zippo historian.

As a popular exhibitor at every Zippo/Case Swap Meet, Fearn might be best remembered by collectors for his personalized lighter displaying his portrait and his well-known retort, "That's Fearn, not Fern, you big dummy!"

On behalf of the Zippo family, we extend our deepest sympathy to his wife and family.



Trick Comments

Wow, I just downloaded the video on that website and it is awesome! I'm learning some easy tricks...or at least trying!

— camo

Personally, I'm all thumbs when it comes to tricking, but take a look at this awesome site for some great tricks!

— pege



Last thoughts on the tricks...I tried one called the 360-knee flip. After nearly tearing the hinge off the lighter I decided to give it a rest for the day. LOL. Love that stuff. By the way, maybe the tricks should be labeled hard, damn hard and death defying. May your days be less crispy than mine!

— serialkisser

New Zippo Z-Series

The Zippo Z-Series, a limited edition collectible series was created from lighters in the pilot runs of a select array of unusual models. Each lighter comes in unique packaging, which allows for a see-through presentation. As you can imagine the first lighter in this series will have a distinctive look (hint: it is not a current finish).



There will be a limited number of lighters in the Z Series and a minimum of 100 has been reserved especially for Zippo Click members. Watch for more information about this groundbreaking series coming soon!



You have been entered to win!

All Zippo Click Collectors Club members who joined in 2002 will be entered in a drawing to win the number seven solid gold Zippo Signet Lighter.

As part of Zippo's 70th Anniversary commemoration, owners Sarah Dorn and George Duke commissioned 300 exceptional solid gold 1941 Replica lighters.

The image on the lighter replicates the image on the Zippo signet ring, designed by Tiffany & Company. The idea of the rings dates back to the 1700's when individuals wore such rings to imprint a wax seal used to secure a document or envelope.

The Zippo Signet lighter is crafted from 18 karat gold to the same specifications as the 1941 model. Each lighter is individually numbered on the reverse bottom surface. The lighter is packaged in a deluxe cherry presentation box. The inlaid certificate of authenticity is hand numbered to match the lighter inside, and is personally signed by Sarah Dorn and George Duke.

The lighter will be awarded to one Zippo Click member selected at random on the sixth month anniversary of Zippo Click, January 20, 2003.

Check zippoclick.com to see who wins this elegant piece of Zippo history. It just might be you!

Teach an Old Lie

By Brent Tyler

Tools and their prescribed uses often take on other, less intended, applications. This may come from an indescribable familiarity, a bond between a tool and its user that leads to discovering new functions for them. With enough exposure to these tools we start to view them with less function and more fun. Tool becomes toy. Organizations and communities have been formed around this relationship. There is an axe and knife throwing culture known as the International Knife Throwers Alliance (IKTA), a knot tying culture dubbed the International Guild of Knot Tyers (IGKT), and a Zippo lighter tricks culture known as Trickheads.

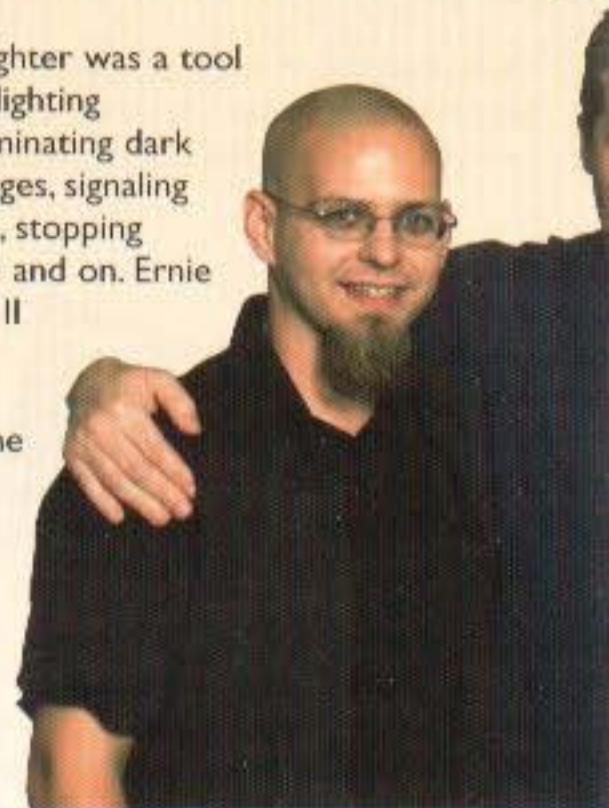
Be it an art, a science, or a sport, it is hard to know for sure when and where Zippo tricking originated. One must assume sometime after 1933 that it began with a simple squeeze of the cap and the body, or a simple swipe of the cap across the pant leg. Perhaps the Zippo trick originated with George G. Blaisdell himself playing with his new invention. Either way, somebody was on to something.

One likely theory on the birth of the Zippo trick comes from Christian Dube, a Zippo Trickster himself, "My grandfather was a soldier during World War II and he told me that he was doing some Zippo tricks with his friends." Perhaps the mystery of the origin of the Zippo trick has been solved. During WW II, American military personnel were the sole consumers of Zippo lighters, because they were available only at military

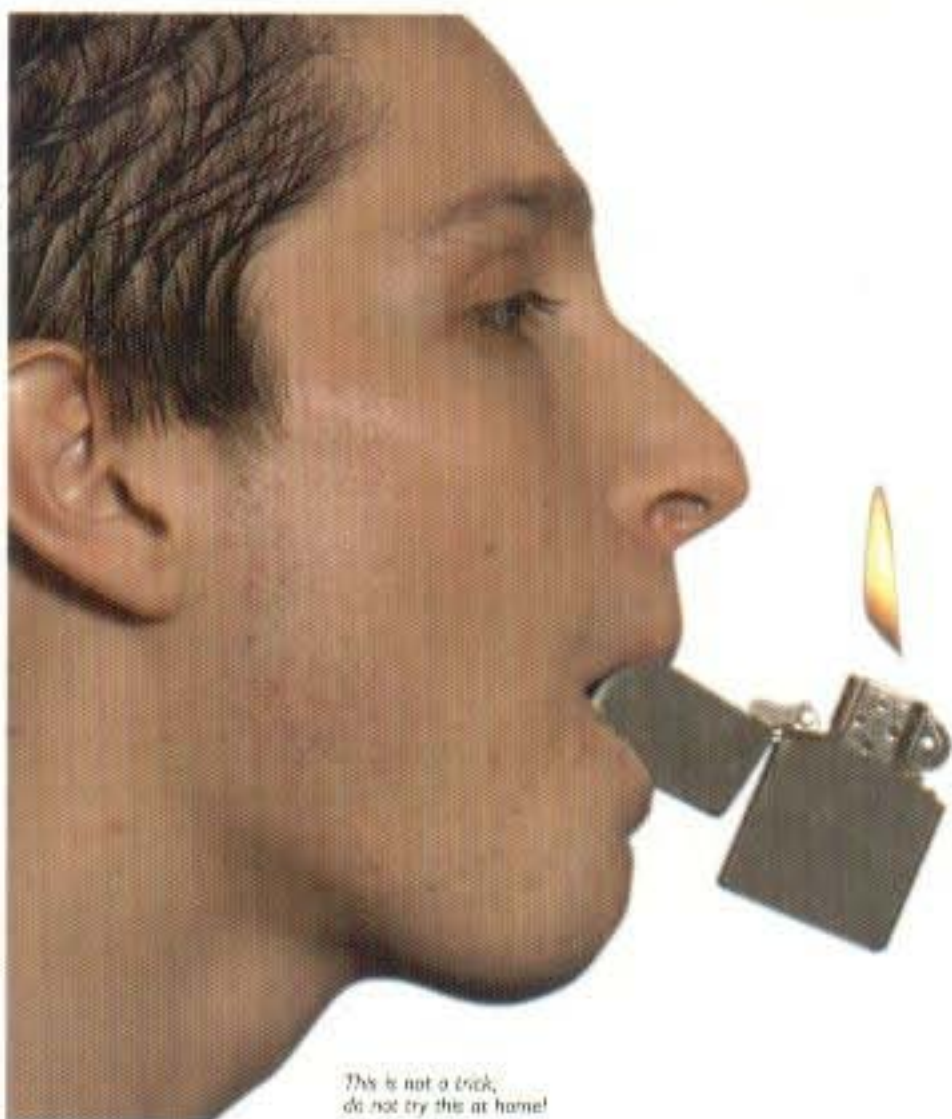
PXs. To the GIs, the Zippo lighter was a tool that served many purposes: lighting cigarettes, cooking food, illuminating dark nights or underground passages, signaling friendly troops, lighting fuses, stopping bullets...and the list goes on and on. Ernie Pyle, the famous World War II news correspondent stated that, "the Zippo lighter was the most coveted item on the battlefield." It would suffice to say that with so much time spent with Zippo lighters, GIs were almost certainly the purveyors of the Zippo trick. The Zippo lighter offered the GIs both fun and function.

One might ask, "Exactly what is a Zippo trick?"

Well, we all know what a Zippo lighter is and here is how the Webster's II New Riverside Dictionary describes a trick: A difficult, dexterous, or clever act designed to amuse or impress. What you get is a Zippo lighter being flicked, flipped, flown, flung, snapped, slammed, squeezed, swung, and spun in ways that appear impossible.

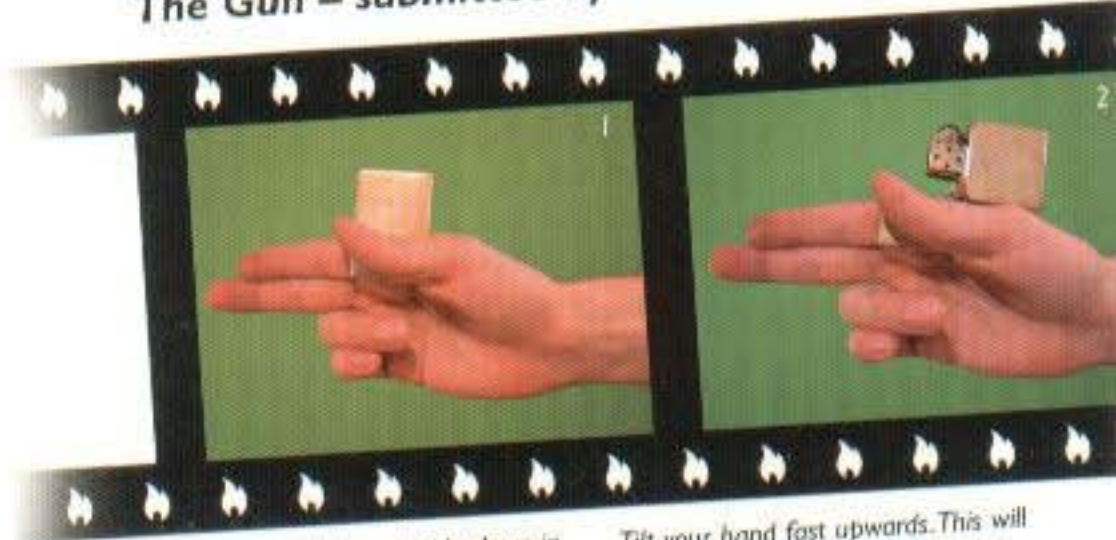


Morton Kjolberg, center, founder of zippo
left, Mr. Twistyneck, Richard I.



This is not a trick,
do not try this at home!

The Gun – submitted by Chris Song



Place the Zippo lighter upside down in your non-dominant hand with the hinges facing you.

Your index and middle finger should be pointing straight out while your ring and little finger are curled up - like the shape of a gun. (Make sure you hold the lighter firmly between your thumb and side of index finger.)

Tilt your hand fast upwards. This will cause the lighter cap to open. Bring your hand back to its original position.

Enter New Tricks!



zippotricks.com, takes time to pose with trickheads — and right, Dj Booty, Erik Elliott.

Today, an entire legion of crazed Trickheads flock to the current mecca of Zippo tricks, zippotricks.com. "Zippo tricks are part sport, part performance art," according to zippotricks.com webmaster Morten Kjolberg of Norway. Started as a hobby of Kjolberg's, the website was originally dubbed "Zippo Tricks Bound to Impress and Amaze". Response to the site was so enthusiastic that it forced him to quit his job as a journalist. (The true dream of Zippo lovers everywhere ... quitting work to play with Zippo lighters!)

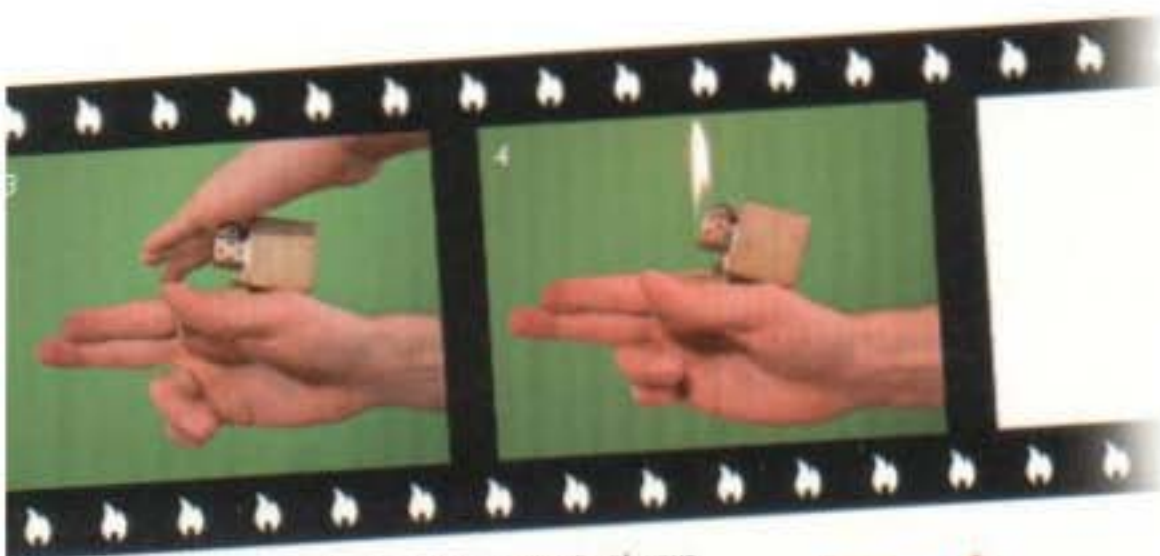
"Zippo Tricks Bound to Impress and Amaze" was relaunched again as zippotricks.com in January 2001 and ignited a

worldwide Zippo tricks craze. "The goal with the new site was to create a complete experience catering every thinkable need with complete trick descriptions, illustrations and most important of all, video footage of the tricks. "My ambition is to create a community where people sharing the same fascination for tricks will participate and play an important role in shaping the site," says Kjolberg.

Visitors can log on to zippotricks.com and find more than 350 tricks, including "The One" by The Saint, "Holy Volley" by Kjolberg, both Zippo Click members, and hundreds more. The site also includes a message board, chat room, Trickhead Hall of Fame and, of course, a firestorm of tricks.

Kjolberg, and a Norwegian production company, have produced a music video featuring the original song "Squeeze It Lit." The song, which samples the distinct sound of a Zippo lighter opening, lighting, and closing, will prove to be the mantra for Trickheads. Tricking takes center stage in the video as the stars blast through a seemingly endless repertoire of Zippo lighter tricks. Starring Booty and Mr. Twistyneck, two Trickheads with a long list of trick credits on zippotricks.com from Nashville, Tennessee, the video is sure to amaze even the biggest skeptics. The two Trickheads agree that while different lighters work better for different tricks, the brushed chrome is the best all-around lighter for tricking.

A collector might ask, "How do I learn Zippo tricks?" Start by visiting zippotricks.com. A Zippo tricks complete instructional with a tutorial CD and instruction manual is in the works. For the incurable collector who is looking for rare lighters, imagine the joy of being awarded the engraved "Trickhead of the Month" lighter from zippotricks.com. Coveted by their owners, these rare lighters are in the collections of those with the nimblest of fingers, the utmost in patience, and an insatiable urge to play with fire.



With your other hand, strike the sparking wheel with your palm. This will ignite the lighter. To close the lighter, tilt your hand with the lighter firmly downwards. This will cause the cap to snap back into its original closed position.



Caution: These tricks should only be attempted by responsible adults. Attempt these tricks at your own risk. Wear protective eyewear and clothing. A lit lighter is hot. The flame and the hot lighter may cause injury, burns, and fires. Attempt only in an open area with no flammable matter nearby. Do not let children perform these tricks or play with lighters. Close lid to extinguish flame.





NEW
PRODUCT SHOWCASE

Frosted Etch

What started as one component of a strategic plan to increase manufacturing productivity has resulted in one of Zippo's hottest new customization looks this year.

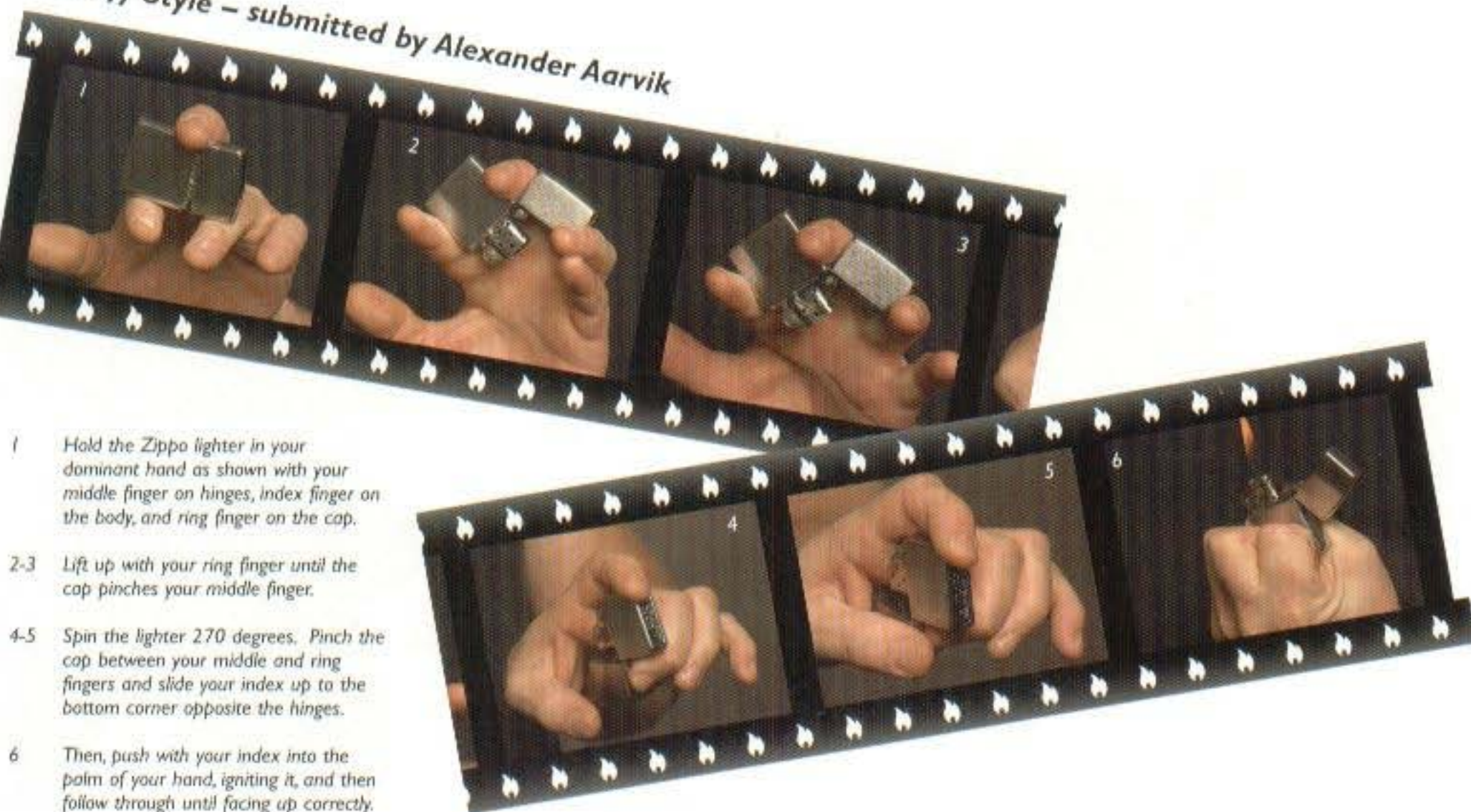
Using proprietary technology developed by Zippo, the frosted etch process results in a clean, crisp design with a frosted pattern in the etched cavity. The new technology allows for greater control in etching the design, giving the image a deeper, sharper definition.

Led by engineering manager Mike Pfeil, development of the process began in 1999 as part of a plan comprised of etching and engraving initiatives. An early objective was to find a replacement for chemicals used in the etch process. Chemical etching limited the degree of control for intricate designs, and limited the size of the design, because of the need to mask off the area to be left un-etched.

Under Pfeil's leadership, the strategy team laid the groundwork for frosted etch. In 2001, graphics manager Jeff Bosworth and engineer Paul Smithmyer were assigned as project managers, and Ron Zydonik came to Zippo as engraving engineering specialist. The first frosted etch designs were unveiled in the 2002 Zippo Choice Catalog, followed by four additional designs in the 2003 Complete Line Catalog.

Watch for a deeper dimension to frosted etch in 2003!

Goofy Style – submitted by Alexander Aarvik



- 1 Hold the Zippo lighter in your dominant hand as shown with your middle finger on hinges, index finger on the body, and ring finger on the cap.
- 2-3 Lift up with your ring finger until the cap pinches your middle finger.
- 4-5 Spin the lighter 270 degrees. Pinch the cap between your middle and ring fingers and slide your index up to the bottom corner opposite the hinges.
- 6 Then, push with your index into the palm of your hand, igniting it, and then follow through until facing up correctly.

Roseart and Zippo Share History

By Linda Meabon

The Roseart Company and Zippo Manufacturing Company share history this year as Zippo celebrates its 70th Anniversary and Roseart celebrates its 45th Anniversary.

Monument craftsman Philip Rose, owner and operator of Wright Monumental Works, started the Roseart Company in 1957. His goal was simplicity, in the form of art and high quality products, including table lighters and accessories such as ashtrays, and cigarette boxes. On March 21, 1957, Rose reached an agreement with Zippo founder George G. Blaisdell, allowing Rose to place the Zippo windproof lighter in the rich natural marble and choice wood bases of Roseart table lighters.

Roseart bases were crafted from marble imported from France, Italy, Norway, and the Holy Lands. The Vermont Verde marble came from the New England states. Walnut, cherry, and mahogany woods were also used.

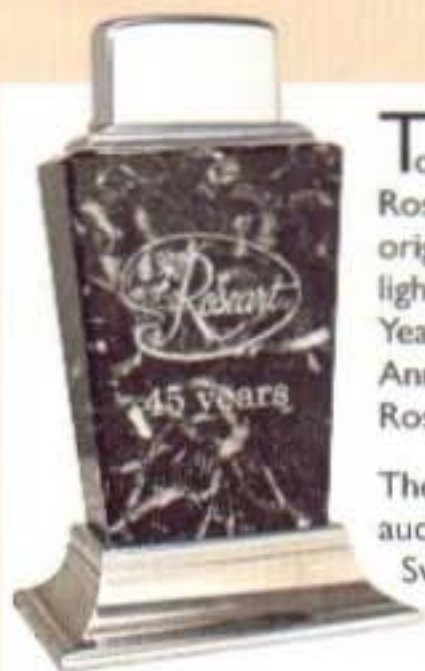
Rose chose the names for each model. Pink marble from France was named "Lafayette" for the Frenchman, "Black Knight" was named for the black and white mottled French marble, and the deep red marble from Italy was named

the "Franciscan." The "Galilee" models were produced from a golden beige speckled marble from Nazareth in the Holy Land.

The Roseart Company remained in operation until Mr. Rose's passing in 1995. Rose's son, Ralph continued the operation of Wright Monumental Works. Ralph, his wife, Judith, their daughter Kelly Rose Platko, and her husband Mark reopened the Roseart Company in April 2002.

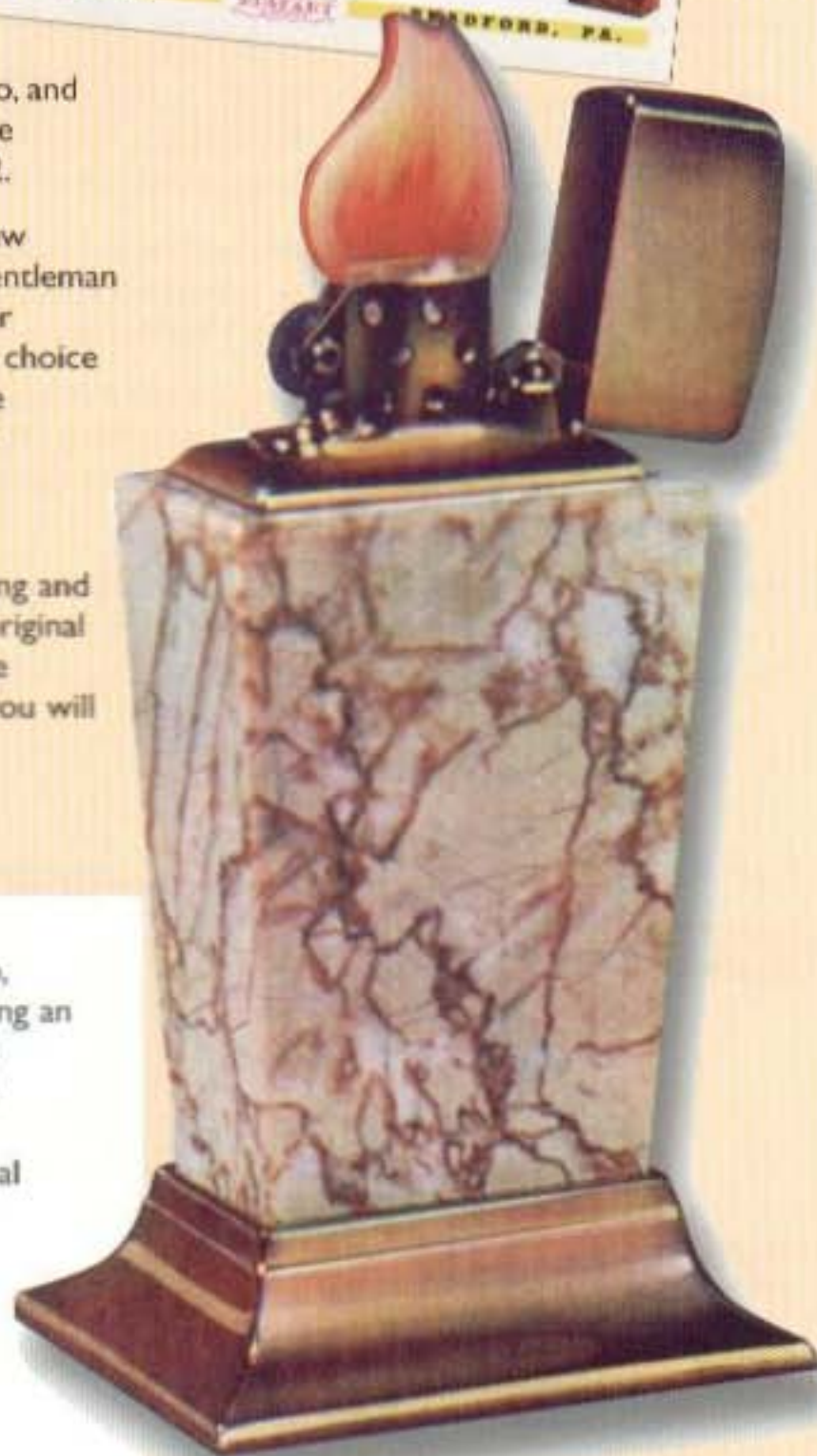
The company has developed new designs for the table lighters, gentleman trays, coasters, trivets, and letter openers using fine marbles and choice woods. Products are sold in the showroom in Bradford and are available for purchase at www.roseartlighters.com.

Zippo collectors may search long and hard to find a matched set of original Roseart products, but if you are fortunate enough to find one, you will have found a treasure!



To commemorate the joint anniversary with Zippo, Roseart produced ten special anniversary pieces using an original 1958 Roseart Black Knight table lighter. The lighter is laser engraved with "Roseart Company 45 Years" on the front and "Salutes Zippo's 70th Anniversary" on the back, and packaged in an original Roseart box with a Certificate of Authenticity.

The Roses donated the first lighter to be auctioned at the 2002 Zippo/Case International Swap Meet. Zippo Click member John Yeargin, from Ohio was the high bidder for \$1,000.





EMPLOYEE PROFILE

By Star Davis

Nobi Okamoto

The Zippo lighter is known as an American icon throughout the world. Zippo representatives such as Nobuyoshi Okamoto help make this possible.

Nobi Okamoto has worked for Zippo Manufacturing Company for 27 years, overseeing the advertising, promoting, and repairs of Zippo products in Japan, and taking care of two distributors and five licensees.

Okamoto Trading Co. is a successful business formed by Nobi in 1965 in order to export musical instruments and import building materials from the U.S. He incorporated Zippo into his business in 1975 when David Seymour, Zippo's Far East exporter at the time, hired Nobi when eight importers started price-cutting.

Developing the Zippo market in Japan was not an easy task. Nobi worked very closely with retired Zippo employees, David Seymour and Howard Fesenmyer, to conquer this. "I still remember vividly how hard we worked solving problems to develop the Zippo market in Japan. Driving knock-offs and parallel imports out of the Zippo market and the complete legal establishment of the "Zippo" brand in Japan were accomplished as results. David and Howard cooperated nicely, teaching me the American ways of doing business," recalled Nobi.

Nobi enjoys working for Zippo. He appreciates the business attitude of people at Zippo, claiming that it is very gentleman-like and flexible which helps make his job productive. Nobi is also impressed on how well the company takes care of not only its customers, but also its employees.

Because Zippo lighter collecting is increasing in Japan and throughout the world, Nobi thinks that the Zippo Click Collectors Club is a wonderful opportunity to build international friendship among collectors. Although Nobi does not consider himself a Zippo collector, he joined the Click. "When I became involved with Zippo, I gave up collecting lighters in order to look at Zippo products purely from a business standpoint. I, however, have a small collection of a dozen or so consisting of personalized gifts. My oldest lighter is a plant visitation commemorative dated 11-17-1976," admitted Nobi.

Home for Nobi is the city of Nagoya, located in central Japan. Nobi and his wife, Atsuko, have a son, Ryusuke and a daughter, Akiko, who has recently returned from law school in Washington, D.C., and who now works with her father. In his spare time, Nobi enjoys reading books, driving cars and traveling, along with his favorite pastime of practicing Judo.

Now that the Zippo lighter market is successful in Japan, Nobi's future plans include expanding, making the Zippo brand widely known as a brand for a variety of quality products. "By licensing, we are experiencing trial and error on outdoor gear (watches, sunglasses, lanterns, cooking stoves, shoes, leather goods, etc.) to hopefully find out the best items for Zippo to market in the future," says Nobi.

Nobi is very enthusiastic about the future of Zippo and looks forward to new and exciting adventures ahead. Zippo is very proud to have such fine representation of its products in Japan.

Note: The Japanese characters in the background spell Nobuyoshi Okamoto.

Fast Light – submitted by bjdent

1 Hold the Zippo lighter between your thumb, index, and middle finger. Place your index finger so it touches the body of the lighter.

2 Now, tilt the lighter downward using your wrist only. By holding on to the cap of the lighter, it will snap wide open.

3 With a quick wrist movement tilt the body of the lighter upward. This quick movement will cause the lighter to hit your index finger resulting in a spark.

4 Tilt the lighter downward again using your wrist only.

Commemorating the End of an Era

The final limited edition Zippo windproof lighter produced at the Zippo Canada factory in Niagara Falls, Ontario is now available to Zippo Click members.

The final production run collectible signifies the end of an era with the closing of Canadian plant in July, 2002. The Zippo Canada commemorative is limited to 25,000 pieces worldwide. Each individually numbered silver plated lighter carries the final imprint of the Zippo Canada bottom stamp, and is packaged in a replica gift box with a Certificate of Authenticity.

The engraved design on the lighter features a maple leaf flanked by the operation dates of the Zippo Canada plant. Banners above and below the central design identify it as the Zippo Canada Collector's Edition, and engraving on the lid confirms this as the Final Production Run.

Zippo Canada opened in August 1949 and was the only place other than Bradford, PA, where Zippo lighters were ever produced. Operations included the fit-up of the lighter case and insert, surface customization, cleaning, repair clinic, and packaging.

"Annual production at Zippo Canada represented about two weeks production in Bradford," noted Greg Booth, President and CEO. "The closing of the plant was a good business decision but a difficult people decision," he added.

"Zippo has named Falls Wholesale of Niagara Falls, as exclusive distributor for Canada," Mike Martin, Vice President of Sales stated. "Falls Wholesale is owned by Gary Hyde who has been associated with Zippo for many years," Martin added. Zippo products will be distributed through a division of Falls Wholesale, doing business as "Zippo Canada."

A limited number of the Zippo Canada Final Production Run commemorative has been reserved for Zippo Click members. Order your highly collectible piece of Zippo history today by completing a Canadian Final Run order form and sending it along with payment to 33 Barbour Street, Bradford, PA 16701. Available only while limited supplies last.



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Zippos Flame Necessities – A New Look!

By Star Davis

Since a subsection of Zippo enthusiasts collect Zippo fuel cans in addition to Zippo lighters, we are pleased and excited to introduce a brand new design. The complete line of Zippo flame necessities including Zippo lighter fluid, premium butane, flints and wicks, are being updated with a new look.

The new graphic design has a stark black and white contrast, displaying the white logo against the black background. It also integrates the subtle chimney pattern, a familiar part of every Zippo lighter.

The new Zippo flame necessities packaging is a component of an emerging corporate identity program. This same look is also incorporated in the MPL packaging, Point-of-Sale items, the 2003 catalog design and much more.

The current design, first introduced in the summer of 1996, is predominantly purple with a vivid orange, red and yellow flame. At that time, it was the same graphic scheme that was used in Zippo MotorSports. In fact, the purple color used was named Victory Lane Purple.

Be sure that you have the current design in your fuel can collection. New flame necessities packaging will be available in stores early next year.

As always, we recommend only genuine Zippo fuel, flints and wicks for optimum performance of every Zippo lighter.



Click Comments

I got my lighter today—WOW!! I think it looks awesome. The packaging is also quite nice. Well worth the money!!!

— brood

The Zippo, the tin, and the sleeve are all totally KEWL BEANS!!!! Once again, big time Hats Off to Zippo!!!!

— rbdabberb

I just got my Zippo Click Club lighter in the mail. I love it! Out of all my lighters it is my favorite! I love it! I love it!

— Mark Daugherty

I have my Click Collectors Lighter and I'm very happy and proud to have one. It has a special place in one of my cabinets. Zippo Mfg. does a great job and Zippo Click is a cool club. I hope it will be many more Special Offers and Collectible Lighters for the members of Zippo Click!

— Bernd # 1382

Thank you so much! I just received the Zippo here at work, WOW! You said it was to be shipped in the beginning of November, and it's still October! Talk about service! The lighter is great, a definite add-on to the collection. The engraving is neat, not too overwhelming, but enough to give it that look of prestige! Again thanks for everything! ZIPPOCLICK ROCKS!

— Andy Cruz

I just received my welcome package - thought it was pretty kewl... I got the biggest kick outa gettin one of them "cents never spent to repair a Zippo lighter" always thought that was a pretty effective gimmick. Well just wanted to say thanxxxx Click!!

— tailcoolone

Thank you VERY much! I think that this club is going to be the best of them all!

— brood



CANDLES ARE HELPLESS AGAINST IT.

Can you blame a candle for melting in the presence of the new Zippo MPL? Its long and slender metal frame is a real head-turner. It has a fuel indicator that tells you when it's feeling low, a flame that can be adjusted to different heights, and a lifetime guarantee. There's simply no better way to brighten someone's holiday. The new Zippo MPL. Available in silver or black.

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