Spark Profit

One of the most recognized brands in the world, Zippo was founded in the fall of 1932 by George G. Blaisdell in Bradford, Pennsylvania, where it has manufactured over 600 million windproof lighters and counting. Each one is backed by the company’s famous lifetime guarantee – “It works, or we fix it free.”

Still owned by the Blaisdell family today, Zippo has expanded into a diverse product line that includes lighters and accessories; butane candle lighters; lifestyle accessories, including wallets, leather goods, eyewear, and men’s jewelry; and a robust line of heat and flame products for outdoor enthusiasts.

Gifting is one of the primary purchase reasons given by Zippo consumers. With a meaningful variety of choice in each product line, and a perceived value much higher than the actual price, it’s no wonder so many consumers choose Zippo when looking for a meaningful gift. With high margins, attractive displays, and easy ordering, retail stores love Zippo too.
Maximize your profits and available real estate with Zippo’s sleek new displays and merchandising options.

Each designed to make your guests’ shopping experience irresistibly easy – from the demo-ready Rechargeable Candle Lighter display, to our sturdy rotating eyewear caddy that lets customers see themselves in and select from dozens of frame options.

All designed with the retailer in mind – like our Spirit Candles, which come in a super-fast set-up display box, and our displays for HeatBank Rechargeable Hand Warmers or Zippo lighters and insert accessories, which include built-in storage for faster restocking and fewer trips to the backroom, so your staff can stay on the sales floor where they belong.

We’ve spared no detail, all to enhance your store’s ambiance and facilitate faster turns. Give your customers Zippo’s quality, innovative products and they’ll keep bringing their gift-buying business to you.
Rechargeable Candle Lighters

Zippo has combined the functional elegance of our flex neck candle lighter with the latest, most convenient technology in the new rechargeable candle lighters. Instead of a butane flame, the new candle lighter unleashes a small but powerful plasma arc to quickly ignite even the lowest burnt candle. After 40+ (approximate) ignitions, the new candle lighter can be easily recharged with the included USB cord.

121573 Rose Gold
MSRP: $29.95
MOQ 12

121650 Pebble
MSRP: $29.95
MOQ 12

121651 Candy Apple Red
MSRP: $29.95
MOQ 12
Rechargeable Candle Lighters

- Reach deep into jar candles
- Flex to ignite grills
- Quickly light fireplace tinder
- Light birthday candles with style

Retail Demo Display

This stylish sales aid helps consumers experience the easy-to-use Rechargeable Candle Lighter. The included cable keeps the lighter charged and the display can be secured to the checkout counter using the included hook-and-loop strips. Power source required.

DISPLAY

142094A
Dimensions: 6.375” x 4” x 6”

YOUR COST: $65.00 (Not for resale)
Spirit Candles
An homage to craft cocktails, these candles feature unique fragrances. The recycled glass is topped with a live edge cork responsibly harvested from sustainable cork trees.

70004
12 Unit Display (4 units of each fragrance)
Dimensions: 9” x 11.75” x 10”

MSRP $191.40 ($15.95 per candle)
MOQ 1

5 oz - soy wax blend
10% fragrance load
Burns up to 35 hours
Reusable, unique vessel
Poured in USA
Spirit Candles

BOURBON & SPICE
Double oaked bourbon with notes of amber, vetiver and ginger root.

DARK RUM & OAK
Sweet, oak barrel rum with hints of coffee, patchouli and orange blossom.

WHISKEY & TOBACCO
Kentucky whiskey with leafy tobacco, ginger and sweet, crushed tonka bean.
Lighter Pre-Pack & Display

**LIGHTER PRE-PACK**
17 Windproof Lighters (1 of each design - displayed on page 9)
5 Double Torch Butane Inserts

**GIFTCHELAPPK21**
YOUR COST: $698.85

**DISPLAY**
Attractive natural wood display with bold acrylic header conveniently showcases Zippo Windproof Lighters on five shelves, two deep. Removable graphic panels communicate product details and can be updated seasonally to introduce the latest product offerings.

**142912**
Dimensions: 15.3” x 8.25” x 26”
YOUR COST: $80.00 (Not for resale)

Store 4 Butane Inserts behind the display graphic
### ALL PRICES BELOW ARE MSRP
Suggested Planogram for Windproof Lighter Display

<table>
<thead>
<tr>
<th>Item Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>49278</td>
<td>Armor® High Polish Chrome MultiCut</td>
<td>$95.00</td>
</tr>
<tr>
<td>49276</td>
<td>Armor® High Polish Brass Deep Carve</td>
<td>$55.95</td>
</tr>
<tr>
<td>49274</td>
<td>Brushed Chrome Walnut Emblem Attached</td>
<td>$54.95</td>
</tr>
<tr>
<td>49082</td>
<td>Brushed Brass Birch Emblem Attached</td>
<td>$55.95</td>
</tr>
<tr>
<td>49275</td>
<td>Armor® High Polish Brass Deep Carve</td>
<td>$55.95</td>
</tr>
<tr>
<td>218ZB</td>
<td>Black Matte</td>
<td>$27.95</td>
</tr>
<tr>
<td>49268</td>
<td>High Polish Brass Double Lustre</td>
<td>$39.95</td>
</tr>
<tr>
<td>49181</td>
<td>Mercury Glass</td>
<td>$22.95</td>
</tr>
<tr>
<td>1652</td>
<td>Venetian® I Slim® High Polish Chrome Lustre</td>
<td>$36.95</td>
</tr>
<tr>
<td>29899</td>
<td>High Polish Indigo</td>
<td>$28.95</td>
</tr>
<tr>
<td>230</td>
<td>Vintage Brushed Chrome</td>
<td>$22.95</td>
</tr>
<tr>
<td>28182</td>
<td>Diagonal Weave</td>
<td>$22.95</td>
</tr>
<tr>
<td>49475</td>
<td>Metallic Red</td>
<td>$24.95</td>
</tr>
<tr>
<td>49139</td>
<td>High Polish Chrome Color Image</td>
<td>$31.95</td>
</tr>
<tr>
<td>49181-092286</td>
<td>Mercury Glass Color Image</td>
<td>$29.95</td>
</tr>
<tr>
<td>49190</td>
<td>High Polish Rose Gold</td>
<td>$29.95</td>
</tr>
<tr>
<td>250-092287</td>
<td>High Polish Chrome Color Image</td>
<td>$28.95</td>
</tr>
<tr>
<td>49275</td>
<td>Armor® High Polish Brass Deep Carve</td>
<td>$55.95</td>
</tr>
<tr>
<td>218ZB</td>
<td>Black Matte</td>
<td>$27.95</td>
</tr>
<tr>
<td>49268</td>
<td>High Polish Brass Double Lustre</td>
<td>$39.95</td>
</tr>
<tr>
<td>49181-092286</td>
<td>Mercury Glass Color Image</td>
<td>$29.95</td>
</tr>
<tr>
<td>49190</td>
<td>High Polish Rose Gold</td>
<td>$29.95</td>
</tr>
<tr>
<td>250-092287</td>
<td>High Polish Chrome Color Image</td>
<td>$28.95</td>
</tr>
</tbody>
</table>

### Double Torch Butane Lighter Insert
- Push-button piezo ignition
- Adjustable blue flame height
- Heats up to 2,300°F/1,260°C
- Refillable with butane fuel
- Fits all regular Zippo lighter cases*

<table>
<thead>
<tr>
<th>Item Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>65827</td>
<td>Butane Lighter Insert</td>
<td>$19.95</td>
</tr>
</tbody>
</table>

* Does not fit Slim or 1935 Replica cases.

### Don’t Forget the Fuel
Zippo Premium Lighter Fuel & Butane Sold in packs of 12.

<table>
<thead>
<tr>
<th>Item Code</th>
<th>Description</th>
<th>Price</th>
<th>Package Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3341</td>
<td>4 oz Lighter Fuel</td>
<td>$3.00</td>
<td>($36.00 pack of 12)</td>
</tr>
<tr>
<td>3815</td>
<td>75 ml Butane Fuel</td>
<td>$3.29</td>
<td>($39.60 pack of 12)</td>
</tr>
</tbody>
</table>

For all of our available stock pieces, see our Zippo Collection Catalog!
Eyewear Display
The modern look of this display combines sleek metal framing with a rich real wood walnut panel. The rotating base easily spins 360 degrees to show consumers a mirror on one side, and graphical selling features on the other.

Features:
- Holds 24 Pairs of Eyewear
- Turntable
- Acrylic Mirror
- Interchangeable Graphic

142093
Dimensions: 14.25" x 14.25" x 21.5"
YOUR COST: $110.00 (Not for resale)
With few exceptions, reading glasses have been treated as an uninspired, functional necessity. The Zippo line of single view glasses transitions the expected into the exceptional. Eyewear that fulfills consumer vision needs, with fashion and appeal. Zippo provides resellers with market demand products in the key 6 levels of magnification; +1.00, +1.50, +2.00, +2.50, +3.00, and +3.50, with 14 styles and in 13 colors.

<table>
<thead>
<tr>
<th>Code</th>
<th>Color</th>
<th>Magnification</th>
</tr>
</thead>
<tbody>
<tr>
<td>31Z-B1-BLK150</td>
<td>Black</td>
<td>+1.50</td>
</tr>
<tr>
<td>31Z-B1-BLU200</td>
<td>Blue</td>
<td>+2.00</td>
</tr>
<tr>
<td>31Z-B1-BRO250</td>
<td>Brown</td>
<td>+2.50</td>
</tr>
<tr>
<td>31Z-B1-RED300*</td>
<td>Red</td>
<td>+3.00</td>
</tr>
<tr>
<td>31Z-B9-BLU100</td>
<td>Blue</td>
<td>+1.00</td>
</tr>
<tr>
<td>31Z-B9-RED150</td>
<td>Red</td>
<td>+1.50</td>
</tr>
<tr>
<td>31Z-B9-BRO250</td>
<td>Brown</td>
<td>+2.50</td>
</tr>
<tr>
<td>31Z-B9-BLU300*</td>
<td>Blue</td>
<td>+3.00</td>
</tr>
<tr>
<td>31Z-B2-BLU200</td>
<td>Blue</td>
<td>+2.00</td>
</tr>
<tr>
<td>31Z-B2-BLK350*</td>
<td>Black</td>
<td>+3.50</td>
</tr>
<tr>
<td>31Z-B3-YEL150</td>
<td>Yellow</td>
<td>+1.50</td>
</tr>
<tr>
<td>31Z-PR24-200 Multicolor Stripe</td>
<td>+2.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B3-ORA200 Orange</td>
<td>+2.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B3-WHI250 White</td>
<td>+2.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B3-WHA250 B13line Wod</td>
<td>+2.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B13-WOB150 Light Brown</td>
<td>+1.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B13-WOC200 Medium Brown</td>
<td>+2.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B13-WOD250 B13line Wod</td>
<td>+2.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B13-WOA300* Red</td>
<td>+3.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B3-RED300* Red</td>
<td>+3.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B6-DEM200 Demi</td>
<td>+2.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B6-BLK300* Black</td>
<td>+3.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B6-BLU350* Blue</td>
<td>+3.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B14-RED250 Red</td>
<td>+2.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B14-BLU200 Blue</td>
<td>+2.00</td>
<td></td>
</tr>
<tr>
<td>31Z-B14-BLU350* Blue</td>
<td>+3.50</td>
<td></td>
</tr>
<tr>
<td>31Z-B14-BRO250 Brown</td>
<td>+2.50</td>
<td></td>
</tr>
</tbody>
</table>

MSRP: $14.95

*Not available in NY, CA, MN, RI
SUNGLASSES*

Sunglasses have moved from an accessory to a necessity. Consumers of all ages now understand the importance of sun protection and the growth of the market reflects this demand. Zippo provides the ideal solution for resellers to respond to the market with a line of affordable, on-trend products from an established, recognized brand. Designed for both men and women, Zippo offers retailers a choice of several different colors, lens tints and popular frame styles.

**OB-SERIES SUNGLASSES**

**OB12-01**
Smoke Flash Mirror Lenses

**OB12-03**
Gradient Brown Flash Mirror Lenses

**OB17-01**
Gradient Smoke Flash Mirror Lenses

**OB17-02**
Gradient Green Flash Mirror Lenses

**OB29-02**
Blue Flash Mirror Lenses

**OB29-03**
Smoke Flash Mirror Lenses

**OB29-02**
Blue Flash Mirror Lenses

**OB29-03**
Smoke Flash Mirror Lenses

**OB29-02**
Blue Flash Mirror Lenses

**OB29-03**
Smoke Flash Mirror Lenses

**OB07-06**
Blue Flash Mirror Lenses

**OB07-07**
Green Flash Mirror Lenses

**OB07-06**
Blue Flash Mirror Lenses

**OB07-07**
Green Flash Mirror Lenses

**OB01-08**
Smoke Flash Mirror Lenses

**OB01-10**
Brown Gold Multicoating Lenses

**OB01-15**
Red Multicoating Lenses

**OB27-01**
Smoke Flash Mirror Lenses

**OB27-02**
Smoke Flash Mirror Lenses

**OB27-03**
Green Flash Mirror Lenses

**OB27-04**
Smoke Flash Mirror Polarized

**OB27-05**
Smoke Flash Mirror Polarized

**OB27-06**
Smoke Flash Mirror Polarized

**OB28-01**
Green Flash Mirror Polarized

**OB28-02**
Green Flash Mirror Polarized

**OB28-03**
Brown Flash Mirror Polarized

**OB21-04**
Green Flash Mirror Polarized

**OB21-05**
Smoke Flash Mirror Polarized

**OB21-06**
Green Multicoating

**OB21-07**
Green Multicoating

**OB21-08**
Smoke Flash Mirror Polarized

**OB19-03**
Green Multicoating

**OB22-01**
Orange Multicoating Lenses

*Not available in CA

**MSRP: $24.95**
OG-SERIES SUNGLASSES

<table>
<thead>
<tr>
<th>Style</th>
<th>Description</th>
<th>Style</th>
<th>Description</th>
<th>Style</th>
<th>Description</th>
<th>Style</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OG02-01</td>
<td>Dark Green Polarized Lenses Gold Pilot Frames</td>
<td>OG02-02</td>
<td>Brown Polarized Lenses Black Pilot Frames</td>
<td>OG02-03</td>
<td>Black Polarized Lenses Black Pilot Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG03-01</td>
<td>Dark Blue Polarized Lenses Navy Square Frames</td>
<td>OG03-02</td>
<td>Black Polarized Lenses Black Square Frames</td>
<td>OG03-03</td>
<td>Brown Polarized Lenses Black Square Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG04-01</td>
<td>Brown Polarized Lenses Multi-Brown Round Frames</td>
<td>OG04-02</td>
<td>Black Polarized Lenses Multi-Brown Round Frames</td>
<td>OG04-03</td>
<td>Black Silver Semi-Rimless Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG05-01</td>
<td>Dark Green Polarized Lenses Multi-Brown Round Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG06-01</td>
<td>Brown Polarized Lenses Black Teardrop Frames</td>
<td>OG06-02</td>
<td>Dark Green Polarized Lenses Brown Teardrop Frames</td>
<td>OG06-03</td>
<td>Brown Polarized Lenses Black Teardrop Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG07-01</td>
<td>Black Polarized Lenses Black Teardrop Frames</td>
<td>OG07-02</td>
<td>Black Polarized Lenses Green Teardrop Frames</td>
<td>OG07-03</td>
<td>Dark Green Polarized Lenses Pale Taupe Teardrop Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG08-01</td>
<td>Brown Polarized Lenses Brown Rectangular Frames</td>
<td>OG08-02</td>
<td>Black Polarized Lenses Black Rectangular Frames</td>
<td>OG08-03</td>
<td>Gray Polarized Lenses Black Rectangular Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG09-01</td>
<td>Black Polarized Lenses Black Traveler Foldable Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG09-02</td>
<td>Dark Brown Polarized Lenses Multi-Brown Traveler Foldable Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG09-03</td>
<td>Brown Polarized Lenses Multi-Brown Traveler Foldable Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG11-01</td>
<td>Black Polarized Lenses Black Oval Frames</td>
<td>OG11-02</td>
<td>Brown Polarized Lenses Black Oval Frames</td>
<td>OG11-03</td>
<td>Dark Green Polarized Lenses Black Oval Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG13-01</td>
<td>Multi-Green Pol. Reflective Lenses Gold Pilot Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG13-02</td>
<td>Blue Polarized Reflective Lenses Black Pilot Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG13-03</td>
<td>Black Polarized Lenses Silver Pilot Frames</td>
<td>OG14-01</td>
<td>Black Polarized Lenses Silver Pilot Frames</td>
<td>OG14-02</td>
<td>Dark Green Polarized Lenses Black Pilot Frames</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OG14-03</td>
<td>Black Polarized Lenses Black Pilot Frames</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Not available in CA
Zippo HeatBank®
Rechargeable Hand Warmer & Power Bank
- Camping
- Hiking/Walking
- Gaming
- Office
- Emergency Kit
- Sporting Events

Hand Warmer Display
Attractive natural wood display with bold acrylic header has three tiers for holding up to 18 Zippo HeatBank® Rechargeable Hand Warmers. A removable graphic panel communicates product details and can be used to hide the back stock.

Store 6 HeatBank® Rechargeable Hand Warmer packages behind the display graphic.

142913
Dimensions: 13.625" x 9.625" x 25.5"
YOUR COST: $80.00 (Not for resale)
HeatBank® 6 Rechargeable Hand Warmer

Heat at the press of a button. The HeatBank® 6 Rechargeable Hand Warmer keeps you warm from the office to the woods. The convenient power bank feature recharges your USB compatible device, so you can stay connected while enjoying the outdoors.

**MSRP:** $44.95

MOQ 6

- Continuous gentle warmth on all sides
- Up to 6 hour run time
- 4400 MAH battery
- Up to 120° F/50° C
- 5V2A micro USB port
- 5V2A USB charging port
- Battery and heat indicator lights
- 3 heat settings – High-Med-Low
- Neck lanyard and warmer charging cable included.

Check out the Zippo Outdoor Catalog for a wide variety of customized HeatBank® Rechargeable Hand Warmers
HeatBank® 9s Rechargeable Hand Warmer

Heat at the press of a button. The HeatBank® 9s Rechargeable Hand Warmer keeps you warm from the office to the woods. The convenient power bank feature recharges your USB compatible device, so you can stay connected while enjoying the outdoors.

**MSRP:** $54.95

**MOQ 6**

- 5200 MAH battery
- Adjustable one or two sided heat
- Ergonomic design
- Up to 120° F/50° C
- Up to 9 hour run time
- 5V2A micro USB port
- 5V2A USB charging port
- LED indicator lights
- Six heat settings
- Neck lanyard & warmer charging cable included.

40584 Silver
40582 Black
40577 Green
40578 Orange
40579 Blue

Check out the **Zippo Outdoor Catalog** for a wide variety of customized HeatBank® Rechargeable Hand Warmers
HeatBank® 9s Plus Rechargeable Hand Warmer

Heat at the press of a button. The HeatBank® 9s Plus Rechargeable Hand Warmer is Zippo’s most feature-packed and easy-to-use rechargeable hand warmer yet, featuring an intuitive digital display, dual charging capability, LED light and rapid warm up time.

MSRP: $64.95
MOQ 6

Higher wattage for rapid warm up
5200 MAH battery
Up to 120° F/50° C
LCD digital display
Adjustable one or two sided heat
Ergonomic design
Up to 9 hour run time
LED flashlight
5V2A micro USB port
Dual USB charging port

Neck lanyard & warmer charging cable included.

40572 Champagne
40569 Silver
40573 Black

Check out the Zippo Outdoor Catalog for a wide variety of customized HeatBank® Rechargeable Hand Warmers