







Outdoor Product Comparison for Dealers









Zippo Outdoor customers typically fall into two main categories: Active Outdoor Enthusiasts and Casual Outdoors People.

Active Outdoor Enthusiasts in the last month, they likely participated in backpacking, road or mountain biking, canoeing, kayaking, freshwater or saltwater fishing, hunting, hiking, skiing or snowboarding.

Casual Outdoors People enjoy gathering and spending time outdoors, but in a more relaxed way. In the last month, they may have enjoyed tailgating or barbecuing, worked on their yard or garden or they own — or in the previous 12 months purchased — a fishing rod or reel, mountain or road bike or camping equipment.

CATEGORY	PRODUCT	KEY BENEFITS	RETAIL PRICE
Camping / Fire Starters SUGGESTED USES Extended Outdoor Events	 Tinder Shreds	<ul style="list-style-type: none"> • Water-resistant, easy to carry and lights quickly • Fifteen 2" natural shredded pine timber shreds • Burns up to 8 minutes each 	\$7.95
	 FireFast® Torch	<ul style="list-style-type: none"> • Variable soft yellow or blue flame torch • Adjustable flame size • Child-resistant palm lock ignition • Butane refillable 	\$21.95
	 FireFast® Bellows	<ul style="list-style-type: none"> • Push-button way to fan flames and stoke fires • Battery operated, flame-retardant nozzle • No-roll shape, auto-off power, non-slip grip • Runs up to 180/1 minute bursts 	\$27.95
	 Fire Starter Combo Kit	<ul style="list-style-type: none"> • Contains Mag Strike, Tinder Shreds and bellows • Mag Strike delivers sparks to ignite Tinder Shreds • Compact, collapsible bellows get your fire roaring 	\$21.95
	 Emergency Fire Kit	<ul style="list-style-type: none"> • Zippo flint-wheel ignition • Water-resistant storage for 5 Easy Spark Tinders • Floats in water; molded lanyard hold 	\$12.95
	 AxeSaw	<ul style="list-style-type: none"> • Easily cuts wood and branches • Drives tent stakes • Dual function safety sheath 	\$99.95

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CATEGORY	PRODUCT	KEY BENEFITS	RETAIL PRICE
Camping / Fire Starters SUGGESTED USES Extended Outdoor Events	 Typhoon Match Kit	<ul style="list-style-type: none"> • Water-resistant storage and strike pad • Floats in water; molded lanyard hold • Matches burn up to 30 seconds 	\$14.95
	 Mag Strike	<ul style="list-style-type: none"> • Maximum shower of sparks to light fires • Shielded internal chamber keeps rod dry • Oversized ferro rod for years of use 	\$16.95
Rechargeable Hand Warmers SUGGESTED USES Extended Outdoor Events	 HeatBank® 6	<ul style="list-style-type: none"> • Charges USB-compatible devices • Three heat settings • 6-hour run time 	\$44.95
	 HeatBank® 6 Pro	<ul style="list-style-type: none"> • Charges USB-compatible devices • Integrated LED flashlight • Three heat settings • Dust- and waterproof • 6-hour run time 	\$54.95
	 HeatBank® 9s	<ul style="list-style-type: none"> • Charges USB-compatible devices • Six heat settings • 9-hour run time 	\$54.95
	 HeatBank® 9s Plus	<ul style="list-style-type: none"> • Charges 2 USB-compatible devices simultaneously • Integrated flashlight • Six heat settings • 9-hour run time 	\$64.95
Refillable Hand Warmers SUGGESTED USES Extended Outdoor Events Hunting Fishing Camping	 12-Hour Chrome	<ul style="list-style-type: none"> • Reusable and easily refillable with lighter fluid • Warming bag and refill cup included • Up to 12 hours of heat 	\$24.95
	 6-Hour Chrome	<ul style="list-style-type: none"> • Reusable and easily refillable with lighter fluid • Warming bag and refill cup included • Up to 6 hours of heat 	\$19.95