

A  
REFLECTION  
OF  
YOUR  
GOOD NAME





## *D*EAR CUSTOMER:

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Back in 1932 George G. Blaisdell introduced the now world famous Zippo windproof lighter. In 1936 Zippo lighters were used first as incentive awards by a life insurance company in Iowa. At the same time Kendall Oil Company in Bradford, Pennsylvania ordered 500 lighters with its logo, each had to be hand engraved and color filled . . . Thus the birth of the Zippo specialty advertising division.

Since that time Zippo has developed a more sophisticated etch and color fill and surface painting method. Today we are capable of producing the finest product imprints in the specialty advertising industry.

Zippo has expanded its product line to include writing instruments, rules, key holders, and our impressive and functional knife collection, wooden desk items, money clips, letter openers, golf balls and gift sets.

The philosophy of the Zippo Manufacturing Company has always been to produce the highest quality American made products at the best possible price. Back them with an unconditional guarantee and give the best service possible.

We would like to take this opportunity to thank you for considering your good name on our good products.

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# *WINDPROOF LIGHTERS*

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Although Zippo has expanded its product line, the windproof lighter remains a very popular specialty gift item.

It continues to receive world wide acceptance.

When you give a Zippo lighter as a gift or as an incentive award imprinted with your logo or message, the recipient knows immediately that it is something very special.

Available in a variety of finishes in regular and slim sizes. The Zippo windproof lighter is a glowing reminder of quality.

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These two pages beautifully illustrate the variety of finishes available in the Zippo windproof lighter collection. We offer basic chrome and high polish chrome. There is the elegant gold plate, sterling silver and solid brass plus five matte colors of black, grey, burgundy and green.

The lighter is of a very basic construction. It has a stainless steel insert that fits snugly into a solid brass case. The insert mechanism consists of a cam spring, steel flint wheel, flint spring and a special designed chimney to create the windproof effect. The lid and bottom case are connected by a sturdy nickel silver hinge. And there's the best part. All Zippos are made in America and carry a lifetime guarantee.



No. 250  
High Polish  
Chrome

No. 1610-G  
High Polish  
Gold Plate  
Lustre Etch



No. 1628  
Burgundy Matte



No. 200  
Brush Chrome



No. 250-G  
High Polish  
Gold Plate  
Lustre Etch



No. 275  
Loss Proof



No. 221  
Green  
Matte



No. 220  
Blue  
Matte



No. 225  
Grey  
Matte



No. 222  
Burgundy  
Matte



No. 218  
Black  
Matte



No. 356  
Ultralite  
Ivory



# WINDPROOF LIGHTERS

Regular Size

QUANTITY (With Ad Copy in 1, 2 or 3 colors or lustre-etch 1 surface)

Model	Finish	50	100	250	500	1000	2500	5000
#200	Brush Finish							
#200G	Brush Gold							
#204	Brush Brass							
#250	High Polish Chrome							
#250G	High Polish Gold							
#254	High Polish Brass							
#275	Brush Chrome	PRICES AVAILABLE UPON REQUEST.						
#1932	Lossproof							
**#15	Brush Chrome Sterling							
second surface ad copy								
*Specify Matte Color	Matte							
second surface ad copy								

## WINDPROOF LIGHTERS – SLIM SIZE

Model	Finish	50	100	250	500	1000	2500	5000
#1610	High Polish Chrome							
#1610G	High Polish Gold							
#1654	High Polish Brass							
**#1500	Sterling	PRICES AVAILABLE UPON REQUEST.						
second surface ad copy								
**Specify Matte Color	Matte							
second surface ad copy								

\*Matte Colors Available: Blue, Burgundy, Black, Green & Grey.

\*\*Sterling Lighters can be imprinted only by computer engraving – NO COLOR FILL.



No. 1500  
Sterling  
Silver  
Slim Lighter  
in Gift Box  
(Computer  
Engraved)



No. 15  
Sterling Silver  
Reg. Lighter  
(Computer  
Engraved)



1932 Replica  
in Gift Box



# ***T**HE BLAISDELL COLLECTION*

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This unique collection offers a variety of functional wooden desk accessories. These accessories have been meticulously crafted from solid walnut. Each piece has been hand rubbed to accent the natural beauty of the hard wood.

A solid brass plate, suitable for imprinting your logo or message, is mounted on each item. Zippo writing instruments are used when required.

A choice from the Blaisdell Collection will make a solid business gift item.

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Mobil



HIRAM WALKER  
G&W INC.



Hiram Walker  
G&W INC.

9:49



Each piece in the Blaisdell Collection adds a richness to any desk.

A DI-70 business card holder allows calling cards to be in a prominent place at all times. The DI-40 desk caddy is an organized way of keeping frequently used items handy. And if holding on to a pen seems to be a problem, give the DI-30 pen holder. Or you may prefer a holder for both pen and pencil. For this, we recommend the DI-60 pen and pencil desk set. What about a pen holder with a digital clock? We offer that in the DI-80.

To complete the collection we have the DI-20 tape dispenser and the DI-50 letter organizer. We also offer DI-10 note pad holder with note pad, and the DI-15 note pad with pen.

The Blaisdell collection is made in America and each piece carries a lifetime guarantee.



*No. DI-70 Card Holder*



*No. DI-40  
Desk Caddy*

*No. DI-30 Pen Holder*



*No. DI-60 Pen & Pencil Holder*



*No. DI-80 Pen Holder & Digital C*







No. DI-20 Tape Dispenser



No. DI-50 Letter Organizer



No. DI-10 Note Pad

**BLAISDELL COLLECTION** Quantity (With ad copy in 1, 2, or 3 colors)

Model	Description	25	100	250	500	No Copy on Plate
DI-10	Note Pad					
DI-15	Note Pad w/pen					
DI-20	Tape Holder					
DI-50	Single Pen Holder					
DI-40	Desk Caddy					
DI-50	Letter Organizer					
DI-60	Pen & Pencil Holder					
DI-70	Business Card Holder					
DI-80	Single Pen Holder w/ Digital Clock					

PRICES AVAILABLE UPON REQUEST.

Note: All items with writing instruments quoted above come with a plain 22K gold plated instrument.  
 To substitute a plain matte finish writing instrument for 22K gold plate instrument, subtract \$3.43 from selling price.  
 To purchase above desk items without a Zippo writing instrument, subtract \$11.85 from above prices.  
 To price an item with a Zippo imprinted writing instrument, subtract \$11.85 from price and add imprinted writing instrument price found on page 15 of this catalog.



DI-15 Note Pad with Pen



# *W* *RITING INSTRUMENTS*

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The moment you hold a Zippo writing instrument in your hand you feel the quality. These are not just ordinary pens and pencils, they are precision writing instruments of the highest standards.

Your company logo or message can be accurately reproduced on the imprint band or you may prefer an emblem on the clip, or both. Whichever your choice, you've made a wise gift decision.

Zippo writing instruments are sold individually or in sets, and are available in finishes of gold plate, chrome, five matte colors and silver plate.

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You are looking at the beautiful line up of Zippo writing instruments. You'll be proud to give them individually or as a set, with your logo tastefully displayed on the barrel or clip.

To back a product with a lifetime guarantee, it has to be well made and Zippo writing instruments are well made . . . in America.

The outer case is of cartridge brass tubing. A ridged spring steel clip is securely mounted to the cap, finished off with a metal hat. The mechanism is the popular twist action type. The pen refills come in blue and black ink, medium and fine points, and they will fit all major pen brands. The pencil holds regular size lead.

Writing instruments are available in finishes of gold and silver plate, chrome and matte colors, black, blue, burgundy, grey, green and camouflage.

*Silver Plate  
No. 5810*

*Burgundy  
No. 5730*

*Grey Matte  
No. 5740*

*Blue Matte  
No. 5700-E*

*Camouflage  
No. 5717-E*

*Gold  
No. 5800-E*

*Green Matte  
No. 5720*

*Black  
No. 5791-E*

*Chrome  
No. 5780-E*



*No. 5780-E  
Chrome Pen*

*No. 5785-E  
Chrome Pencil*



## WRITING INSTRUMENTS BAND IMPRINT

Quantity (with ad copy on ad panel  
in 1, 2, or 3 colors)

Model	Prod	Finish	50	100	250	500	1000	2500	5000
#5780 #5785	Pen Pencil	Chrome Chrome							
*Specify Matte Color	Pen Pencil	Matte Matte							
#5810 #5811	Pen Pencil	Silver Plate Silver Plate							
#5800 #5801	Pen Pencil	Gold Gold							

PRICES AVAILABLE UPON REQUEST.

Band Background colors available: silver, gold or white — please specify.  
Matte colors available: Blue, Burgundy, Black, Green or Grey — please specify.  
Note: Matte finish writing instruments can be ordered with a gold or chrome trim — please specify.

## WRITING INSTRUMENTS EMBLEM IMPRINT

Quantity (with ad copy on emblem  
in 1, 2, or 3 colors)

Model	Prod	Finish	50	100	250	500	1000	2500	5000
#5780E #5785E	Pen Pencil	Chrome Chrome							
*Specify Matte Color	Pen Pencil	Matte Matte							
#5800E #5801L	Pen Pencil	Gold Gold							

PRICES AVAILABLE UPON REQUEST.

When ordering emblem plus ad copy  
on barrel, add the pricing shown at  
right according to quantity.

\*Silver plate not available with emblem imprint.  
EMBLEM SHAPES AVAILABLE: Square, Round, Rectangular, Oval — please specify.  
EMBLEM BACKGROUND COLORS AVAILABLE: Silver, gold or white — please specify.  
MATTE COLORS AVAILABLE: Blue, Burgundy, Black, Green or Grey — please specify.  
NOTE: Matte finish writing instruments can be ordered with a gold or chrome trim — please specify.



Black Matte  
Pen & Pencil Set  
No. 5791-5793



# *ZIPPO KNIFE COLLECTION*

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Several years ago when Zippo introduced the stainless steel pocket knife and money clip knife, each was an instant success. Since that time the cut-about knife and cut-about jr. were added to the line and they, too became very popular. Now the cut-about lite and the unique knife/scissor are the latest to be included.

This extensive knife collection by Zippo offers a variety of knife styles to choose from. They are suitable for imprinting your logo or message.

Each knife in the Zippo Collection comes in an attractive gift box and has a lifetime guarantee.

A very sharp gift idea.

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# LOOKING FOR A VARIETY IN CUTLERY?

The Zippo knife collection offers a wide range of quality knives. The pocket knife and the money-clip knife were the first in the collection. They are made of stainless steel and have a sharp cutting blade and nail file that fold neatly into a compact metal case. Attached to the back of the money-clip knife is a spring steel clip used for holding paper money. Available in finishes of brush stainless, gold plate, and matte colors of black, grey, blue, burgundy and green.

The cut-about knife, a name derived from the fact that it will cut about anything, was the next to be added to the line. It is made of stainless steel and has a 2 1/4" razor sharp cutting blade. It also has the popular lock back feature. The cut-about jr. is of the same construction with the exception of the lock back and it is somewhat smaller. Both are available in brush stainless steel only.

The newest in the cut-about series is the cut-about lite. It is identical to the large cut-about in every detail except for its state of the art lightweight Zytel® black handle.

The final entry in our collection is the knife/scissors. This popular little knife is also made of stainless and has a sharp cutting blade, nail file and a small pair of scissors. All fold securely into a metal case. Available in finishes of brushed stainless, and all matte colors.

Each knife in the Zippo Collection comes in an attractive gift box and has a lifetime guarantee.



No. 7500  
Brush Finish  
Knife/Scissor  
In Gift Box



No. 7800-G  
Gold Plate  
Money-Clip  
Knife



No. 7600  
Brush Finish  
Pocket Knife



No. 7518-  
Black Matte  
Knife/Scis-  
Money-Cl



No. 7320  
Blue Matte  
Knife/Scissor



No. 7522  
Burgundy Ma-  
Knife/Scissor

## POCKET KNIFE/SCISSORS Quantity (with ad copy in 1, 2 or 3 colors)

Model	Finish	25	100	250	500	1000	2500	5000
#7300	Stainless							
#7500	Stainless							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
*Specify Matte Color	Matte							
second surface ad copy								

Note: Pocket knife/scissors comes with or without a key holder attachment.  
\*#7500 series has key holder attachment #7500 series does not.

## MONEY-CLIP POCKET KNIFE/SCISSORS Quantity (with ad copy in 1, 2 or 3 colors)

Model	Finish	25	100	250	500	1000	2500	5000
#7500MC	Stainless							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
*Specify Matte Color	Matte							
second surface ad copy								

\*Matte colors available: Blue, Burgundy, Black, Green or Grey.



## CUT-ABOUT KNIVES Quantity (with ad copy in 1, 2 or 3 colors)

Model	Finish	25	100	250	500	1000	2500	5000
#7000	Black Zytel							
second surface ad copy								
#7100	Stainless	PRICES AVAILABLE UPON REQUEST.						
#7200	Stainless							
second surface ad copy								

To order knife with #7280 leather sheath for #7200 or #7000 in gift box, add \$2.37 to price. Leather sheath is not available for #7100 cut-about Jr.

## POCKET KNIFE/NAIL FILE Quantity (with ad copy in 1, 2, or 3 colors)

Model	Finish	50	100	250	500	1000	2500	5000
#7600	Stainless							
#7600G	Gold Plate							
second surface ad copy								
*Specify Matte Color	Matte	PRICES AVAILABLE UPON REQUEST.						
second surface ad copy								

## MONEY-CLIP

## POCKET KNIFE/NAIL FILE Quantity (with ad copy in 1, 2 or 3 colors)

Model	Finish	50	100	250	500	1000	2500	5000
#7800	Stainless							
#7800G	Gold Plate							
		PRICES AVAILABLE UPON REQUEST.						
*Specify Matte Color	Matte							

\*Matte colors available: Blue, Burgundy, Black, Green or Grey.

\*Some knives are available in Camouflage. Please check for availability and price.



No. 7000  
Cut-About Lite  
In Gift Box

No. 7280  
Leather Sheath

No. 7200  
Brush Finish  
Cut-About  
In Gift Box

No. 7100  
Brush Finish  
Cut-About Jr.



# *A*SSORTED METAL PRODUCTS

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This collection of metal products offers a wide variety of useful gift items.

First there is the ever popular Zippo rule, available in brushed and high polished chrome, gold, brass, ultralite and all five matte colors.

This group of metal products also includes the pull-apart key holder and key ring, available in the same finishes as the rule except ultralite. Also in the collection are the stainless steel letter opener, spring steel money-clip (available in a variety of finishes) and the high polish chrome belt buckle.

All of the above products are ideally suited for imprinting your company logo or message and all carry the famous Zippo lifetime guarantee.

Variety is the spice of gift giving: Make your choice . . . or choices.

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ippo has a nice selection of quality metal products to choose from. Starting with the popular Zippo rule. It has a solid brass metal case and a 6' retractable white faced measuring blade. Cases are available in finishes of gold plate, solid brass, brushed and high polished chrome, ultralite and matte colors of black, grey, blue, burgundy, and green.

There is also the pull-apart key holder. The pull apart feature makes this a very useful gift. Leave your key in the ignition and take the others with you. The Zippo key ring is another functional item. It is more basic but holds a lot more keys. The brass tag comes in four standard shapes . . . square, rectangle, oval and round. It is available in gold plate, brush chrome and all five matte colors.

The key holder and key ring are made of solid brass and are available in the same finishes and matte colors as the rule except ultralite. Speaking of something functional, the stainless steel letter opener makes a very practical gift. Opens letters in a zip.

Looking for something a little less expensive? Consider the money clip. It's made of tough spring steel and comes in brush stainless and all five matte colors. Finally there is the ever popular belt buckle. Made of solid brass and finished in high polish chrome. A popular choice with the military and the outdoor type.

This line up of assorted metal products carry the famous Zippo lifetime guarantee.

No. 6218  
Brush  
RuleNo. 5990  
Brush Finish  
Chrome  
Key HolderNo. 5320  
Grey  
Key RingNo. 5320  
Blue Matte  
Key RingNo. 5955  
Brush  
Chrome  
Key RingNo. 5955  
Chrome  
Belt Buckle (only)No. 5955  
With Web Belt  
Belt Colors -  
Red, White, Navy  
Black, Brown

#### QUANTITY (With Ad Copy in 1, 2 or 3 colors or Lustre-etch on (1) surface)

Model	Finish	50	100	250	500	1000	2500	5000
6260	Brush Finish							
6260G	Gold Plate							
6260B	Brush Brass							
6560	High Polish							
Second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
Specify Matte Color	Matte							
6460	Acrylic Ultralite							
Second surface ad copy								

Some Metal Products are available in Camouflage.  
Check for price and availability.



# **KEY HOLDER** QUANTITY (With Ad Copy in 1, 2 or 3 colors or Lustre-etch on (1) surface)

Model	Finish	50	100	250	500	1000	2500	5000
#5990 #5990B #5990C	Brush Chrome Brush Brass Gold Plate							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
**Specify Matte Color	Matte							
second surface ad copy								

## **KEY RINGS**

Model	Finish	50	100	250	500	1000	2500	5000
***Specify Shape	Brush Chrome							
***Specify Shape	Brush Gold							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
***Specify Shape & **Matte Color	Matte							
second surface ad copy								

## **MONEY CLIP**

Model	Finish	50	100	250	500	1000	2500	5000
7400	Brush Stainless							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						
**Specify Matte Color	Matte							

\*\*Matte Colors Available: Blue, Burgundy, Black, Green & Grey.  
\*\*\*Key Ring Shapes Available: Round, Oval, Rectangular & Square.



No. 6460  
Ultralite  
Ivory  
Rule



No. 7418  
Black Matte  
Money Clip



No. 7400  
Brush Finish  
Money Clip



No. 5418  
Black Matte  
Key Ring



No. 7560  
Brush Finish  
Letter Opener

## **LETTER OPENER** QUANTITY (With Ad Copy in 1, 2 or 3 colors or Lustre-etch on (1) surface)

Model	Finish	50	100	250	500	1000	2500	5000
#7560	Brush Stainless							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						

## **BELT BUCKLES**

Model	Finish	50	100	250	500	1000	2500	5000
#5950 *#5955	High Polish High Polish with Belt							
second surface ad copy		PRICES AVAILABLE UPON REQUEST.						

\*Belt Colors Available: Black, White, Red, Navy & Brown.



# COMBINATION GIFT SETS . . .

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When Zippo first introduced the combination gift sets, they became an instant success. Each gift set includes two (2) quality metal products displaying beautiful duplicate imprints of your logo in an attractive gift box.

You may choose from a wide variety of metal products in combinations. Available in all finishes.

Combination gifts . . . twice as nice as expected.

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As a business gift you are looking at something very special. We call it the combination gift set. It consists of a Zippo writing instrument and your choice of one of our assorted metal products beautifully displayed in a grey velour gift box.

Imagine giving two (2) Zippo quality gifts in one box with your logo tastefully displayed on each product.

Choose from an assortment of metal products to be included with a writing instrument such as a rule, key holder, money clip, money clip knife, knife/scissors, pocket knife or a regular or slim lighter.

#### PRICES PERTAIN TO PRODUCTS SHOWN ONLY

#### COMBINATION GIFTS SETS QUANTITY

Product Combination	50	125	250	500	1250
A. Slim Gold Lighter — Lustre Etch and Gold Plated Pen Band imprint					
B. Green Matte Pen and Green Matte Keyholder					
C. Burgundy Matte Pen with Band imprint and Burgundy Matte Money-clip Knife	PRICES AVAILABLE UPON REQUEST.				
D. Stainless Knife Scissors and Chrome Pen with Band imprint and emblem					

NOTE: To calculate a combination gift price, simply add the two product prices together. There is no charge for the packaging.

#### Combination Set

No. 7300 Brush Finish Knife/Scissor

No. 5780-E Chrome Pen with Band Imprint

D.

\*Some gift sets are available in Camouflage. Check for price and availability.





Combination Set  
No. 6560 High Polish Rule  
No. 7600 Brush Finish Knife

A.



Here's another version of our combination gift set series. Two Zippo metal products are displayed in an attractive gift box that holds two of our standard black flocked inserts. The lid of the box is covered with gold foil to give it that rich gift look. Each item is beautifully imprinted with your logo.

Metal products to choose from in any combination include regular and slim lighters, rules, pocket knives, money clip knives, and key holders. In finishes of gold plate, solid brass, brushed and high polish chrome. And in matte colors of black, grey, blue, burgundy and green.

B.

7600  
Brush  
Finish  
Knife

No. 6260  
Brush Finish  
Rule

#### COMBINATION SETS

#### QUANTITY

Product Combination	50	125	250	500	1250
A. High Polish Rule and Stainless Pocket Knife					
B. Stainless Money-Clip Knife and Brush Finish Rule					
C. Chrome Key holder and Chrome Slim Lighter					
D. Chrome Key holder and Chrome Regular Lighter					

PRICES AVAILABLE UPON REQUEST.

5990  
Brush Finish  
Holder



C.

7610  
Lighter  
High Polish



Combination Set  
No. 5990 Brush Finish  
Key Holder

No. 200 Brush Finish  
Reg. Lighter



D.



# *SPALDING GOLF BALLS AND ZIPPO ACCESSORIES . . .*

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The Spalding golf ball imprinted by Zippo is a two piece construction with a durable Surlyn cover. The ball is guaranteed against cutting, smiling, or anything rendering it unplayable in ten rounds (180 holes).

The clever greenskeeper is very popular with the golfer.

It's designed to repair ball marks and to clean golf shoe spikes. Two small ball markers, the size of a dime, fit nicely into the neat stainless steel case. The greenskeeper is available in finishes of brush stainless, brush gold plate and matte colors. It is also available with a money clip.

If you like both items, and you think your customer will too, give the perfect foursome — the golf gift set. It contains three white Spalding golf balls plus the handy greenskeeper imprinted with your logo. This gift package is attractively set in a turf green velour insert with a see through protective sleeve. When the golfer comes to mind, give them Zippo golf accessories.

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The game of golf is very popular. When you give Spalding golf balls imprinted by Zippo, greenskeepers, or golf gift sets, you'll be every bit as popular as the game itself. These gifts, imprinted with your logo, will serve as a reminder to those who use them.

#### SPALDING GOLF BALLS QUANTITY

Model	Color		AD COPY ON TWO POLES					
	Ball	Copy	12	25	50	100	250	500
#8700	White	*Standard colors	PRICES AVAILABLE UPON REQUEST.					

Standard imprint colors: Black, red, orange, yellow, green, light blue, dark blue, light brown, dark brown, grey & silver-gold.

NOTE: PMS color match is \$45.00 per color per order for orders less than 100 dozen. Orders of 100 dozen or more we will match one (1) PMS color at no charge.

#### GCS-3 (GREENSKEEPER AND 3 GOLF BALLS) QUANTITY

Model	48	100	250	500
GCS-3 (with #7700)	PRICES AVAILABLE UPON REQUEST.			
GCS-3 (with Matte 7700)				
GCS-3 (with #7900)				
GCS-3 (with Matte 7900)				



No. 7722  
Burgundy  
Greenskeeper



No. GCS-3  
Golf Gift Set





No. 8700 (one dozen)  
White Golf Balls

# GOLF ACCESSORIES QUANTITY (with 1, 2 or 3 colors or lustre etch)

Model	Finish	50	100	250	500	1000	2500	5000
#7700	Brush Stainless							
#7700G	Brush Gold							
second surface ad copy								
*Specify Matte Color	Matte							
second surface ad copy								
**#7900	Brush Stainless							
#7900G	Brush Gold							
*Specify Matte Color	Matte							

PRICES AVAILABLE UPON REQUEST.

\*Matte Colors available in: Blue, Burgundy, Black, Green & Grey

\*\*#7900 series is same as #7700 ONLY WITH MONEY-CLIP ATTACHMENT



## PRICING

The selling prices include the product with ad copy on one surface. Ad copy may be reproduced in 1, 2 or 3 colors or Lustre-etch. Each product is individually boxed and the Zippo Guarantee is inserted. Prices in quantities above 7500 units are available upon request.

## PLAIN METAL PRODUCTS — NO AD COPY

Products without ad copy are available at the 50 unit price less \$1.65 each.\* Minimum order 24 units. Two products (12 each) may be combined to meet this minimum.

For matte products, subtract \$1.24 from the 50 price.

## MINIMUM ORDERS

The minimum order is 50 units per product. Exception: Model 7100 Cut-About Jr., Model 7200 Cut-About Folding Knife, Knife/Scissors, Cut-About Lite and Blaisdell Collection may be ordered in lots of 25.

## COMBINATION ORDER PRICING

When two or more products are ordered with the same ad copy, the total quantity determines the price. All products must be ordered in minimum quantities. Golf balls do not qualify for combination pricing.

## REPEAT ORDER PRICING

The quantity of each order determines the price. Metal products and writing instruments may be combined to determine the total quantity for pricing. Golf balls cannot be combined for total quantity pricing.

## LESS THAN MINIMUM ORDERS.

Use 50 unit price plus \$45 charge for each product ordered in less than minimum quantity. No order for less than 50% of established Minimum Orders will be accepted.

## CHANGE OF COPY CHARGE

Not Applicable.

## ADDITIONAL SURFACE AD COPY

Most metal products may have ad copy on more than one surface. The lighter products may have ad copy on four surfaces. An additional charge applies for each additional surface of ad copy. See price list for the additional unit charge.

## ADDITIONAL COLOR CHARGE

Price schedule includes ad copy in 1, 2 or 3 colors per surface. For additional colors, add 25¢ per color, per unit, per surface.

## ARTWORK CHARGES

All ad copy requires attention by our Art Department. Send us the best ad copy you have. We do not charge for artwork, cuts, dies, plates or screens.

## PRODUCTION TIME

New copy with preproduction product proof	Approx. 6 - 8 Weeks
New copy without preproduction product proof	5 - 6 Weeks
Repeat copy	3 - 4 Weeks

## PREPRODUCTION PRODUCT PROOF

Order for new designs, logos or trademarks will receive a finished product sample, for client approval, before production. NO CHARGE. When two or more products with the same ad copy are ordered, indicate which product is to be sampled.

## PERSONALIZATION

Block letter or initials — \$1.90 each; facsimile signature or script names — \$3.00 each. Not available on products with Ultralite panels or Matte finished Money-Clips.

## EMBLEM ATTACHING

We do not manufacture emblems, but we will attach emblems furnished to us at 45¢ each — any quantity. Emblems must be flat and smooth on back. They cannot be attached to Ultralite panels.

## PACKAGING & GUARANTEE

Each product is individually boxed. Operating instructions and our Unconditional Zippo Guarantee are inserted. A Combination Box can be supplied to hold any two small pocket size products. No Charge. See pages 26 & 27 in catalog. Not suitable for Model 7000, Model 7100, Model 7200 or Blaisdell Collection.

## MAILERS

Most Metal Product Individual Mailers — 15¢ each, includes insertion. Cut-about mailers — 25¢ each. Blaisdell Collection Individual Mailers — 40¢ each, includes insertion.

## INDIVIDUAL MAILING

Add 10¢ per package if you supply addressed labels of suitable size. Add 25¢ per package if we must supply and address labels from your list. MAILERS AND POSTAGE EXTRA.

## OVERRUNS & UNDERRUNS

A 5% overrun or underrun or 12 units, whichever is less, will apply. Invoice will reflect exact quantity shipped. Exact quantities will be shipped on the Blaisdell Collection.

## SHIPPING

F.O.B. Bradford, PA., USA — UPS unless otherwise specified.

## SALES TAX (State & Local)

State and local sales tax will be charged on each order based upon the tax rates of the shipping address.

## TERMS

Net 30 Days, on approval of credit. Submit credit information for new accounts.



## PRICING

The selling prices include the product with ad copy reproduced on the silver, gold, or white ad panel in 1, 2 or 3 colors. Each product is individually boxed and the Unconditional Zippo Guarantee is inserted. Prices in quantities above 7500 units are available upon request.

## PLAIN WRITING INSTRUMENTS — NO AD COPY

Products without ad copy are available at the 50 unit price less \$1.65 each. Minimum order 24 units. You may combine two product finishes, (12 each), to meet this minimum.

## MINIMUM ORDERS

The minimum order is 50 units. You may combine two product finishes, with the same ad copy, (25 each), to meet this minimum. Pens & Pencils with the same product finish may be combined to meet minimum requirements.

## REPEAT ORDER PRICING

The quantity of each order determines the price. Metal products and writing instruments may be combined to determine the total quantity for pricing. Golf balls cannot be combined for total quantity pricing.

## LESS THAN MINIMUM ORDERS

Use 50 unit price plus \$45 charge. Ad copy must be the same on all writing instruments. Absolute minimum 24 units. Two finishes, 12 units each, may be combined to meet minimum.

## CHANGE OF COPY CHARGE

Not Applicable.

## AD PANEL IMPRINTING

The ad panel is the circular copy area in the middle of the writing instrument below the clip. This copy area is 1/4" high by 3/4" in circumference. Unless specified, a silver ad panel will be supplied on chrome instruments. All others will have a gold ad panel unless specified. A white ad panel is available when specifically requested or either gold or chrome trim. Ad copy can be reproduced in 1, 2 or 3 colors. The silver, gold and white background do not count as a color.

## COPY LIMITATIONS

Our reproduction process makes it possible to clearly reproduce extraordinary amounts of copy on the small ad panel or emblem on clip. However, for most customers brief copy will be easier to read and therefore more satisfactory.

## ADDITIONAL COLORS

Not available.

## ADDITIONAL AD COPY

One line of repetitive ad copy can be engraved on the cap at \$1.33 each. Minimum quantity 50 units. Limitations: 25 letters and spaces, block caps only, no color fill and no trademarks. Chrome and 22K Gold plate units will be diamond tool engraved. Matte Finish will be machine engraved with brass material showing through. The brass will antique in time.

## ARTWORK CHARGES

All ad copy requires attention by our Art Department. Send us the best copy you have. We do not charge for artwork, cuts, dies, plates or screens.

## PREPRODUCTION PRODUCT PROOF

Orders for new designs, logos or trademarks will receive a finished product sample, for client approval, before production. NO CHARGE. When two or more writing instrument finishes with the same ad copy are ordered, specify which one is to be sampled.

## LADIES WRITING INSTRUMENTS

Ladies writing instruments (no clip on pen or pencil) are available on all finishes at no additional charge. A soft grey sheath is provided with each instrument or set. Emblem Imprinting is not available on ladies writing instruments.

## PERSONALIZATION

A full name or initials can be engraved on the cap — \$1.90 each. Limitations: one line, block style caps, 25 letters and spaces. See ADDITIONAL AD COPY for more information.

## EMBLEM IMPRINTING

Zippo has available four shapes of emblems (round, oval, rectangular and square) which are attached to the clip. There are three background colors to imprint upon (white, gold and silver). Silver plated instruments not available with emblem imprint.

## PRODUCTION TIME

	Approx.
New copy with preproduction product proof	6 - 8 Weeks
New copy without preproduction product proof	5 - 6 Weeks
Repeat orders	3 - 4 Weeks

## SETS

Specify Clearly if pens and pencils are to be packaged as sets. Unless otherwise specified, we will assume all writing instruments are to be packaged individually.

## PACKAGING & GUARANTEE

Each writing instrument is individually boxed. Set packaging available on request. Each box has operating instructions, refill, lead and eraser information, and our Unconditional Zippo Guarantee inserted.

A deluxe gray velvet jewelers box is supplied on orders. This package is available for single units or sets. This package is also available with the following product combinations: Pen - Key Holder, Pen - Pocket Knife, Pen-Money-Clip Knife, Pen - Slim Lighter, Pen - Reg. Lighter, Pen - Money Clip, Pen-Rule, Pen-Knife/Scissor.

## REFILLS, LEADS & ERASERS

Pen Refills (Choice of)	60¢ each
Medium Blue	Fine Blue
Medium Black	Fine Black
Pencil Leads — 7mm - 15 per tube	30¢ each
Pencil Erasers — 3 per tube	30¢ each

## MAILERS

Individual mailers — 15¢ each, includes insertion.

## INDIVIDUAL MAILING

Add 10¢ per package if you supply addressed labels of suitable size. Add 25¢ per package if we must supply and address labels from your list. MAILERS & POSTAGE EXTRA.

## OVERRUNS & UNDERRUNS

Exact quantity ordered will be shipped.

## SHIPPING

F.O.B. Bradford, PA., USA — UPS unless otherwise specified.

## SALES TAX (State & Local)

State and local sales tax will be charged on each order based upon the tax rates of the shipping address.

## TERMS

Net 30 days, on approval of credit. Submit credit information for new accounts.

**ZIPPO HAS NO CHARGES FOR ARTWORK, DIES, PLATES, SCREENS OR PREPRODUCTION SAMPLES.**

**FOR GOLF BALL INFORMATION  
SEE NEXT PAGE**



## PRICING

The selling prices include the golf ball with ad copy on two poles in 1 or 2 standard colors. Packaged (3) balls to a sleeve, with (4) sleeves to a one dozen master pack.

## PLAIN GOLF BALLS — NO AD COPY

Golf balls with only Zippo markings are available at the 100 dozen price — minimum order (12) dozen.

## MINIMUM ORDERS

Twelve (12) dozen golf balls with the same ad copy is the absolute minimum order.

## REPEAT ORDER PRICING

The quantity of each order determines the price.

## LESS THAN MINIMUM ORDERS

Not Available.

## CHANGE OF COPY CHARGE

Not Applicable.

## AD COPY AREA

Ad copy is placed in two areas ( $\frac{3}{4}$ " in diameter) called poles. The poles are located on opposite sides of the golf ball. Normally, the same copy appears on both poles; however, you may specify different copy for each pole at no added cost.

## NUMBERING

Golf balls are numbered 1 through 4 for I.D. purposes during play. These numbers appear on both poles along with the ad copy. When the ad copy covers the complete pole then the I.D. number will appear on the opposite pole. In these instances the ad copy and the I.D. number will only appear once on each ball.

## ADDITIONAL COLOR CHARGES

Add \$45 per color — per order (Repeat Orders Included), when more than two color ad copy is specified.

## SPECIAL COLOR CHARGES

For special colors (PMS colors) add \$45 per color — per order. Orders for 100 dozen or more are allowed (1) special color at no charge.

The ADDITIONAL COLOR CHARGES & SPECIAL COLOR CHARGES are two different items. Both charges could apply in the same order.

## ARTWORK CHARGES

All ad copy requires attention by our Art Department. Send us the best copy you have. We do not charge for artwork, cuts, dies, plates or screens.

## PREPRODUCTION PRODUCT PROOF

Orders with new artwork will receive a finished product sample, for client approval, before production. NO CHARGE.

## PRODUCTION TIME

New copy with preproduction product proof	Approx. 6 - 8 Weeks
New copy without preproduction product proof	5 - 6 Weeks
Repeat copy	3 - 4 Weeks

## PERSONALIZATION

Not Available.

## PACKAGING & GUARANTEE

Standard packaging consists of (4) three ball sleeves in a one dozen master. See catalog Page 31 for graphics. Zippo Guarantee printed on boxes.

Individual boxes available — 1.25 per dozen.

Plain White boxes available on request.

## PACKAGING OPTION (Master Pack Imprinted)

The top cover of a white master pack can be imprinted with the identical copy from one of the poles. Copy would appear five times larger than on ball. No other copy will appear on the master pack.

Minimum order 50 dozen, at 25¢ each; 100 dozen — NO CHARGE.

Specify if the three ball sleeves are to be standard packaging or plain white.

## CUSTOM PACKAGING

Quotation available on request. Submit specifications and quantity for quote.

Custom packaging is expensive. In lots of 1,000 dozen, an add on charge of \$2.00 per dozen or more would not be unusual. Generally, smaller quantities cost considerably more.

## GOLF GIFT SETS (GGS-3)

When greenskeepers are purchased the GGS-3 boxing can be supplied without golf balls at 65¢ each.

## MAILERS

One dozen master pack — 25¢ each  
Three ball sleeve — 15¢ each  
GGS-3 — Golf Gift Set — 15¢ each

## INDIVIDUAL MAILING

Add 10¢ per package if you supply addressed labels of suitable size. Add 25¢ per package if we must supply and address labels from your list. MAILERS & POSTAGE EXTRA.

## OVERRUNS & UNDERRUNS

A 5% overrun or underrun or 12 units, whichever is less, will apply. Invoice will reflect exact quantity shipped.

## SHIPPING

F.O.B. Bradford, PA., USA — UPS unless otherwise specified.

## SALES TAX (State & Local)

State and local sales tax will be charged on each order based upon the tax rates of the shipping address.

## TERMS

Net 30 days, on approval of credit.  
Submit credit information for new accounts.



# THANK YOU FOR CONSIDERING ZIPPO.

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We hope that this catalog has provided you with enough information to answer any questions that you may have concerning our line of specialty products.

For further information, please write . . .

Zippos Manufacturing Company

33 Barbour Street

Bradford, Pennsylvania 16701

or call . . . (814)-362-4541 — FAX (814)-362-3598 or (814)-362-1350

