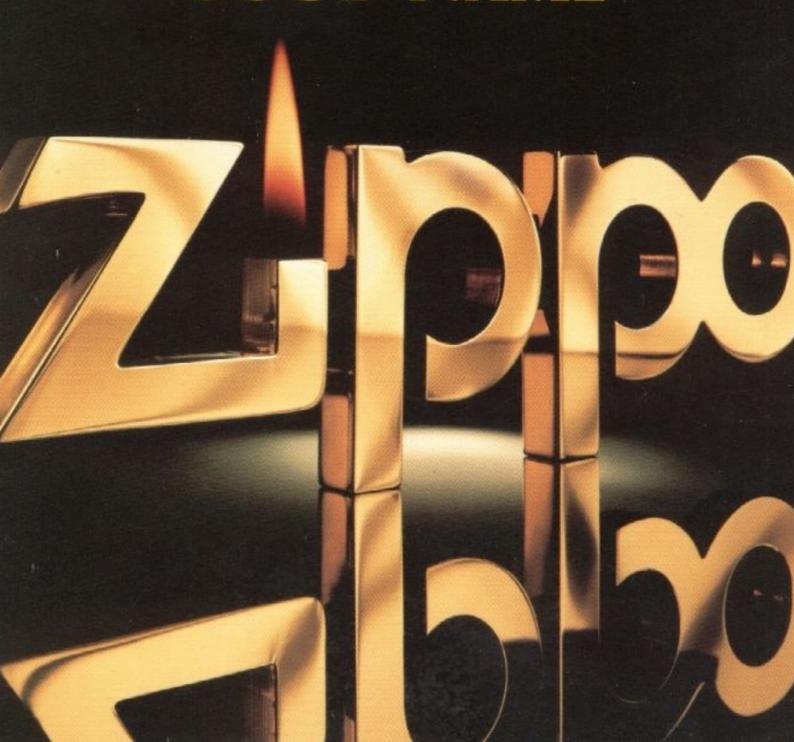
## A REFLECTION OF YOUR GOOD NAME



## DEAR CUSTOMER:

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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Prices and specifications subject to change without notice.

## VINDPROOF LIGHTERS

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.

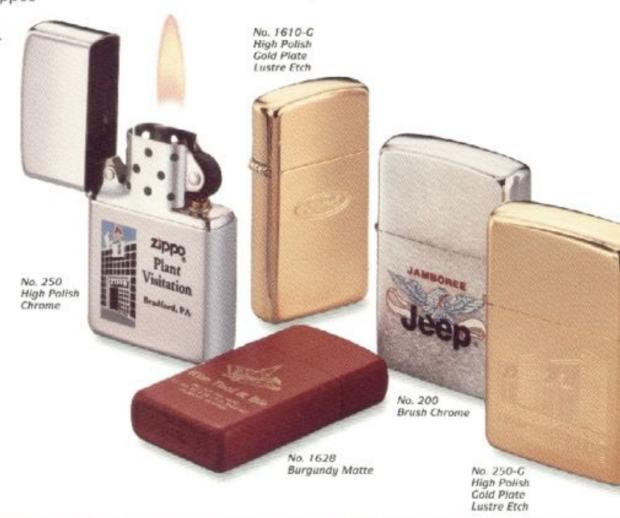
Available in a variety of finishes in regular and slim sizes. The Zippo windproof lighter is a glowing reminder of quality.

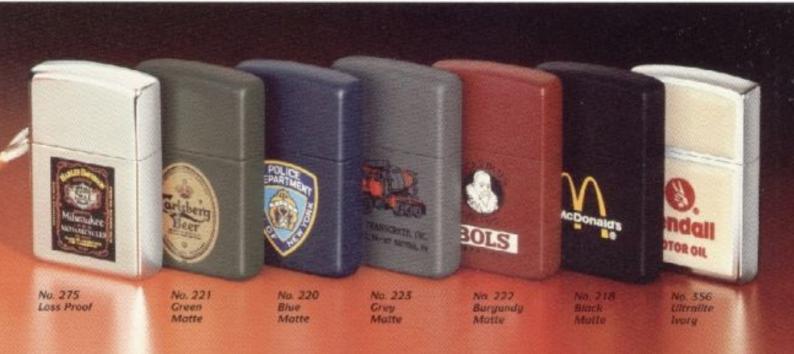


ese two pages beautifully illustrate the variety of finishes allable in the Zippo windproof lighter collection. We offer basic in and high polish chrome. There is the elegant gold plate, rling silver and solid brass plus five matte colors of black, grey, ie, burgundy and green.

e lighter is of a very basic construction. It has a stainless steel ert that fits snugly into a solid brass case. The insert mechanism is sists of a cam spring, steel flint wheel, flint spring and a special signed chimney to create the windproof effect. The lid and the tom case are connected by a sturdy nickel silver hinge. And re's the best part. All Zippos

made in America and ry a lifetime guarantee.





WINDP	ROOF LIGHT	TERS	QUAN	TITY (W	ith Ad	Copy in	1, 2 or	3 colors
Regular Model	Finish	50	100	e-etch 250	1 surfa 500	(e) 1000	2500	5000
#200 #200G #204 #250 #250G #254 #275	Brush Finish Brush Gold Brush Brass High Polish Chrome High Polish Gold High Polish Brass Brush Chrome	Г						3000
#1932 **#15	Lossproof Brush Chrome Sterling	l	PRICE	S AVAIL	ABLE UI	PON REC	DUEST.	_
second sur	rface ad copy							
"Specify Matte Color	Matte							
second sur	rface ad copy							
WINDP	ROOF LIGHT	TERS	- SLIN	M SIZE				
Model	Finish	50	100	250	500	1000	2500	5000
#1610 #1610G #1654	High Polish Chrome High Polish Gold High Polish Brass						1500	3000
200700000	Sterling rface ad copy	-1	PRICE	S AVAIL	ABLE UP	ON REC	UEST.	_
**Specify Matte Color	Matte							
	rface ad copy							
Black, Green **Sterling Light any by rong NO COLOR F	S Available Blue, Burgur & Grey, ters can be imprinted outer engraving.  FR.L.							
o. 1500 erling lver im Lighte Gift Box omputer egraved)					No. 15 Sterlin Reg. Li (Compo Engrav	g Silver ighter uter		hecki

# HE BLAISDELL COLLECTION

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.

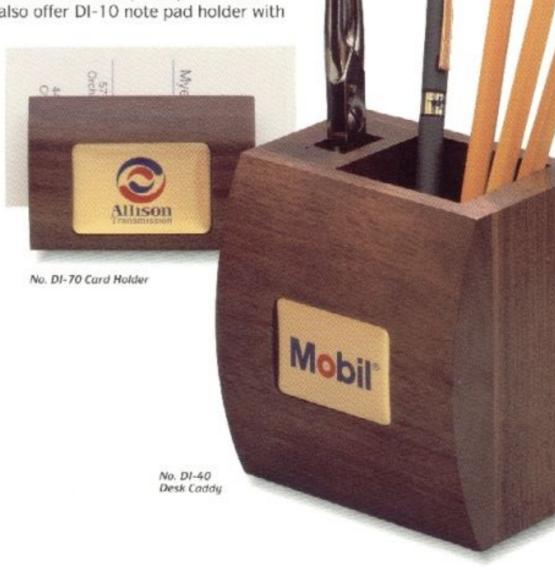


ach piece in the Blaisdell Collection adds a richness to any desk.

DI-70 business card holder allows calling cards to be in a rominent place at all times. The DI-40 desk caddy is an organized ray of keeping frequently used items handy. And if holding in to a pen seems to be a problem, give the DI-30 pen older. 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 ote pad, and the DI-15 note and with pen.

the Blaisdell collection is nade in America and each lece carries a lifetime luarantee.



No. DI-30 Pen Holder



No. D1-60 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 DI-15	Note Pad Note Pad w/pen					
DI-20	Tape Holder					
DI-30	Single Pen Holder					
DI-40	Desk Caddy			- 200 - 000 000	the second	$\overline{}$
DI-50	Letter Organizer	PR	ICES AVAIL	LABLE UP	ON REQU	JEST.
DI-60	Pen & Pencil Holder					1
DI-70	Business Card Holder					
DI-80	Single Pen Holder w/ Digital Clock					

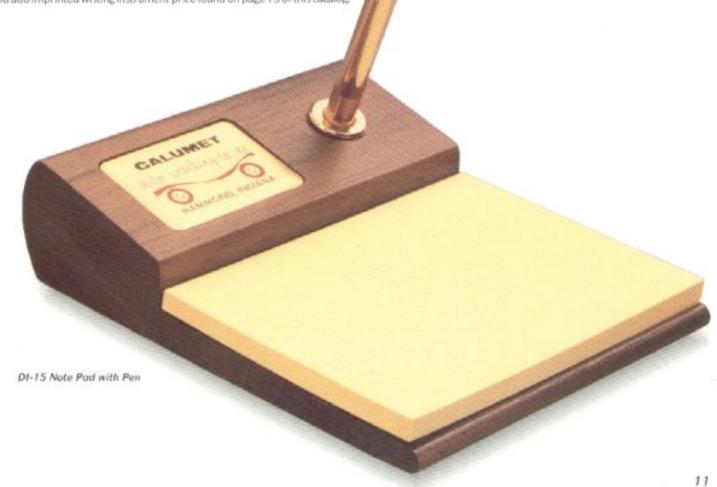
Note: All items with writing instruments quoted above come with a plain 22K gold plated instrument

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.



# VRITING INSTRUMENTS

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.



Silver Plate No. 5810

Burgundy No. 5730

Grey Matte No. 5740

Blue Matte No. 5700-E

Camouflage No. 5717-E

Cold No. 5800-E

Green Matte No. 5720

Black No. 5791-E

Chrome No. 5780-E

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

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

he outer case is of cartridge brass tubing. A dged spring steel clip is securely mounted to ne cap, finished off with a metal hat. The mech-

nism is the popular twist action type. he pen refills come in blue and black nk, medium and fine points, and they will fit all major pen brands. The pencil olds regular size lead.

Vriting instruments are available in finishes f gold and silver plate, chrome and matte olors, black, blue, burgundy, grey, green and amouflage. No. 5780-E Chrome Pen

No. 5785-E Chrome Pencil

## WRITING INSTRUMENTS 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	_	PRICES	AVAII /	BUELL	PON PI	OUEST	
+5810 +5811	Pen Pencil	Silver Plate Silver Plate	L	I I				does	
#5800 #5801	Pen Pencil	Gold Gold							

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 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 Ealor	Pen Pencil	Matte Marte		ppires	AVAIL	BIEI	PON RE	OUEST	
#5800E #5801E	Pen Pencil	Gold Gold		KICES	I I	LBLE U		GUESI	
on barrel, a		plus ad copy ng shown at hity.							

\*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

## IPPO KNIFE COLLECTION

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.



#### OOKING FOR A VARIETY IN CUTLERY?

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

ne cut-about knife, a name derived from the fact that it will cut bout anything, was the next to be added to the line. It is ade of stainless steel and has a 2¼" razor sharp cutting blade, also has the popular lock back feature. The cut-about jr. is of the time construction with the exception of the lock back and it is smewhat smaller. Both are available in brush stainless steel only.

ne newest in the cut-about series is the cut-about lite. It is identical the large cut-about in every detail except for its state of the t lightweight Zytel\* black handle.

ne final entry in our collection is the knife/scissors. This popular tle 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 etal case. Available in finishes of brushed stainless, and I matte colors.

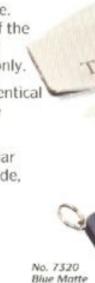
ach knife in the Zippo Collection comes in an attractive gift ox and has a lifetime guarantee.





No. 7600 Brush Finish

Pocket Knife



Knife! Scissor

> No. 7522 Burgundy M Knife/Scissor

No. 7518-Black Mai

Knife:Scis Money-Cl

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

Model	Finish	25	100	250	500	1000	2500	5000
#7300 #7500	Stainless Stainless							
second su	urface ad copy	Г						
Specify Matte	Matte	L	PRICE	S AVAIL	ABLEU	PON REC	DUEST.	
	urface ad copy							
Matte Color							_	

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
#7500M	IC Stainless			l.				_
*Specify Matte	Matte		PRICE	S AVAIL	ABLE U	PON REC	DUEST.	
Color								

<sup>\*</sup>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 5

	98888				Han			
Model	Finish	25	100	250	500	1000	2500	5000
#/000	Black Zytel							
second si	arface ad copy	Г	1					7
#7100 #7200	Stainless Stainless		PRICE	S AVAIL	ABLE U	PON REC	UEST.	
Transport of the same of the s	urface ad copy					- 39		

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 #7600G	Stainless Gold Plate							
second su	rface ad copy	Г			1			
*Specify Martie Color	Matte	L	PRICE	S AVAIL	ABLE UF	ON REC	DUEST.	]_
second su	rface ad copy							

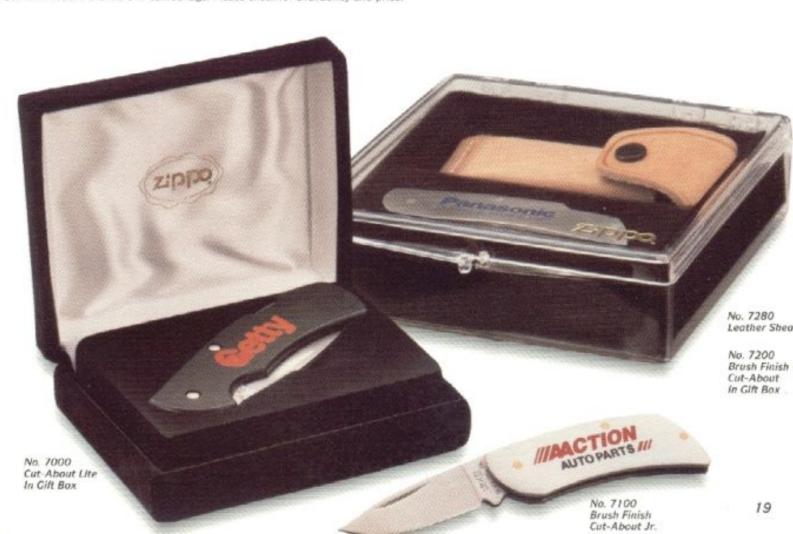
#### MONEY-CLIP

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

Model	Finish	50	100	250	500	1000	2500	5000
#7800 #7800G	Stainless Gold Plate	Г	Paries					
Specify Matte Color	Matte	L	PRICE	S AVAIL	ABLE UP	PON REC	DEST.	

<sup>\*</sup>Matte colors available: Blue, Burgundy, Black, Green or Grey.

<sup>&</sup>quot;Some knives are available in Camouflage. Please check for availability and price.



# A SSORTED METAL PRODUCTS

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.



Brush Rule

Grey

No. 5

Brush Chron Key R

No. 5950 Chrome Belt Buckle (only

No. 5955 With Web Belt Belt Colors -Red, White, Nav

Black, Brown

ppo has a nice selection of quality metal products to choose om. Starting with the popular Zippo rule. It has a solid brass etal case and a 6' retractable white faced measuring blade. ases are available in finishes of gold

ate, solid brass, brushed and high polhed chrome, ultralite and matte colors black, grey, blue, burgundy, and green.

nere is also the pull-apart key holder. The pull apart feature akes this a very useful gift. Leave your key in the ignition and ke the others with you. The Zippo key ring is another functional em. It is more basic but holds a lot more keys. The brass tag omes in four standard shapes . . . square, rectangle, oval and ound. It is available in gold plate, brush chrome and all five atte colors.

ne key holder and key ring are made of solid brass and e available in the same finishes and matte colors as the ile except ultralite. Speaking of something functional, the ainless steel letter opener makes a very practical gift. Opens tters in a zip.

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

his line up of assorted metal products carry the famous

ppo lifetime guarantee.

No. 5990 Brush Finish Chrome Key Holder No. 5320 Blue Matte Key Ring

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

cond su	rface ad copy		PRICE	5 AVAIL	ABLEU	ON REC	DUEST.	
6260 6260G 6260B 6560	Brush Finish Gold Plate Brush Brass High Polish							
Model	Finish	50	100	250	500	1000	2500	5000

Matte 6460 Acrylic Ultralite econd surface ad copy

ome Metal Products are available in Camouflage. theck for price and availability.

#### QUANTITY (With Ad Copy in 1, 2 or 3 colors or KEY HOLDER Lustre etch on (1) surface) Model Finish 50 100 250 500 1000 2500 5000 Brush Chrome #5990 #5990B Brush Brass #5990C Gold Plate PRICES AVAILABLE UPON REQUEST. second surface ad copy Matte Specify Matte Color second surface ad copy No. 6460 Ultralite Ivory Rule KEY RINGS Model Finish 50 100 250 500 1000 2500 5000 \*\*\*Specify Shape Brush Chrome Brush Gold \*\*\*Specify Shape PRICES AVAILABLE UPON REQUEST. second surface ad copy \*\*\*Specify Color Matte No. 7418 Black Matte Money Clip second surface ad copy MONEY CLIP Model Finish 50 100 250 500 1000 2500 5000 7400 Brush Stainless PRICES AVAILABLE UPON REQUEST Matte \*\*Specify Matte Calor \*\*Matte Colors Available: Blue, Burgundy, Black, Green & Grey. \*\*\*Key Ring Shapes Available: Round, Oval. Rectangular & Square. No. 7400 Brush Finish Money Clip QUANTITY (With Ad Copy in 1, 2 or 3 colors or LETTER OPENER Lustre-etch on (1) surface) No. 5418 Black Matte Key Ring Model 50 100 250 500 1000 2500 5000 Finish #7560 Brush Stainless PRICES AVAILABLE UPON REQUEST. second surface ad copy BELT BUCKLES Model Finish 50 100 250 500 1000 2500 5000

#5950

\*#5955

No. 7560

**Brush Finish** 

Letter Opener

High Polish

High Polish

"Belt Lolors Available: Black, White, Red, Nevy & Brown.

with Belt

PRICES AVAILABLE UPON REQUEST.

# COMBINATION GIFT SETS ....

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

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

Combination gifts . . . twice as nice as expected



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

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

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

#### PRICES PERTAIN TO PRODUCTS SHOWN ONLY

#### OMBINATION GIFTS SETS QUANTITY

\*Some gift sets are available in Camouflage.

Check for price and availability.

ro	oduct Combination	50	125	250	500	1250
100	Slim Gold Lighter — Lustre Etch and Gold Plated Pen Band imprint					
	Green Matte Pen and Green Matte Keyholder					
	Burgundy Matte Pen with Band imprint and Burgundy Matte Money-clip Knife	PRIC	ES AVAIL	ABLE UP	ON REQ	UEST.
١,	Stainless Knife Scissors and Chrome Pen with Band imprint and emblem					

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



50 125 250 500 1250

No. 7822 **Burgundy Matte** 

No. 1610-G Gold Plate Silm Lighter

No. 5720

Green Matte P

No. 5730 Burgundy Matte

No. 5800 Gold Pen

> No. 5921 Green Matte Key Holder



# SPALDING GOLF BALLS AND ZIPPO ACCESSORIES . . .

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.



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

#### PALDING 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.							

undard Imprint colors: Black, red, orange, yellow, green. light blue, dark blue, light brown, dark brown, grey & How-gold.

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

Model	48	100	250	500
GS-3 (with #7700) GS-3 (with Matte 7700) GS-3 (with #7900) GS-3 (with Matte 7900)	р	RICES AV	/AILABL	E UPON REQUEST.





TE: 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.

	GOLFA	ICCESSORIE	S QUA	WILLY	[with ]	, 2 or 3	colors	or lust	re etch)
	Model	Finish	50	100	250	500	1000	2500	5000
	#7700 #7700C	Brush Stainless Brush Cold							
	#7700G	Brush Gold							
	-	rface ad copy Matte			-				
SPALDING.	"Specify Viatte Color	Matte		ppire	S AVAII	ABLE UF	ON PE	MIEST	1
O SMIDING	second sur	second surface ad copy	L	FRICE	JAYAIL	ADLE UP	ON REC	OESI.	
SPADING	**#7900 #7900G	Brush Stainless Brush Gold							
Oates	*Specify Matte Cutor	Matte							
		s available Blue, Burgu							
SPALDING.	Golf Soustom Imis	Sall	101	/	16x	olf	Balis		
	The state of the s		N A						
									31

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

## METAL PRODUCTS AND BLAISDELL COLLECTION ORDERING INFORMATION

#### PRICING

he 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 i1.65 each,\* Minimum order 24 units, Two products (12 each) hay be combined to meet this minimum.

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

#### MINIMUM ORDERS

he 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, he total quantity determines the price. All products must be ordered in minimum quantities. Golf balls do not qualify for combination pricing.

#### REPEAT ORDER PRICING

he quantity of each order determines the price.

Metal products and writing instruments may be combined to letermine the total quantity for pricing. Golf balls cannot be ombined for total quantity pricing.

#### ESS 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 stablished Minimum Orders will be accepted.

#### HANGE OF COPY CHARGE

lot 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 he best ad copy you have. We do not charge for artwork, cuts, lies, plates or screens.

#### PRODUCTION TIME

New copy with preproduction product proof New copy without preproduction product proof Repeat copy

#### Approx.

6 - 8 Weeks 5 - 6 Weeks 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.

## VRITING INSTRUMENT ORDERING INFORMATION

#### PRICING

The selling prices include the product with ad copy reproduced on the liver, gold, or white ad panel in 1, 2 or 3 colors. Each product is ndividually 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

he minimum order is 50 units. You may combine two product nishes, with the same ad copy, (25 each), to meet this minimum,

ens & Pencils with the same product finish may be combined to neet minimum requirements.

#### REPEAT ORDER PRICING

he quantity of each order determines the price. Aetal products and writing instruments may be combined to letermine the total quantity for pricing. Colf balls cannot be ombined for total quantity pricing.

#### ESS THAN MINIMUM ORDERS

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

#### HANGE OF COPY CHARGE

lot Applicable

#### D PANEL IMPRINTING

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

#### OPY LIMITATIONS

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

#### ADDITIONAL COLORS

ot available.

#### DDITIONAL AD COPY

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

#### RTWORK CHARGES

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

#### REPRODUCTION PRODUCT PROOF

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

> FOR GOLF BALL INFORMATION SEE NEXT PAGE

#### 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

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 velour 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.

#### JOLF BALL ORDERING INFORMATION

#### RICING

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

#### LAIN GOLF BALLS - NO AD COPY

olf balls with only Zippo markings are available at the 100 ozen price – minimum order (12) dozen.

#### MINIMUM ORDERS

welve (12) dozen golf balls with the same ad copy is the bsolute minimum order.

#### EPEAT ORDER PRICING

he quantity of each order determines the price.

#### ESS THAN MINIMUM ORDERS

ot Available.

#### HANGE OF COPY CHARGE

ot Applicable.

#### D COPY AREA

d copy is placed in two areas (4" in diameter) called poles. he poles are located on opposite sides of the golf ball. formally, the same copy appears on both poles; however, you nay specify different copy for each pole at no added cost.

#### IUMBERING

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

#### ADDITIONAL COLOR CHARGES

dd \$45 per color - per order (Repeat Orders Included), when nore than two color ad copy is specified,

#### PECIAL COLOR CHARGES

or special colors (PMS colors) add \$45 per color - per order. orders for 100 dozen or more are allowed (1) special color t no charge.

he ADDITIONAL COLOR CHARGES & SPECIAL COLOR HARGES are two different items. Both charges could apply n the same order

#### RTWORK CHARGES

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

#### REPRODUCTION PRODUCT PROOF

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

#### RODUCTION TIME

lew copy with preproduction product proof lew copy without preproduction product proof epeat copy

6 - 8 Weeks 5 - 6 Weeks 3 - 4 Weeks

Approx.

#### 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.

## HANK YOU FOR CONSIDERING ZIPPO.

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 . . .
Zippo Manufacturing Company
33 Barbour Street
Bradford, Pennsylvania 16701

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

