

Collector's Corner

The Flame Keeps Burning For A Classic Lighter

(NAPSA)—The glow of popularity still burns brightly for the pocket lighter that has become an international icon. Zippo has just produced its 400 millionth lighter.

Because its inventor, George Blaisdell liked the sound of the word “zipper” he called his lighter “Zippo.” Since that first lighter was manufactured in 1933, thousands of different designs, logos or artwork have graced the lighter over the years. Present Zippo artwork depicts activities, companies or personalities ranging from professional sports teams to rock bands.

Fans of Zippo lighters the world over have a warm spot for the lighter, which has become a valued collectible. Some of the earliest lighters from 1933—rare but still in existence—have been known to bring up to \$18,000 or more in mint condition.

The reasons people collect them are as varied as the lighters themselves. Some collect because the lighters recall a particular time in their lives; others began collecting because the artwork featured on Zippo lighters relates to a person, place or activity of interest to them.

Faced with a decline in smoking Zippo has started to move into new product categories, including the recently-introduced Zippo Multi-Purpose Lighter, a refillable butane utility lighter.

Still, Zippo's popularity as a collectible continues to grow. In 2002, Zippo introduced its own



The Z-Series is the newest entry into a voluminous line of collectible lighters. The company recently reached another historic milestone with production of its 400 millionth lighter.

collector's club, Zippo Click, to support the estimated four million Zippo collectors in the United States and millions more around the world.

To continue its allure to collectors and consumers alike, Zippo has introduced the Z-Series, a line of first-run, limited-production Zippo lighters crafted from innovative materials and manufactured with state-of-the-art processes. The first edition, the Z-Series Copper Project, is made from 99.9 percent pure copper as opposed to the standard brass case that is a 70/30 copper and zinc alloy.

For more information about the company, its history and its products, visit the Web site at www.zippo.com.