



ZIPPO

Eyewear Collection



Zippo Eyewear

For nearly 90 years Zippo has been an iconic, American brand recognized the world over for style, individual expression and uncompromised value. Now, Zippo brings this recognition to a new and vibrant line of eyewear. A product line that not only embraces the brand's core values but brings a new look and approach to the eyewear category.

Offering both reading glasses and sunglasses, Zippo provides retailers with the unique opportunity to take part in the burgeoning eyewear market through its extensive range of fashion forward, affordable products.

Why Zippo Eyewear?

First introduced in Italy, the Zippo eyewear brand has gained impressive sales results throughout Europe. Now Zippo brings this unique approach to the American market.

Extensive market research underscores the appeal of Zippo branded products:

- Consumers feel strongly that Zippo and eyewear are a great fit
- Consideration and purchase of Zippo products is significantly higher than generically branded
- Research has shown, the Zippo brand raises the perceived price value over unknown and unbranded products

Now, U.S. retailers can offer their customers eyewear products from a famous brand, at the right price point, with exceptional margins.

THESE MAGNIFIERS ARE NOT INTENDED TO BE SUBSTITUTE FOR CORRECTIVE LENSES; ONLY A PROFESSIONAL EYE EXAMINATION CAN DETERMINE YOUR EYE HEALTH STATUS AND VISION NEEDS.

ATTENTION: READY-TO-WEAR NON-PRESCRIPTION GLASSES ARE NOT INTENDED TO REPLACE PRESCRIBED CORRECTIVE LENSES OR EXAMINATIONS BY AN EYE CARE PROFESSIONAL. CONTINUOUS EYE CHECK-UPS ARE NECESSARY TO DETERMINE YOUR EYE HEALTH STATUS AND VISION NEEDS.

SELECTION NOT AVAILABLE IN CALIFORNIA, MINNESOTA AND RHODE ISLAND

READERS

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.

*Readers with powers above +2.75 restricted in NY

All Reading Glasses MSRP: \$14.95



31Z-B1-RED300
Red +3.00

* Not available in NY



31Z-B1-BLK150
Black +1.50



31Z-B1-BRO250
Brown +2.50



31Z-B1-BLU200
Blue +2.00

Readers MSRP: \$14.95



31Z-PR20-100
Demi Red + 1.00



31Z-PR24-200
Multicolor Stripe + 2.00



31Z-PR26-250
Demi Blue + 2.50



31Z-PR1-250
Multicolor Stripe + 2.50



31Z-PR31-150
Demi Blue/Brown + 1.50



31Z-PR30-300
Demi Brown + 3.00
* Not available in NY



31Z-B3-WHI250
White +2.50



31Z-B3-ORA200
Orange +2.00



31Z-B3-YEL150
Yellow +1.50



31Z-B3-GRN300
Green +3.00
* Not available in NY



31Z-B13-WOB150
Light Brown +1.50



31Z-B13-WOC200
Medium Brown +2.00



31Z-B13-WOD250
B13Line WOD +2.50



31Z-B13-WOA300
Red +3.00
* Not available in NY

Readers MSRP: \$14.95



31Z-B9-BRO250

Brown +2.50



31Z-B9-RED150

Red +1.50



31Z-B9-BLU100

Blue +1.00

31Z-B9-BLU300

Blue +3.00

* Not available in NY



31Z-B2-BLU200

Blue +2.00



31Z-B2-BLK350

Black +3.50

* Not available in NY



31Z-B6-RED350

Red +3.50

* Not available in NY

All Reading Glasses MSRP: \$14.95



31Z-B6-BLU350

Blue +3.50

* Not available in NY



31Z-B6-DEM200

Demi +2.00



31Z-B6-BLK300

Black +3.00

* Not available in NY



31Z-B4-BLK200

Black +2.00



31Z-B4-RED100

Fuchsia +1.00



31Z-B4-CAM250

Camo +2.50



31Z-B4-BLU350

Blue +3.50

* Not available in NY



31Z-B14-GLD100

Gold +1.00



31Z-B14-RED150

Red +1.50



31Z-B14-BLU200

Blue +2.00



31Z-B14-BRO250

Brown +2.50



96PPK-RDR144CT

96 Unit Display w/
144 ct Readers
MSRP: \$2152.80
14.5 x 14.5 x 61.8 inches



31Z-PACKBOX

12 Pouches - Pouch Pack
Assorted Colors
MSRP: \$29.88 (\$2.49 ea)

**CANNOT BE PURCHASED
AS SINGULAR UNITS.
SOLD IN PREPACKS ONLY**

*Each contains pouch, lanyard, and microfiber cloth.



24PPK-RDR36CT

24 Unit Display w/
36 ct Readers
MSRP: \$538.20
9.4 x 9.4 x 21.6 inches



54PPK-RDR72CT

54 Unit Display w/
72 ct Readers
MSRP: \$1076.40
13.4 x 13.4 x 29.5 inches

For empty displays
please see pg 15.

NEW YORK PREPACKS

*Readers with powers above +2.75 restricted in NY.

NY24PPK-RDR36CT - NY24Pc Display w/36Ct Reader Assortment

MSRP: \$538.20

NY54PPK-RDR72CT - NY54Pc Display w/72Ct Reader Assortment

MSRP: \$1076.40

NY96PPK-RDR144CT - NY96Pc Display w/144Ct Reader Assortment

MSRP: \$2152.80

OM-SERIES 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.

OM-Series Sunglasses MSRP: \$49.95 (glasses on pages 7-10)



OG02-01
Dark Green Polarized Lenses
Gold Pilot Frames



OG02-02
Brown Polarized Lenses
Black Pilot Frames



OG02-03
Black Polarized Lenses
Black Pilot Frames



OG03-01
Dark Blue Polarized Lenses
Navy Square Frames



OG03-02
Black Polarized Lenses
Black Square Frames



OG03-03
Brown Polarized Lenses
Black Square Frames

OM-Series Sunglasses MSRP: \$49.95

POLARIZED



OG04-01

Brown Polarized Lenses
Brown Semi-Rimless Frames



OG04-02

Black Polarized Lenses
Black Semi-Rimless Frames



OG04-03

Dark Green Polarized Lenses
Black Silver Semi-Rimless Frames



OG05-01

Dark Green Polarized Lenses
Multi-Brown Round Frames



OG05-02

Brown Polarized Lenses
Multi-Brown Round Frames



OG05-03

Black Polarized Lenses
Black Round Frames



OG06-01

Black Polarized Lenses
Black Teardrop Frames



OG06-02

Dark Green Polarized Lenses
Brown Teardrop Frames



OG06-03

Brown Polarized Lenses
Black Teardrop Frames



OG07-01

Black Polarized Lenses
Black Teardrop Frames



OG07-02

Black Polarized Lenses
Green Teardrop Frames



OG07-03

Dark Green Polarized Lenses
Pale Taupe Teardrop Frames



OG08-01

Brown Polarized Lenses
Brown Rectangular Frames



OG08-02

Black Polarized Lenses
Black Rectangular Frames



OG08-03

Gray Polarized Lenses
Black Rectangular Frames

POLARIZED

OM-Series Sunglasses MSRP: \$49.95



OG09-01
Black Polarized Lenses
Black Traveler Foldable Frames



OG09-02
Dark Brown Polarized Lenses
Multi-Brown Traveler Foldable Frames



OG09-04
Brown Polarized Lenses
Multi-Brown Traveler Foldable Frames



OG11-01
Black Polarized Lenses
Black Oval Frames



OG11-02
Brown Polarized Lenses
Black Oval Frames



OG11-03
Dark Green Polarized Lenses
Brown Oval Frames



OM-Series Sunglasses MSRP: \$49.95

POLARIZED



OG12-01

Multi-Green Polarized Reflective Lenses
Black Blue Oversized Frames



OG12-02

Black Polarized Lenses
Navy White Oversized Frames



OG12-03

Black Polarized Lenses
Black Red Oversized Frames



OG13-01

Multi-Green Polarized Reflective Lenses
Gold Pilot Frames



OG13-02

Blue Polarized Reflective Lenses
Black Pilot Frames



OG13-03

Black Polarized Lenses
Silver Pilot Frames



OG14-01

Black Polarized Lenses
Silver Pilot Frames



OG14-02

Dark Green Polarized Lenses
Black Pilot Frames



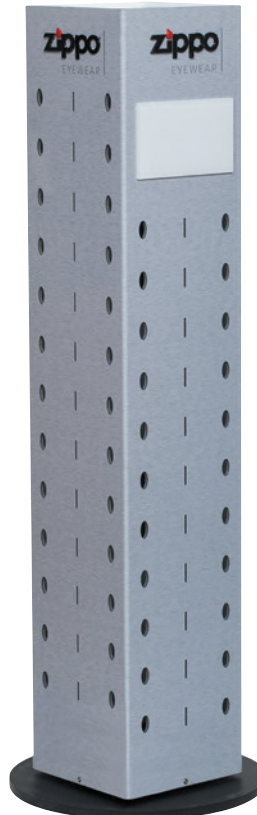
OG14-03

Black Polarized Lenses
Black Pilot Frames



OP-PACK

Zippo Sunglasses gift box
Includes cardboard box , hard case and micro fiber cloth
Comes exclusively with OM-line Sunglasses (found on pages 7-10)



48PPK-DFSUNGL72CT

48 Unit Display
2-36 Prepacks
MSRP: \$3596.40
12.6 x 12.6 x 37.8 inches

OB-SERIES SUNGLASSES

OB-Series Sunglasses MSRP: \$24.95 (glasses on pages 11-14)



*Product shown at actual size

OB01-15
Red Multicoating Lenses



OB01-08
Smoke Flash Mirror Lenses



OB01-10
Brown Gold Multicoating Lenses

OB-Series Sunglasses MSRP: \$24.95



OB21-04
Green Flash Mirror Polarized



OB21-05
Smoke Flash Mirror Polarized



OB21-07
Green Multicoating



OB21-08
Smoke Flash Mirror Polarized



OB27-01
Smoke Flash Mirror Lenses



OB27-02
Smoke Flash Mirror Lenses



OB27-03
Green Flash Mirror Lenses



OB28-01
Smoke Flash Mirror Polarized Lenses



OB28-02
Green Flash Mirror Polarized Lenses



OB28-03
Brown Flash Mirror Polarized Lenses



OB29-02
Blue Flash Mirror Lenses



OB29-03
Smoke Flash Mirror Lenses

OB-Series Sunglasses MSRP: \$24.95



OB19-03
Green Multicoating



OB12-01
Smoke Flash Mirror Lenses



OB12-03
Gradient Brown Flash Mirror Lenses



OB07-06
Blue Flash Mirror Lenses



OB07-07
Green Flash Mirror Lenses

OB-Series Sunglasses MSRP: \$24.95



OB31-01
Smoke Flash Mirror Polarized Lenses



OB31-02
Blue Flash Mirror Polarized Lenses



OB31-03
Blue Flash Mirror Polarized Lenses



OB33-01
Blue Flash Mirror Polarized Lenses



OB33-02
Smoke Flash Mirror Polarized Lenses



OB33-03
Brown Flash Mirror Polarized Lenses



OB16-01
Smoke Flash Mirror Lenses



OB16-02
Green Flash Mirror Lenses



OB16-03
Blue Flash Mirror Lenses



OB17-01
Gradient Smoke Flash Mirror Lenses



OB17-02
Gradient Green Flash Mirror Lenses



OB22-01
Orange Multicoating Lenses



Shown with Readers



All sunglasses on pages 11-14 come with **FREE** pouch packaging. Pouch is for protection only

96PPK-EUSUNGL128CT

96 Unit Display w/
128 ct Sunglasses
MSRP: \$3193.60
14.5 x 14.5 x 61.8 inches

54PPK-EUSUNGL64CT

54 Unit Display w/
64 ct Sunglasses
MSRP: \$1596.80
13.4 x 13.4 x 29.5 inches

24PPK-EUSUNGL32CT

24 Unit Display w/
32 ct Sunglasses
MSRP: \$798.40
9.4 x 9.4 x 21.6 inches

***All displays can utilize both reading glasses and sunglasses.**

Empty Displays Only (offered at no charge)

- OSEXPO-24GIR** 24-pc Revolving Eyewear Display (Empty)
- OSEXPO-54GIR** 54-pc Revolving Eyewear Display (Empty)
- OSEXPO-96GIR** 96-pc Revolving Eyewear Display (Empty)