

# FEATURED PRODUCT OF THE YEAR

## Bottomz Up

For decades, the Zippo bottom stamp has marked the authenticity of every genuine Zippo lighter. The simple system of dots and slashes, initiated to aid identification of lighters coming back to Zippo for repair, was later replaced by letters and Roman numerals, and still later by letters and digits signifying the month and year of manufacture.

Now Zippo is turning the whole system upside down . . . literally.

Bottomz Up™ displays the traditional Zippo stamp not only on the bottom, but also on the top of the high polish chrome lighter. The conventional date code, showing month and year of manufacture, is stamped on the canned-style bottom, while the canned-style lid is branded with the year of manufacture and the **B** symbol identifying it as Bottomz Up.

This lighter marks the inaugural release of Bottomz Up.



24383

UPC#-24383-8

Bottomz Up™ Logo  
High Polish Chrome

*Available March 17, 2008  
pre-book orders accepted*



