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## **New Smaller Zippo Hand Warmer Packs a Mighty Punch for Winter Warmth**

***Addition to the reusable Hand Warmer collection to be showcased at 2016 SHOT Show® Booth #13905***

**BRADFORD, PA** – Zippo® has expanded its best-selling line of reusable Hand Warmers with the addition of a new [6-hour version](#). Like its sleek and stylish 12-hour counterpart, the new Hand Warmer fits easily into pockets while providing consistent and odorless heat. Now in a convenient smaller size, the 6-Hour Hand Warmer packs even more heat than the original but offers a shorter heating time, perfect for those quick outdoor winter excursions. The new 6-Hour Hand Warmers will be showcased alongside the rest of Zippo's line of premium outdoor products at the upcoming 2016 SHOT Show® in Las Vegas, taking place from January 19 – 22 at the Sands Expo and Convention Center. Attendees can visit Zippo at the same location as years past, **Booth #13905**.

Zippo's reusable metal Hand Warmers are the must-have accessory for any outdoor adventurer and are ideal for keeping you toasty during activities such as tailgating, winter sports, hunting or waiting at the bus stop on a cold winter day. Generating 35% more heat than the traditional disposable hand warmer products currently on the market, the 6-Hour Hand Warmer works best for shorter trips outside during the cold weather. For those taking part in longer winter expeditions, the larger Hand Warmer provides heat for up to 12 hours. Like the iconic Zippo Windproof Lighter, each Zippo Hand Warmer is rugged, durable and made to last.

Zippo's line of hand warmers are flameless and convenient to use over and over again. New Easy-Fill Technology, which allows users to fill the product in seconds with either Zippo Hand Warmer Fuel or Zippo Lighter Fluid, while reducing spills. A flat base keeps the 6-Hour Hand Warmer upright during refueling. Once activated, the heater is placed into the included fleece warming bag that provides gentle warmth.

The 6-Hour Hand Warmer is available in two colors, High-Polish Chrome and Pearl. Zippo has also introduced a new color option for the 12-Hour Hand Warmer – Blaze Orange – in addition to its current portfolio of colors including Black, High-Polish Chrome and Realtree® AP Camo. The 12-Hour Hand Warmer can be engraved, making it the perfect customizable gift. The 12-Hour Hand Warmer was previously identified as one of Amazon's best-selling holiday products, and was one of only three products featured in the 'Outdoor' category<sup>1</sup>.

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<sup>1</sup> <http://www.businesswire.com/news/home/20141226005033/en/Amazon-Prime-Experiences-Record-Breaking-Holiday-Season#.VabAg6RVhHw>

The 6-Hour Hand Warmer is now available on [Zippo.com](http://Zippo.com) and in select retail locations for a suggested retail price of \$19.95. The original 12-Hour Hand Warmer is currently available on Zippo.com and in select retailers nationwide starting at \$21.95.

### **About Zippo**

One of the most recognized brands in the world, Zippo was founded in the fall of 1932 by George G. Blaisdell in Bradford, PA, where it has manufactured over 500 million windproof lighters. With the exception of improvements to the flint wheel and modifications in case finishes, the product remains unchanged and is backed by the company's famous lifetime guarantee – "It works, or we fix it free.™" Zippo's diverse product line includes lighter accessories, butane candle lighters, and a robust line of heat and flame products for outdoor enthusiasts. Zippo markets in over 160 countries and also owns the Ronson brand of lighters and fuel and W.R. Case and Sons Cutlery Company, both based in Bradford, PA. For more information, visit [www.Zippo.com](http://www.Zippo.com).

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