



ZIPPO

**CASE KNIVES AND ZIPPO INTRODUCES PARTNERSHIP WITH OUTDOOR SURVIVAL
EXPERTS LARAMY MILLER AND ROLAND WELKER AT
2022 SHOT SHOW**

Miller and Welker to Collaborate with Brands On Exciting New 2022 Initiatives

Bradford, Penn. – January 18, 2022 – [W .R. Case & Sons Cutlery Company](#), a leading manufacturer of premium knives, and [Zippo Manufacturing Company](#), maker of the iconic windproof lighter and a robust line of heat and flame products, today announced they will partner with respected bushcrafting experts [Laramy Miller](#) and [Roland Welker](#) for upcoming products inspired by the duo’s expertise in survival skills. Known for their ability to thrive in challenging conditions, Miller and Welker will provide insights for the new products and will collaborate with Case and Zippo designers and artisans. Both will be at their booth 10538, at SHOT Show 2022 January 18th and 19th.

For Case, the duo will use Case knives as part of their daily personal and professional lives, acting as ambassadors for the Case brand, and apply their vast experience in outdoor adventuring and survival to become new product collaborators and design consultants on future special projects. For Zippo, each will test and document how products like Zippo’s HeatBank® Rechargeable Hand Warmers, Typhoon Matches, and AxeSaw enable even the most extreme outdoor enthusiasts to stay outside longer and with confidence. On all of Miller and Welker’s upcoming adventures, when they encounter the toughest situations, Zippo products will be their first “go-to” tools that supply the heat, light, and flame necessary for survival and bushcrafting situations.

“We’re ecstatic to have two accomplished outdoorsmen collaborating with Case and Zippo,” said Brent Tyler, AVP of marketing at Zippo and Case. “Their expertise

will enrich our innovation for products that function at the very highest levels under the most demanding conditions.”

Making the cut of over 40,000 applicants to the famous *Alone* show that aired on History Channel, Welker was among 10 contestants that set out to endure 100 days in the Canadian Arctic in order to win the largest cash prize in the show’s history – one million dollars. Miller is most known for his show *Last of a Breed*, on the Sportsman Channel, during which he demonstrates his proven skills and knowledge of nature and hunting in the same way as the mountain men of the mid-1800s. Born of Native American ancestry and trained by true mountain men, Laramy travels the challenging routes once taken by these original explorers. The Outdoor Channel will premiere a new show on February 25, 9 p.m. Eastern time, titled “On the Trail” starring Laramy Miller and sponsored by Case Knives, where Miller sets out to survive 30 days in the unforgiving Montana backcountry with his trusty horse and minimal gear that includes Case knives.

Specifically, Miller and Welker will be at the Case/Zippo booth January 18 and 19th to greet show attendees from 9:30 am to 11:30 am and 1:30 pm to 3:30 pm. Several other popular outdoor TV influencers have also been named brand ambassadors for Case : [Ott Defoe](#) of *The Hunt for Monster Bass* on the Outdoor Channel; [Mike Hanback](#) of *Big Deer TV* on the Sportsman Channel; [Tom McMillan](#) of *McMillan* on the Sportsman Channel; and [Hal Shaffer](#) of *Drop Zone* on the Outdoor Channel.

ABOUT W.R. CASE & SONS CUTLERY COMPANY

W.R. Case & Sons Cutlery Company is an American manufacturer of premium knives that are built on a reputation of quality and perseverance. Based in Bradford, Pennsylvania, Case’s offerings cover a wide range of product categories, from traditional folding pocket knives to fixed blade sporting knives and modern everyday carry knives. Since 1889, Case branded knives have been built with integrity for people of integrity, and that legacy continues today. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo® windproof

lighter. Call (800) 523-6350 or visit caseknives.com for more information; you can also follow Case (@WRCase) on Facebook, Twitter and Instagram.

ABOUT ZIPPO MANUFACTURING COMPANY

One of the most recognized brands in the world, Zippo was founded in the fall of 1932 by George G. Blaisdell in Bradford, Pennsylvania, where it has manufactured over 600 million windproof lighters. With the exception of improvements to the flint wheel and an ever increasing number of decoration methods and finishes, the product retains its classic design and functionality and is backed by the company's famous lifetime guarantee – "It works or we fix it free.™" Zippo's diverse product line includes lighters and accessories; flexible butane and rechargeable candle lighters; and a robust line of heat, light, and flame products for outdoor enthusiasts. Zippo markets in over 180 countries and owns Bradford-based W.R. Case and Sons Cutlery Company and the Ronson family of brands, as well as the Wellsville, NY based Northern Lights Candles, a leading designer of luxury candles and artisan accessories. For more information, visit zippo.com.

Media Contact:

Charlotte Daher de Garcia, CGPR
charlotte@cgprpublicrelations.com

781-710-7284