HIGHLIGHTS
100% SAFE AND LASTS LONGER
2017 VERSION 1
Highlights contents:

- History and Quality & Safety
- Novelties
- Cricket Essentials
- Cricket Advance
- Cricket Sensation
- Utility lighters
- POS Material
- Business Club
OUR LIGHTER MODELS

The Cricket lighters share a distinctive and modern shape. They are slim (fit in a pack of cigarettes), have a fixed flame and a Nylon body.
2 Sparkwheel models, Original and Mini.
2 Electronic models, Electronic and Pocket.
CRICKET WAS THE FIRST IN THE WORLD TO LAUNCH:

- a disposable lighter in 1961
- a fixed flame lighter in 1977
- a self-extinguishing nylon body lighter in 1977
- a child resistant lighter in 1992
- a 'Fusion' lighter that unites 2 nylon colours in one body in 2004
- a new digital sleeving process in 2010

HISTORY

It is a success story that started more than 50 years ago in 1961, when the first Cricket lighter was launched on the market. In this year, the Cricket lighters were produced in a place called Annecy in France. Cricket was the first disposable lighter brand in the world. In 1985, Swedish Match acquired the brand name Cricket from the Gillette company. The Cricket brand name became slowly the global lighter brand for Swedish Match. Today, sold in more than 140 countries, one can clearly speak about a truly international brand: CRICKET.
Happy New Year 2017 with Cricket
16 new body colors.
4 Limited Editions.
1 collection every quarter.
Energize the segment.

THE FASHION SHOW

Sunset - Q1 2017

Sweet-Sweet - Q2 2017

Navy - Q3 2017

Cactus - Q4 2017
NOVELTIES
Fusion
THE SOCIAL LIGHTER

Keep track of your Cricket lighter. Flash the QR code, connect yourself to the web app. Follow your lighter journey!
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WHERE NEXT

NEW
NOVELTIES
Printed top caps

Funny Faces
Wide range of body colors.

Cricket logo printed on each lighter for a better brand awareness.
10 Essentials body colors.

5 Pastel body colors.
5 Fluo body colors.
Lighters with exclusive and unique design attributes.

Cricket patented technology.
Fusion:
Cricket patented technology.
Union of 2 Nylon colors in one body.
Every lighter is unique.

Platinum:
Copper, gold, silver, 3 shiny colors.

Eco Cricket:
Lighters made with Minimum 25% Recycled Nylon.
No extra pigment for colouring lighters bodies.
Top caps without painting.
2 in 1: Mat finish and soft touch. On the Electronic model only.

Mat Finish

Mystics Gold

Crazy Lines

Mocktails

Music Tools
2 in 1: Mat finish and soft touch. On the Electronic model only.

Retro Gaming

Notes

Black and Gold

White Frosted
Wide assortment of designs with a trendy style.
NOVELTIES

Digital sleeves. Every design can be adapted on different lighter models.
NOVELTIES

Digital sleeves. Every design can be adapted on different lighter models.

Sun Colors

Young Wild Free

Flower sketches

Year of the Rooster

Evil Cat

Full of Love

Space
Digital sleeves. Every design can be adapted on different lighter models.
Digital sleeves. Every design can be adapted on different lighter models.
Ideal tools to light barbecues, candles, fireplaces.
Black body color with 4 colored grips and triggers.
Torch flame, Windproof.
High capacity of flames.
Refillable.
4 body colors: mauve, dark grey, red, orangey. Same barcode, same packaging as old Firepower. Refillable.
4 body colors: white, black, red, blue. Flexible nozzle. Refillable.
Better visibility in the store will stimulate your sales.
A full range of accessories to promote our brand.