

**MAZDA**<sup>®</sup>

**LOW *energy* TIMES**



# STOCK UP YOUR SHELVES-THE LOW ENERGY RUSH HAS HIT THE STREETS



**MAZDA - THE ONLY LOW ENERGY WITH SEPARATE ADAPTOR**

**MAZDA LAUNCHES NEW SHORTER 6L LOW ENERGY**

**Consumers save up to £33 over the life of the bulb**

**THE GOVERNMENT ADVERTISES LOW ENERGY BENEFITS**

# MAZDA LAUNCHES NEW SHORTER 6L

The original Low Energy lightbulb, launched in 1990, has been a tremendous success. The latest addition to the ever increasing Low Energy range is the 6L - shorter, more compact than the 4L,

but with the same light output.

Every Mazda Low Energy lightbulb lasts at least 8 times longer than a normal lightbulb and uses up to 80% less electricity. This means that consumers

SAVE MONEY - £33 on average over the life of the bulb (accounting for electricity cost and purchase cost) and of course energy saving is a 'green' issue - a matter of growing importance to today's consumers.

**Customers  
Adapt to  
change**



The products in the Mazda Low Energy Range have one big benefit over other products in the market today. The adaptor separates from the lamp, and lasts up to 4 times as long. So, your customers save money next time in buying only the lamp, and most importantly, you guarantee the follow on sales.



**DRESSED  
TO SELL**

The Mazda Low Energy range has one of the most eye-catching and attractive packs on the market today, maximising consumer appeal and delivering all the relevant information with a great deal of clarity. Some products are now available in blister packs for even better on-shelf impact and customer recognition.

## Merchandiser says it all!

To help you make the most of the Low Energy range our merchandiser has been designed to show and tell the consumer everything they need to know. Past performance shows how crucial it is to demonstrate a lit product - as to many consumers it's a brand new concept. This is still a central feature of the merchandiser. The new packs are displayed to full effect, maximising consumer appeal and clearly signalling the range options. Perhaps most importantly,

the re-usable adaptor is highlighted. This feature gives the Mazda range a significant advantage over the competi-

tion, making replacement a much less costly operation. Another extremely powerful selling point.



**Economy hits home**

To make sure consumers get the message about energy saving a colour leaflet is available, showing consumers the product options and explaining the running cost advantages in greater detail than ever before.

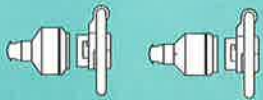
# LOW energy

Stock up your shelves- the Low Energy rush has hit the street.

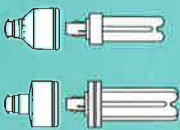
With new products, blister packs, separate adaptors and a full range Mazda has it all!



## LAMPS WITH REUSABLE ADAPTORS



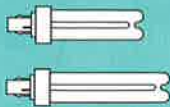
Ref Number	Equivalent Wattage	Cap	Description Adaptor	Lamp	Total Wattage	Pack Type	Outer quantity
15070071	60	BC	4W	10W 2D	14	T	4
13070070	60	ES	4W	10W 2D	14	T	4
17071387	60	BC	3W Electronic	10W 2D	13	T	4
19071388	60	BC	3W Electronic	10W 4L	13	T	6
271020	60	BC	3W Electronic	10W 4L	13	B	6
271030	75	BC	3W Electronic	13W 6L	16	T	6
271040	75	BC	3W Electronic	13W 6L	16	B	6
11071389	100	BC	2W Electronic	18W 4L	20	T	6
271050	100	BC	3W Electronic	18W 6L	21	T	6
271060	100	BC	3W Electronic	18W 6L	21	B	6



## REPLACEMENT LAMPS

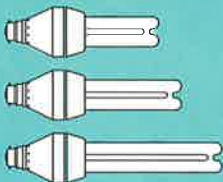


Ref Number	Equivalent Wattage	Lamp Description	Pack Type	Outer quantity
16054983	60	10W 2D Fits all 2D adaptors	T	12
18052901	75	16W 2D Fits only dedicated fittings	T	5

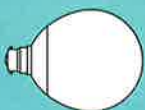


14071838	60	10W 4L Fits only 60W equivalent 4L	T	10
16071839	100	18W 4L Fits only 100W equivalent 4L	T	10

## INTEGRAL



Ref Number	Equivalent Wattage	Cap	Description	Total Wattage	Pack Type	Outer quantity
15082573	60	BC	4L	11	T	6
17082574	75	BC	4L	15	T	6
19082575	100	BC	4L	20	T	6



11071840	60-75	BC	125mm	13	T	6
13071841	75-100	BC	125mm	18	T	6

B=Blister T=Tuckend

# LOW energy FITTINGS

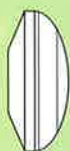
**With the success of the pioneering 2D bulb, the demand for energy saving fittings continues to offer outstanding new market opportunities.**

*The Mazda Low Energy Fittings all come ready to install with easy to follow fitting instructions. What's more they are supplied with 16w 2D lamps - which last 8 times longer than an ordinary bulb, and consume 75% less electricity. This means that consumers can afford to leave them on almost all the time - ideal for hallways, porches, and outdoor security lights. Like all Mazda products, much attention has been paid to the*

*packaging - with colourful pack designs and clear copy highlighting the product and energy saving benefits.*



## 2D GEM



Ref Number	Lamp Description	Usage	Rating	Outer quantity
17043989	2D Gem C/W 16W 2D Bulb	Indoor Utility Outdoor Security	IP23 F Mark BS4533	5

**Can be wall-mounted, flat or at an angle, or ceiling mounted.**

## 2D CRYSTAL GEM



18053434	2D Crystal Gem C/W 16W 2D Bulb	Indoor Utility	F Mark BS4533	2
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**A more decorative style for sparking light**

## 2D TWILIGHT



11070236	2D Twilight with photocell C/W 16W 2D Bulb	Outdoor Security	BS4533 IP23	2
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**Built in photocell ensures reliable and affordable dusk to dawn security**

## 2D CAMEO



18070760	2D Cameo Brass C/W 16W 2D Bulb	Indoor Decorative	BS4533	2
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**Elegant slimline design with stylish brass trim.**