



LOWenergyTIMES

OCTOBER 1990

ISSUE NO.1



BULB BREAKTHROUGH

Mazda launches economic miracle

A new breakthrough has been made in the lighting world with the launch of the new Low Energy light bulb from Mazda. This extraordinary bulb lasts 8 times as long as any standard bulb and uses 75% less electricity. At the same time, it gives off a light equivalent to that of a 60 watt bulb. The amazing "Mazda Miracle" comes at a time when consumer demand for energy saving products is at an all time high.

Lasts 8 times as long as an ordinary light bulb

The Mazda Low Energy bulb will last for an incredible **8,000 hours** which at an average use of 4 hours a day means it will last for at least 5 years.

Uses 75% less electricity

This unique light bulb will not only save on electricity bills, it also saves the world's valuable resources. With an energy reduction of 75% using 14W compared to 60W for an ordinary light bulb, the Mazda Low Energy is an all round saver.



As bright as a 60 watt bulb

Despite all its energy saving advantages, this new breakthrough from Mazda shines as brightly as any other 60 watt bulb. It saves on energy, but not on light. It is cool running and therefore very safe to use, and because of its unique shape gives a shadow free light.

The growing market for energy saving products

Mazda Low Energy with its tremendous energy saving capability is exactly the right product for today's consumer. The demand for energy saving products has never been stronger and the consumer market will continue to grow rapidly. The 'Mazda Economic Miracle' will make a valuable contribution to saving energy as it becomes installed in homes throughout the country.

Re-usable Adaptor

The 'Mazda Miracle' comes complete with an adaptor which fits into any normal bayonet fitting and unlike other energy saving bulbs, this adaptor is **re-usable**. When the bulb eventually fails you don't have to throw the adaptor away which means **less waste** and **less expense**. At an average use of 4 hours per day, the adaptor will last for a staggering **22 years**.

Instant, flicker-free start

The advanced electronic starter installed in the re-usable adaptor means that the Mazda Low Energy bulb starts straight away without a flicker.



ECONOMIC

SUPERB PACKAGING *The highly researched, eye-catching packaging clearly communicates the economy benefits of the Mazda Low Energy bulb.*

VERY LONG LIFE *The Mazda Low Energy lasts 8 times as long as an ordinary light bulb, an incredible 8000 hours, (or over 5 years based on 4 hours usage per day).*



ECONOMIC MIRACLE

USES VERY LITTLE ENERGY *It uses a staggering 75% less electricity than a standard 60 watt light bulb.*

AS BRIGHT AS A NORMAL 60 WATT BULB *It gives out a light equivalent to that of a 60 watt bulb using just 14 watts of electricity.*

COOL TO TOUCH *It is cool running and therefore much safer to use. And it creates an even, soft white light which is shadow free.*

UNIQUE ADDITIONAL ECONOMY FEATURE

The unique re-usable adaptor lasts 32,000 hours, (22 years life at 4 hours usage per day), and gives the Mazda Low Energy bulb user even greater economy by reducing the cost of future bulb replacements.

INSTANT FLICKER-FREE START *The advanced electronic starter means a flicker-free, instant start.*

IMPROVE THE ECONOMICS OF YOUR BUSINESS

With the demand for energy saving products continuing to grow, Mazda Low Energy is the lighting product for today.

And with a national advertising campaign, specially designed merchandiser (available free on loan with initial qualifying stock orders) and a comprehensive point of sale package to support its launch, the success of Mazda Low Energy is assured.

The 'Economic Miracle' demonstrates Mazda's continued commitment to providing innovative, Premium products for Premium Profits.

To improve the economics of your business, stock the Mazda Low Energy bulb by contacting your local Mazda representative or by calling the Mazda Hotline on 081-949 3131.

Alternatively, write FREEPOST to the address below.

MAZDA style LIGHT

OMEGA LIGHTING LTD, ALBANY HOUSE, BURLINGTON ROAD, NEW MALDEN, SURREY KT3 4BR

RESEARCH* CONFIRMS IT – MAZDA LOW ENERGY IS A WINNER

All the research* indicators point to a consumer market eager for energy saving lighting.

In our interviews, consumers could clearly see the economic and environmental benefits of Mazda Low Energy. "...you are recovering your money not only on the bulb but (also) on the electricity".

In particular, in situations where lights are left on for long periods,

or where fittings are inaccessible, Low Energy found favour.

"...thank goodness for that, I haven't got to climb up a ladder every three or four months to change (it)".

"...Perfect for high ceilings"

Consumers could also see it used in decorative lighting situations

"I could imagine it in table lamps"

With such positive response Mazda Low Energy looks set for outright success

*Sensus research 1990

MAZDA GIVES UNPRECEDENTED SUPPORT TO LOW ENERGY LIGHT BULBS

Advertising

Mazda are convinced their new product will be a success in the market and they are supporting it with an unprecedented amount of advertising. The consumer advertising campaign will be seen in the national press and in many home interest magazines. Mazda are also creating awareness for the product with an extensive Public Relations campaign which will generate tremendous coverage and interest in Low Energy.

Significant back-up for a significant new product.

Excellent Point of Sale

A unique and comprehensive point of sale package has been developed to help the product move off the shelf. It includes a Shelf Talker, Window Stickers, and a Consumer Leaflet. It all follows the consumer advertising theme and is designed in an eye-catching way to attract your customers' attention.

Also available is a special merchandiser to encourage consumer purchase. This stunning unit which features a lit lamp will be supplied free on loan with initial orders (subject to conditions).

JOIN THE ECONOMIC COMMUNITY

THE LONG LASTING, ENERGY SAVING LIGHT BULB from MAZDA

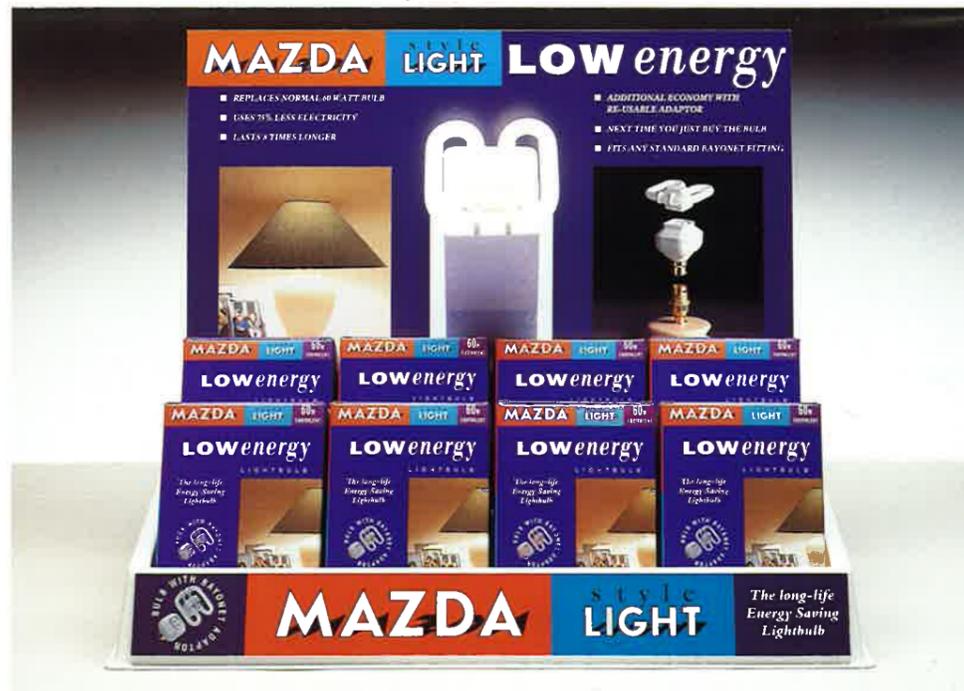
LASTS 8 TIMES LONGER • USES 75% LESS ELECTRICITY • LIGHT EQUIVALENT TO 60 WATT BULB • RE-USABLE BAYONET ADAPTOR INCLUDED



Well researched, eye catching packaging

Drawing upon their previous experience and success with light bulb packaging Mazda has ensured that the Low Energy pack is as impactful as the rest of the Mazda range.

As well as its striking design, it clearly communicates the economic benefits of Low Energy, to leave customers in no doubt that this is the light bulb for today.



Mazda – the power behind the bulb

The Low Energy bulb is brought to you by Mazda, who have drawn on all their wealth of experience in the light bulb market to develop this revolutionary bulb and re-usable adaptor. With its obvious advantages in terms of energy saving and long life, it's set to be an unqualified success.

It is part of the comprehensive range of quality Mazda products that are relied upon by millions of households.

How to stock the Economic Miracle

Contact your Mazda representative to find out how you can stock up with the Mazda Low Energy light bulb, or call the Mazda Hotline on 081-949-3131. Alternatively write FREEPOST to the address below. Low Energy is available in 4 way outers for low initial stock holding. Stock now and improve the economics of your business.

Product Code	Product Description	Outer Qty
1054031	14W Low Energy bulb complete with adaptor	4

MAZDA style LIGHT

Omega Lighting Ltd, Albany House, Burlington Road, New Malden, Surrey KT3 4BR