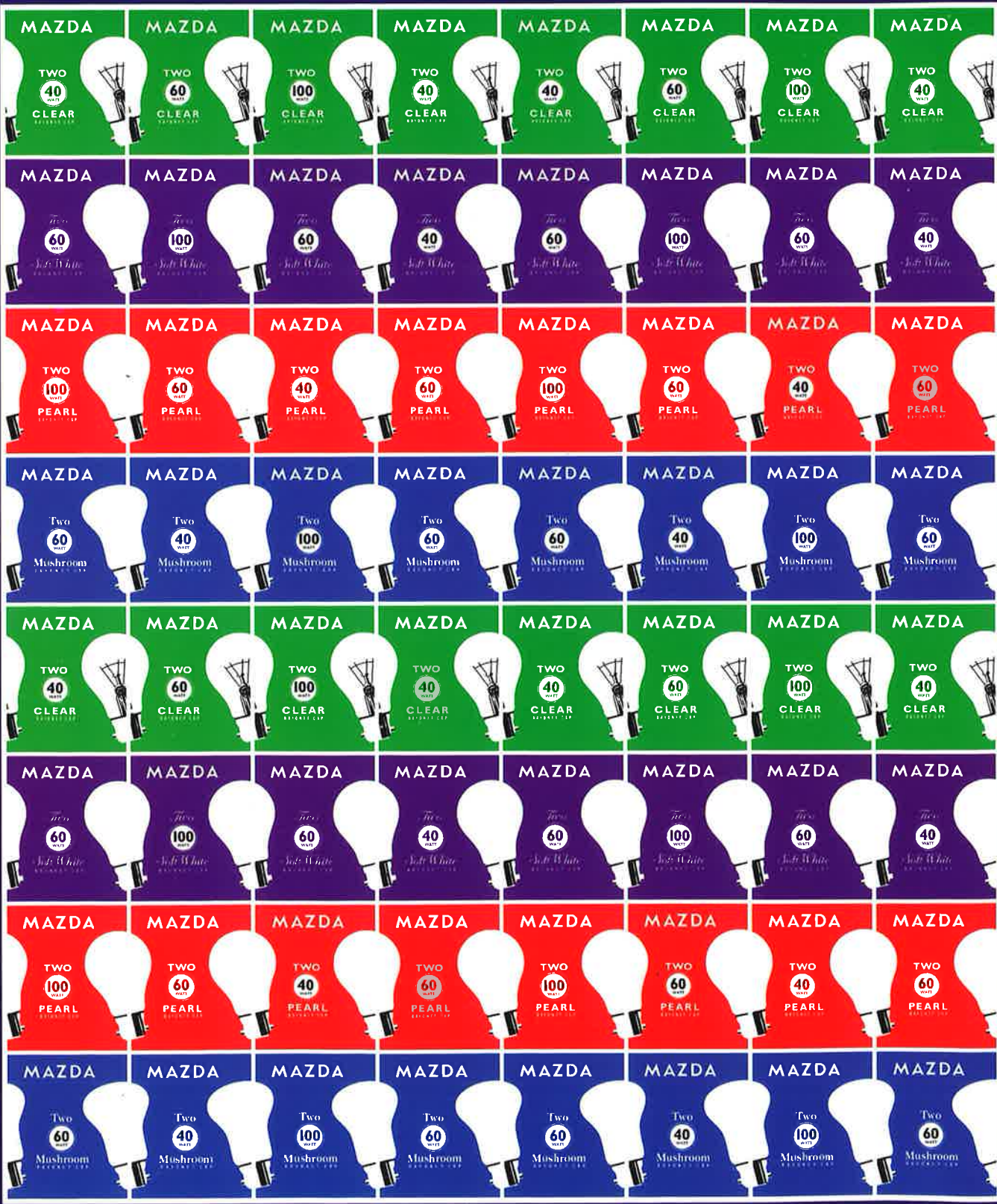




**HOW DO YOU  
WIN AT THE LIGHTING  
GAME**



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1.

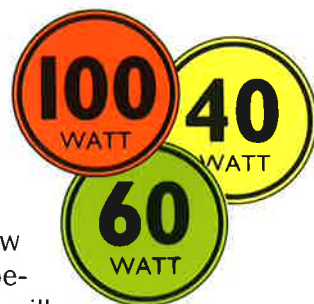
# CHOOSE A TEAM THAT'S A WINNER ON THE SHELF.

Team selection is all about choosing the best – and right now for GLS that means choosing Mazda. To underline the quality of the product and bring added value to your volume sales, we are launching stunning new packaging for 1992, designed specifically for the retail market.

Customer appeal is guaranteed at point of sale with this new and eye-catching product range, which spans clear, pearl, mushroom,

Soft White. Bright strong colours and clear graphics will win every time. The interlocking design will also ensure that any display of Mazda GLS products makes a dramatic visual impact.

The range is now more accessible and appealing and your customers will be encouraged to trade up from clear and pearl lamps to the more profitable mushroom and Soft White ranges. Team-work wins every time!



*Wattage is clearly signalled in the new pack designs. It's the first thing customers are looking for.*



# 2. GO BACK TO SQUARE ONE.

Doing the groundwork is of prime importance, and that includes comprehensive research\*. The new Mazda packaging has been researched in depth to ensure that it really does make the maximum impact to the customer where it counts – on the shelf. In research, the new design scored in all areas. It was ranked

best by consumers for visual impact at point of sale: “they’d catch your eye even if you weren’t looking for bulbs”; ease of selection “it gives you all the information you need – nice and clearly”; and quality of design

**DOUBLE LIFE**  
**DOUBLE LIFE**

*Double Life is now an integral part of the GLS range. It offers customers 2000 guaranteed hours of light, twice the life of a normal bulb.*

and print “they look as if they’d be reliable – they’ve got a quality feel about them.” It was praised for its attractiveness as well as its clarity – the all-important wattage is clearly highlighted with colour-coding, and the accurate illustrations show exactly what is inside the box: shape of lamp, finish and type of cap.

\*Sensus Research 1991



3.

# SOFT WHITE. A NEW PLAYER AT THE VOLUME END.

The new star in the team is the Soft White bulb which brings decorative lighting within your customers' reach at less cost.

More subtle and relaxing than normal pearl bulbs, they are ideal for any room in the home, from living room to dining room to bedroom.

Their gentle soft light enhances mood and atmosphere and your customers will also appreciate the fact that the bulbs look attractive even when they're switched off.

Soft White offers your customers a more appealing alternative to conventional pearl bulbs and will be sure to generate volume sales and extra profit.

In addition, comprehensive sales support is available to create added impact at point of sale – merchandisers and consumer leaflets which explain the benefits of Soft White to your customers.



*All Mazda GLS bulbs have a Ballotini fuse built-in to provide an additional safety feature for extra peace of mind.*



4.

# LOAD THE DICE IN YOUR FAVOUR WITH MAZDA.

*Customers can clearly see the screw or bayonet cap option on pack, enabling them to find the cap they want quickly and easily.*

Because Mazda is "The Leading Light" in the UK, you get a built-in advantage when you stock our range. As GE Lighting's retail brand it is different from, and scores over, other lighting products because it is totally dedicated to the retail market. No other brand has this commitment.

Although the Mazda brand was launched only five years ago, its performance achieved brand leadership in 1990 and increased further to gain over 20% of the market in 1991. This growth is set to continue thanks to our exciting

new product launches. And as more retailers are turning to our added value, so too are more and more consumers.

Our in-depth research ensures that we will always develop products the consumer wants—from the smallest pygmy bulb to the hi-tech passive infra-red Approach Lantern.

This unique commitment to meet the needs of the customer ensures that Mazda will continue helping you to win the Lighting Game in 1992.





PRODUCT CODE	DESCRIPTION	PACK QTY	WATTAGE	CAP	OUTER CASE QTY
9070193	PEARL	TWIN	40	BC	25x2
1070194	PEARL	TWIN	60	BC	25x2
3070195	PEARL	TWIN	100	BC	25x2
2070186	PEARL	SINGLE	25	BC	5x10
4070187	PEARL	SINGLE	40	BC	5x10
6070188	PEARL	SINGLE	60	BC	5x10
8070189	PEARL	SINGLE	100	BC	5x10
3070190	PEARL	SINGLE	150	BC	5x10
5070191	PEARL	SINGLE	60	ES	5x10
7070192	PEARL	SINGLE	100	ES	5x10
1070199	PEARL DOUBLELIFE	SINGLE	40	BC	5x10
0070200	PEARL DOUBLELIFE	SINGLE	60	BC	5x10
2070201	PEARL DOUBLELIFE	SINGLE	100	BC	5x10
4070202	PEARL DOUBLELIFE	SINGLE	150	BC	5x10
5070196	CLEAR	TWIN	40	BC	25x2
7070197	CLEAR	TWIN	60	BC	25x2
9070198	CLEAR	TWIN	100	BC	25x2
6070203	CLEAR DOUBLELIFE	SINGLE	40	BC	5x10
8070204	CLEAR DOUBLELIFE	SINGLE	60	BC	5x10
0070205	CLEAR DOUBLELIFE	SINGLE	100	BC	5x10
5070216	MUSHROOM	TWIN	40	BC	25x2
9070218	MUSHROOM	TWIN	60	BC	25x2
1070219	MUSHROOM	TWIN	100	BC	25x2
7070212	MUSHROOM	SINGLE	40	BC	5x10
9070213	MUSHROOM	SINGLE	60	BC	5x10
1070214	MUSHROOM	SINGLE	100	BC	5x10
9070073	SOFTWHITE	TWIN	40	BC	10x2
3070075	SOFTWHITE	TWIN	60	BC	10x2
7070077	SOFTWHITE	TWIN	100	BC	10x2
6070220	* FIREGLOW	SINGLE	60	BC	5x10
8070221	* FIREGLOW	TWIN	60	BC	10x2

\*Fireglow singletwin 200/250 volts. All other products 240 volts.



**MAZDA**

**THE LEADING LIGHT**

GE THORN LAMPS LTD, ALBANY HOUSE, BURLINGTON ROAD, NEW MALDEN, SURREY KT3 4NJ. TEL: 081 949 3131. FAX: 081 949 7962.