



FOLLOW THE LEADER

MAZDA

THE LEADING LIGHT

THE LEADING LIGHT FOR

As you know, at Mazda we are totally committed to giving you, our customers, the best choice of normal, decorative and specialist bulbs. And it doesn't stop there. We are making even more sales opportunities available for you with our range of stylish interior and exterior fittings.

What's more, when it comes to retail support you'd be hard pressed to find better. From our award winning, eye catching packaging to outstanding merchandising and promotional support material, we make the difference that matters.

PREPARE TO PROFIT AS NEW MAZDA TWIN PACKS TAKE OFF



The good news is we are launching a range of top-selling bulbs in Twin Packs that up until now have only been available in single blisters.

Twin Packs have proved themselves popular time and time again with customers who appreciate the good sense of taking home a spare replacement bulb.



ALL OF MAZDA'S TOP SELLING BULBS ARE NOW AVAILABLE IN TWIN PACKS IN THE SAME STRIKING STYLE.

DOUBLE LIFE NETABULBS GO FOR TWIN PACKS



The benefits of Netabulbs are self evident. Used in open light fittings, their decorative shape and soft white light give instant appeal. And instant appeal is what they will provide in the new Twin Blister Packs where their shape and white opal finish will be clearly visible.

And not only this, but these blister packed Netabulbs are DOUBLE LIFE giving your customers

excellent added value, and giving you a more profitable sale.

Remember with Twin Packs you effectively double your sales every time a customer buys light bulbs.

Standard life Neta's are still available in twin-pack and single cartons.



NEW TWIN PACK RANGE AT A GLANCE

PRODUCT CODE	PRODUCT DESCRIPTION	OUTER QUANTITY	PRODUCT CODE	PRODUCT DESCRIPTION	OUTER QUANTITY
2055213	240V 40W BC Opal Double Life Netabulb	10x2	9055144	240V 60W ES Decor Spot 80mm	10x2
4055214	240V 60W BC Opal Double Life Netabulb	10x2	1055145	240V 100W ES Decor Spot 80mm	10x2
6055215	240V 100W BC Opal Double Life Netabulb	10x2	6055139	200/250V 15W BC Clear Pygmy	10x2
2055137	200/250V 60W BC Fireglow	10x2	7055143	200/250V 15W SES Clear Pygmy	10x2

THE BENEFITS TO YOU ARE OBVIOUS



Customers now want, even expect, to buy two bulbs when they make a purchase. By giving them the opportunity to do so with our new Twin Packs, you can effectively "double your sales".

Now our leading lights are available in Twin Packs, your customers can buy the bulb they need and a replacement in one go. More importantly, they will be buying them both from you.

Twin Packs generally take up less room, letting you display an even wider range of Mazda lamps and fittings.

WIN A PORTABLE CD PLAYER

By way of a little light entertainment why not enter our Count The Light Competition? All you have to do is tell us the exact number of light bulbs photographed for the cover poster, and complete this simple sentence in not more than 12 words: **Mazda Low Energy is the economic miracle because ...**

The first three winners selected will each be awarded a state-of-the-art portable CD player.

Send your answers on a postcard to: Bruce Porter, Count The Light Competition, GE Thorn Lamps Limited, FREEPOST, Albany House, Burlington Road, New Malden, Surrey KT3 4BR. Closing date 31 August 1991

RULES

- 1 This competition is open to all residents of the UK over the age of 18, other than employees of GE Thorn Lamps Limited or anyone connected with the origination or administration of this competition.
- 2 Proof of posting will not be accepted as proof of delivery. Responsibility cannot be accepted for entries lost or delayed in the post or offered for delivery insufficiently stamped. Damaged, defaced or illegible entries will be disqualified.
- 3 Prizes will be awarded to those entrants who in the judges opinion correctly assess the number of lamps included in the designated photograph and complete the tie-breaker sentence in the most appropriate way.
- 4 The judge's decision is final.
- 5 It is a condition of entry that the rules of the competition are accepted as final, and that competitors agree to abide by the rules.
- 6 No correspondence will be entered into.
- 7 No entrant may win more than one prize.
- 8 All prize-winners will be notified by post.
- 9 No cash alternative will be offered.
- 10 Entries must be received by 31st August 1991 when the competition will close.
- 11 The winning solution and the names and counties of the prize winners will be made available after 1st October 1991 to anyone applying to the competition address and enclosing a stamped addressed envelope marked "Results".

FOR THE 90'S



SOFTGLOW SELLING AT THE DOUBLE

This was the bulb that was created to satisfy a growing demand for softer, warmer coloured lighting, with a range of four colours in the tones consumers prefer.

By selling Softglow in twin-packs you will encourage your customers to buy two bulbs and the new Softglow GLS Twin Pack cartons make it easy to both display and store this fast selling line.

As always, we have created superb packaging that maximises the products' appeal to give you more sales.

Softglow GLS are still available in single blister packs.



NEW HALO-BEAM. A SPARKLING DISPLAY OF DECORATIVE LIGHT

The Halo-Beam is ideal for more creative interiors where pictures, plants, ornaments and treasured items deserve emphasis and highlighting.

This is just one of the quality products in the successful Interiors range of innovative light fittings designed to add style to any home. Attractively packaged in the acclaimed Interiors design, the new Halo-Beam is bound to be a superb addition to the range.



WATCH OUT FOR THE NEW MAZDA LOW ENERGY REPLACEMENT BULB

The "Economic Miracle." Our low energy initiative has already proved its worth. One that's been reflected in growing sales. But up until now if your customers wanted to go "low energy," they could only buy the Mazda bulb and reusable adaptor together.

We've changed all that by introducing the low energy replacement bulb.

It's something your customers will welcome. By now many of them will already have reusable adaptors but will want replacement bulbs to hand.

It all means extra sales for you, whether customers are buying Mazda Low Energy for the first time or buying a replacement bulb as a back-up.

All the Low Energy packaging is not only attractive but informative, leaving your customers in no doubt about the benefits of the product, and the replacement bulbs look as good on a general Mazda merchandiser as they do on the special display stand.



SECURITY LIGHTING A SAFE BET FOR PROFIT

It's a fact, good security lighting is an excellent deterrent in combating crime.

Mazda Security Lighting makes good sense in so many ways. It's simple to install, economic to run and easy to maintain. Advantages that certainly aren't missed by your customers who have made security lighting one of the fastest-growing sectors of the lighting market.

They welcome Mazda Security Lighting for its technical leadership and durability. The products are robust and weather-proof, styled to suit traditional and contemporary homes. The whole range is presented in colourful, attractive packaging that gives it instant shelf appeal.

You can be secure in the knowledge that people are going to be drawn to the Mazda Security Lighting range.

Helping to make things easier for you is what we aim to do, and that means supplying you with the best products and the best service.

We now have BAR CODING on all our packs and on their outer cases to help those of you using computer based stock control systems.

Remember, we always back our comprehensive range of products with first rate support in packaging design, merchandising and unbeatable field sales service.

You can't afford to miss out. Find out what the UK's leading lighting brand can do for your business. Call the Mazda Hotline now on 081-949-3131.

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