

Soft White

Have You
Seen
The
White
Light?



MAZDA

THE LEADING LIGHT

Switch over to Mazda

Mazda Soft White bulbs bring a relaxing mood to any room.

In bedrooms and living rooms, dining rooms and hallways, their gentle white light

Simply by changing to a Soft White bulb, glare is replaced with a subtle,

And, as they are suitable for lamps, wall and pendant light fittings, every

Gentle and Relaxing White Light

With the introduction of the new Soft White,

Mazda offers you and your customers a more

appealing replacement for conventional

pearl bulbs.

The new Soft White bulbs

have been designed to shed

a gentle and relaxing white

light and to look more

attractive than pearl bulbs

when switched on and off.

With new packs designed

to attract your customers'

attention, they are sure

to generate high-

volume sales.



Soft White

adds an extra touch of comfort.
relaxing light.
room in your customers' home can benefit.



Sales Support

Mazda offers you comprehensive sales support including a high quality counter-top merchandiser and free-standing leaflet dispenser to generate strong in-store impact for you.

Both items carry an attractive consumer leaflet which guides your customers towards using Soft White throughout their homes.

Eye Catching Packs

In consumer research*, Mazda Soft White packs ranked first for overall design, effectiveness and clarity of basic information, helping customer self-selection and encouraging purchase.

At the lighting display, customers want to pick up vital facts at a glance and the new Mazda Soft White packs clearly show your customers the high quality bulbs plus essential wattage and fitting information....quickly.

Mazda Soft White bulbs are available in 40, 60 and 100 watt twin packs all with Bayonet fittings.

*Sensus Research, 1991





Soft White from Mazda.

Growing sales, increasing profits.

Product Code	Description	Outer Quantity
9070073	240V 40W BC Soft White GLS	10x2
3070075	240V 60W BC Soft White GLS	10x2
7070077	240V 100W BC Soft White GLS	10x2

The introduction of the NEW Mazda Soft White as an innovative extension of the GLS range shows our unique commitment to meet the demands of the consumer and give you bulk sales plus extra profit. In this way Mazda will continue to be the UK's number one lighting brand, and you will continue to grow with us. For more details ask your Mazda Representative or telephone the Mazda Hotline on 081-949 3131.

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