

MAZDA  
style  
LIGHT

Softglow

WARMER TONES,  
COLOURFUL PROFITS



LIGHT BULB RANGE THAT YOUR CUS

# MAZDA style LIGHT

There's no doubt about it, the Mazda Softglow range Research\* has shown that they prefer the warmer tones and stunning lighting effects throughout their homes.

And now, with a range of four bulbs in the four most popular colours - Primrose White, Apple White and Apricot White, there is a Softglow bulb for every room in the home.

\*Sensus Research 1987

# Softglow



## DESIGNED FOR PROFIT

With the increasing demand for soft coloured lighting, every aspect of the Mazda Softglow product range has been designed and researched to ensure that your stocks move fast.

## EYE CATCHING PACK DESIGN

Research shows that our strong packaging design successfully increases impulse buying.

"They're (the Softglow packs) more likely to catch your eye, you're more likely to notice them."

## BLISTER PACKS

And our highly successful blister packs encourage purchase.

"The beauty is (of Softglow blister packs) you can see exactly what you're buying."

## DISPLAY UNITS

To complement the highly successful blister packs, we have a range of stunning display units for you to choose from.

To display the complete Softglow range the large unit is ideal, whilst with the flexible rotating unit you can show both Softglow and other Mazda Style Light blister packs. And if you wish to try Softglow for the first time, you can use the low stock counter top unit.



THE SOFT COLOURED

# TOMERS PREFER

is a favourite with consumers,  
of Softglow to create

popular colours; Rose White,  
soft coloured lighting solution



## A SOFTGLOW BULB FOR EVERY FITTING

With a range of four bulb types, GLS, Candles, 45mm Decor Rounds and now the new 95mm Round, there's a Softglow option for every light fitting in the home.

For table lamps the GLS is ideal, whilst the Candle is particularly effective in wall fittings, with or without a shade.

For more contemporary style fittings the Decor Round 45mm is the ideal alternative. The larger option, the new 95mm, can be used in pendant fittings where the bulb is clearly in view enhancing the overall effect.



## THE SOFTGLOW EFFECT

The subtle shades of Mazda Softglow can really enhance the decor and mood of any home.

Their warm tones shed a relaxing light throughout bedrooms, living rooms, dining rooms and hallways. Gently matching and highlighting colours in soft furnishings, wall paper and ornaments.

Simply by changing to a Softglow bulb, your customers can instantly create a new look and feel to any room.





## THE RANGE YOU'LL WARM TO

Available in eye catching blister packs the complete Softglow range, including the 45mm Decor Round, unique to Softglow, adds a new dimension to decorative lighting. No other manufacturer does more to ensure you will profit by giving your customers exactly what they want.

Manufactured in Britain wherever possible, and conforming to British Safety Standards, you and your customers can be assured that Softglow is of the highest quality.

Using the latest manufacturing techniques, the bulbs are cadmium free making them less harmful to the environment, a fact your customers will appreciate.

Additionally the Softglow range now encompasses 40, 60 and 100W bulbs which are all available in outer quantities of 10 selling units.

And with the continual promotional support for Mazda we've got this year, demand is sure to grow even faster.

All products are bar coded to make selling easier, and the packaging encourages consumers to select the products themselves, proving that the Softglow range is the soft coloured lighting brand that sells itself.

So ask your Mazda representative for more details or call the Mazda Hotline now on 081-949 3131.

With Softglow on your shelves, your profits will always look colourful.

Product Code	Product Description	Outer Qty
0050740	240V 60W BC Rose White	10
2050741	240V 60W BC Primrose White	10
4050742	240V 60W BC Apple White	10
5050739	240V 60W BC Apricot White	10
6051916	240V 40W BC Rose White Candle	10 x 2
0051918	240V 40W BC Primrose White Candle	10 x 2
4051915	240V 40W BC Apple White Candle	10 x 2
8051917	240V 40W BC Apricot White Candle	10 x 2
8051912	240V 40W BC Rose White R45	10 x 2
2051914	240V 40W BC Primrose White R45	10 x 2
0051913	240V 40W BC Apple White R45	10 x 2
6051911	240V 40W BC Apricot White R45	10 x 2
2053394	240V 100W BC Rose White R95	10
4053395	240V 100W BC Primrose White R95	10
6053396	240V 100W BC Apple White R95	10
8053397	240V 100W BC Apricot White R95	10

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