

# Softglow

To meet the increasing demand for soft coloured lighting, Mazda now offer a full range of 5 popular colours in 3 bulb shapes. Extensively researched amongst consumers, the Softglow

range, like all Mazda products, benefits from eye-catching packaging to maximise on-shelf impact and give you a real sales advantage.



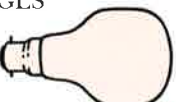

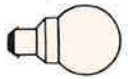
5 popular colours -  
with new bluebell  
white



New "square" shape GLS -  
research showed consumers  
prefer it



New wattage in the two fastest selling colours

	REF NO.	VOLTAGE	WATTAGE	CAP	FINISH	PACK TYPE	OUTER QTY	NET TRADE PRICE PER LAMP £
SOFTGLOW GLS 	18082544	240	60	BC	Apple White	B	10	0.88
	12082546	240	60	BC	Rose White	B	10	0.88
	10082545	240	60	BC	Apricot White	B	10	0.88
	16082543	240	60	BC	Primrose White	B	10	0.88
	<b>NEW</b> 14082542	240	60	BC	Bluebell White	B	10	0.88
SOFTGLOW GLS (Twin Pack)	11082554	240	60	BC	Apple White	T	10x2	0.88
	13082555	240	60	BC	Rose White	T	10x2	0.88
	<b>NEW</b> 12082563	240	100	BC	Rose White	T	10x2	0.88
	15082556	240	60	BC	Apricot White	T	10x2	0.88
	<b>NEW</b> 10082562	240	100	BC	Apricot White	T	10x2	0.88
	<b>NEW</b> 17082552	240	60	BC	Primrose White	T	10x2	0.88
<b>NEW</b> 19082553	240	60	BC	Bluebell White	T	10x2	0.88	
SOFTGLOW CANDLE 	16082548	240	40	BC	Apple White	B	10x2	1.32
	18082549	240	40	BC	Rose White	B	10x2	1.32
	13082550	240	40	BC	Apricot White	B	10x2	1.32
	12082547	240	40	BC	Primrose White	B	10x2	1.32
	<b>NEW</b> 15082551	240	40	BC	Bluebell White	B	10x2	1.32
SOFTGLOW DECOR ROUND 45mm 	10082540	240	40	BC	Apple White	B	10x2	1.49
	15082539	240	40	BC	Rose White	B	10x2	1.49
	13082538	240	40	BC	Apricot White	B	10x2	1.49
	12082541	240	40	BC	Primrose White	B	10x2	1.49
	<b>NEW</b> 11082537	240	40	BC	Bluebell White	B	10x2	1.49