

MAZDA

s t y l e
L I G H T



**THE LIGHT BULBS THAT WORK
WHEN THEY'RE SWITCHED OFF.**

IMAGES

CRE



Crystal Gold

Ice Crystal



Croco Ice

A FULL RANGE

The Mazda Style Light Images range offers a choice of high quality Candles and 95mm Rounds in 3 attractive, textured finishes; Croco Ice, Ice Crystal and Crystal Gold.



Croco Ice

Ice C



ADDING STYLE AND CREATING EFFECTS

When unlit each bulb adds an additional touch of style to any room. When lit, the Ice Crystal sheds a sparkling light, while the Croco Ice casts an attractive glow on the surrounding decor and furnishings to create that special mood and atmosphere.



ADDS A NEW DIMENSION

CREATING THE RIGHT EFFECTS FOR YOUR CUSTOMERS

Mazda Style Light Images are the ideal lighting solution for the growing number of decor conscious consumers.

Unlit these attractive light bulbs become decorative fashion accessories in the home, and when lit cast pleasing

lighting effects. This dual benefit is one which standard decor light bulbs cannot offer.



room. When switched on, the Ice Crystal and Crystal Gold

patterned light. These subtle effects complement home

where.



ON TO HOME LIGHTING

CONSUMERS SEE THE BENEFITS

Our research* confirms the attractiveness of the Images range amongst consumers, who could clearly see the benefits for their home. Many saw Images bulbs as complementary to their existing decor light fittings, and therefore, a cost effective way of improving their home lighting without investing in new fittings.

LONGER LIFE

In addition, the double life quality of the 95mm Rounds (they last 2000 hours compared to 1000 hours for standard light bulbs) gives even greater value for money to your customers.

GETTING THE MOST FROM A GROWING MARKET

Mazda Style Light Images is at the forefront of decor lighting. With continued growth in this market and the increasing demand for more fashionable lighting products, Images is sure to prove popular with your customers.

*Sensus Research 1989



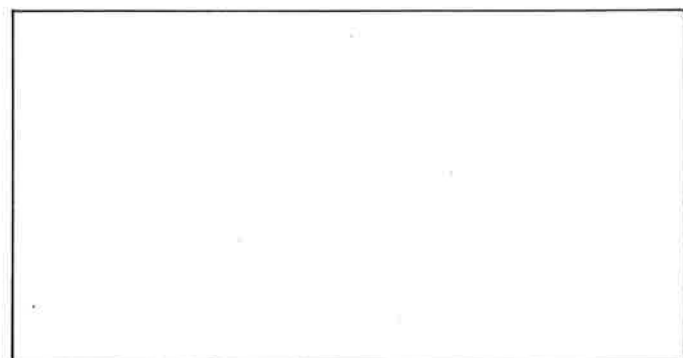
THE RIGHT EFFECT ON YOUR SALES.

A SUPERB NEW PROFIT OPPORTUNITY

Images offers you the retailer all you'd expect from a Mazda Style Light product. An innovative idea, successfully researched, with a comprehensive range and strong packaging. It all adds up to an excellent profit opportunity for you.

EFFECTIVE, PREMIUM PACKAGING

The range of 6 bulbs come in protective, visual cartons which have been fully researched to ensure maximum impact on your shelves. The eye-catching, contemporary design reflects the premium quality of the product and is certain to attract your customer's attention. And by giving the carton a window on three sides, your customers can see exactly what they're buying.



BETTER PROFIT FROM EVERY SALE

We recommend using Images bulbs in the display fittings in your store. This will not only show the bulbs to their best effect, but will also encourage customers to buy Images bulbs together with a fitting, giving you an even better profit from each sale.

SALES SUPPORT

In addition we have available point of sale material, shelf talkers and hanging tags, to create even more interest for Images in your store.

In this way Mazda Style Light will continue to be the UK's fastest growing lighting brand, and you will continue to grow with us. For more details ask your Mazda Style Light representative or call the Mazda Hotline on 081-949-3131.

Mazda Style Light Images — add a new dimension to your lighting sales.

Product Code	Product Description	Outer Qty
7053844	240v 60w BC Croco Ice R95	10
3053842	240v 100w BC Crystal Gold R95	10
5053843	240v 100w BC Ice Crystal R95	10
3053847	240v 40w BC Croco Ice Candle	20
9053845	240v 40w BC Crystal Gold Candle	20
1053846	240v 40w BC Ice Crystal Candle	20



ADDS A NEW DIMENSION TO HOME LIGHTING

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