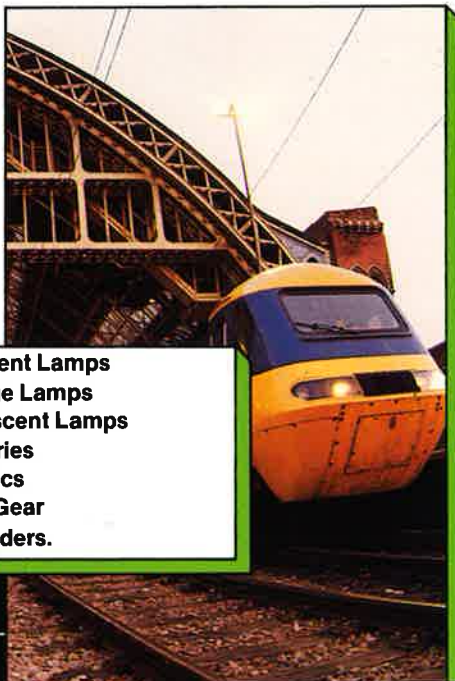


Embodiment Supplies to Industry



The Company



- *Fluorescent Lamps
- *Discharge Lamps
- *Incandescent Lamps
- *Accessories
- *Electronics
- *Control Gear
- *Lampholders.

THORN EMI Lamps and Components is a leader in innovation.

Throughout its 90 year history, products have varied from double action electric irons to electronic assemblies, but success with tremendous UK and export growth has remained.

This is attributable to market specialisation, close customer liaison and through its multi billion pound parent THORN EMI, substantial R & D, production and customer service investment.

TELC pioneers in many markets. These include marine applications, studio lighting, the auto and the printing trade. The wide application of its products and length of time in the industry give TELC unparalleled experience to pass on.

All TELC products are approved as appropriate to relevant standards, a number of which the Company has been instrumental in establishing.

The Mitcham based operation has 3 divisions: S & B/OEM Photo, Studio and Auto.

S & B/OEM

The S & B/OEM division is known as the lighting industry's leading UK supplier. Less publicised is the substantial non-lighting business which the Company enjoys.

This division markets fluorescent tubes, discharge and incandescent lamps with the required running gear and lampholders through to emergency lighting, sophisticated electronic components for use for example on the railways, and specialist light sources for applications such as space heating, cinema projection and water sterilisation.

Apart from the specialist products and service the division increasingly provides a 'one stop' buying facility for the embodiment lighting industry.

The S & B/OEM division operates from the head office of the Company in Mitcham, Surrey.

Photographic and Studio Lamp Division

This division markets lamps to photographic, microfiche, studio and theatre markets worldwide, both original equipment and replacement.

The wide product range embraces conventional tungsten filament types, tungsten halogen, discharge lamps and associated gear.

These products cover all the forms of illumination for

35mm film and line projectors, video productions, microfiche units, film, studio, TV and outside broadcast lighting, disco and the live arts requirements.

Lamp sizes vary from 10 to 10000 watt.

The specialist needs of these markets are met by a co-ordinated team of marketing, sales, R & D and production staff dedicated to the twin objectives of product and service excellence.

Auto Lamp Division

TELC is the number one lamp supplier to the UK car and truck industry. This is built on a reputation of high product quality and excellent commercial and technical service. Attention to these points has opened up European and more recently Japanese markets.

The Company produces a very wide range of lamps: small panel lamps, krypton filled stop and indicator lights, compact 'low watt' halogen types for dashboard illumination and the larger more powerful halogen types for road driving and rallying.

For commercial vehicles special lamp types are available that offer long lamp life even under the most arduous conditions.

All the relevant lamp types are $\text{\textcircled{E}}$ Approved conforming to the recently introduced regulations.



The Complete Package



TELC offers a comprehensive assurance with every product sold.

From conception a product is created with the customer in mind. Designed to the most recent standards; engineered with assistance from the latest Cad-Cam equipment; manufactured in modern highly automated, quality conscious factories; administered by a finely tuned computing system, and delivered from our distribution points direct to the customers premises.

Commercial and technical support both before and after sale is available either by telephone or by site visits from TELC marketing, sales and technical staff.

From product excellence to customer service and in-depth application advice, TELC supply an unrivalled package.

Service

TELC invests heavily in customer service.

This includes helpful fully trained sales staff, 'off the shelf' delivery on many items, and comprehensive technical and commercial advice.

Well stocked distribution points are strategically sited throughout the UK. The head office stores facilities ships approximately 60000 items per day from the 2000-square-metre area. Direct customer deliveries ensures speedy turnaround of orders.

The order processing system provides instant access to information such as product availability, deliveries, stock location, forward orders and alternative products. An instant response is available to any customer.

Experienced sales staff with support from marketing and technical departments complete the comprehensive before and after sales offer.

Expertise and Knowledge

TELC has had many years experience of marketing light sources and control gear.

The breadth of application knowledge is so wide that few 'new' problems occur. Typical fields are marine, buoy and vessels, domestic appliances, heating, commercial and industrial lighting, transformers,

electronics for transport and general lighting, studio lighting, projectors, special effects and discos, aircraft interior and exterior and vehicle lighting.

This sort of information is invaluable to the proper application of light sources and components, and constitutes an important part of every sale.

Innovation

Innovation and progress are two of the keys to TELC's success.

A long history of new products and new marketing approaches underlines the point. The first combined lamp and luminaire package – a revolutionary move for the industry in the 1950s. Fluorescent electronic ballasts for transport markets in the 1960s. A single end studio discharge light with 'daylight' colour. Unique low wattage linear halogen lamps with a double life offer. A small lampholder and retaining clip for low volt display lamps. High intensity photo-printing lamps offering reduced process time. Electric sources for cooker and room heating providing instant radiant heat. Ready to embody emergency lighting and the compact fluorescent light source 2D, as just a few examples.

TELC encourages new ideas, new applications. After all, today's ideas are very often tomorrow's realities.



Transport Markets

Although the supplying of lamps to the Auto Industry is the largest single market area many others exist alongside it. To demonstrate the multiplicity of markets TELC is actively engaged in, a small selection has been made and is visually presented.

The products listed alongside each market indicate typical products TELC sell into those applications.

Air Transport Industry

Sealed beam landing lights.
Runway lights.
Cockpit panel lamps.
U.V. metal stress detector.
Interior cabin transistorised fluorescent lighting.
Overhead reading lights.
Hangar lighting.
Airport terminus lighting.
Floodlighting.
High building neon warning lights.



Maritime

Buoy lights.
Navigation lamps.
Marine search lights.
Interior panel lighting (transistorised gear).
Automatic docking equipment.
Hand lamps.
Compass instrument illumination.
Lighthouse lamps.
Fog detecting sources.
Life jacket lamps.
Marine security lighting.



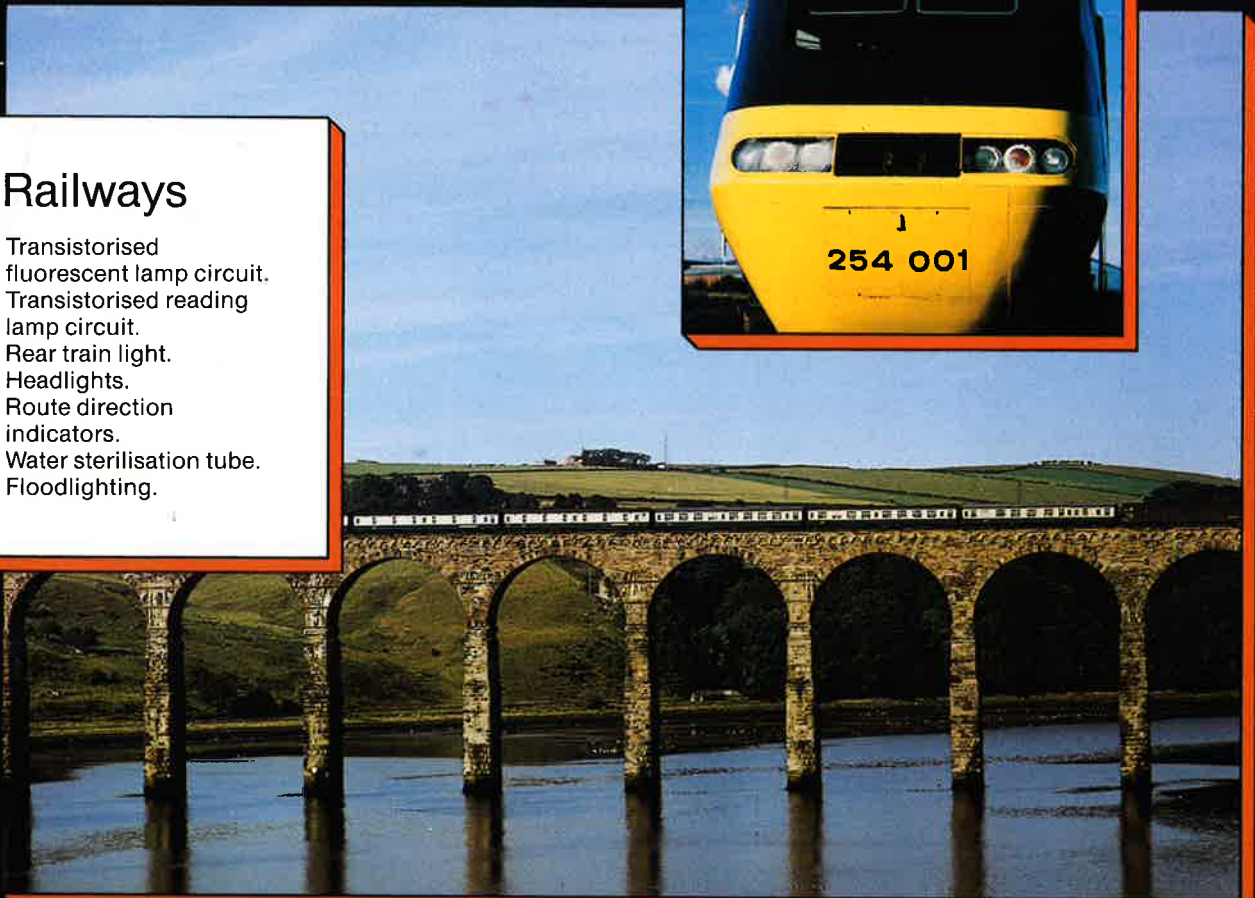
Road Transport

Vehicle exterior and interior lights.
Street lights.
Motorway signs.
Traffic signals.
Belisha beacons.
Road hazard warnings.



Railways

Transistorised fluorescent lamp circuit.
Transistorised reading lamp circuit.
Rear train light.
Headlights.
Route direction indicators.
Water sterilisation tube.
Floodlighting.



Everyday Markets

Apart from the obvious applications of light sources, there are many others that do not for most people usually spring to mind. The markets identified on these pages are common place, maybe some of the light source applications are not so obvious. This spread is intended to underline the indepth experience TELC has in many markets, and hopefully prompt the identification of new applications.

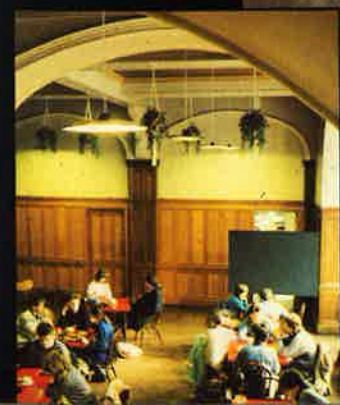
Home

Interior/exterior lighting.
Hi-Fi indicator lamps.
Integral panel lamps on fridge and freezer.
Fireglow lamps in electric fire.
Halogen heat cooker.
Dirt finder lamps in vacuum cleaner.
Small appliance lamps (iron).
Ultra-violet security marker tester.
Aquarium illumination.
Christmas tree lights.



Business

Photocopier lamp.
Infra-red paint drying.
Switchboard lamp illumination.
Machine panel lamps.
Photometric component sorting.
Interior and exterior lighting.
Infra-red security detection systems.
Mandatory emergency lighting.
Animated signs.
Conventional sign lighting.



Churches and Schools

Halogen heat directional heating.
Display lighting.
Microscope lights.



Hospitals

Ultra-violet treatment of jaundice.
Water sterilisation.
Retinal photography.
Phial sealing using xenon.
X-ray viewers.
Operating theatre lamps.



Shops

Fluorescent cold store lighting.
Ultra-violet 'fly killer' lamps.
Ultra-violet air sterilisation in air-conditioning.
Low voltage lighting.
Grolux tubes for plants.
Ultra-violet anti-forgery units.



Mining

Miners' cap lamps.
Fluorescent tunnel lighting.
Lift cage heavy duty lamps.

Visual Arts and Entertainment

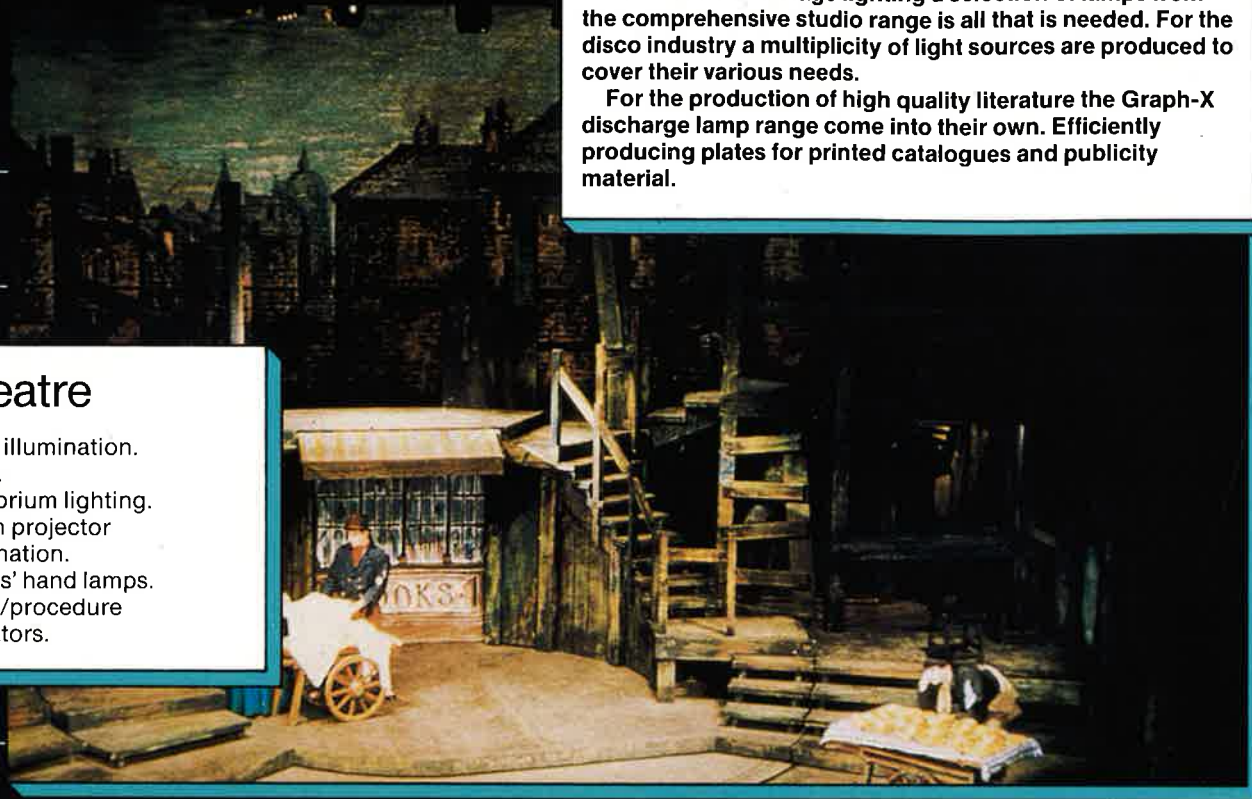
The visual arts and entertainment industry uses light sources very widely. From the film set to the cinema TELC can supply the right light source, from the compact iodide discharge lamps for daylight filming, to the equally powerful xenon projection source.

For theatre and stage lighting a selection of lamps from the comprehensive studio range is all that is needed. For the disco industry a multiplicity of light sources are produced to cover their various needs.

For the production of high quality literature the Graph-X discharge lamp range come into their own. Efficiently producing plates for printed catalogues and publicity material.

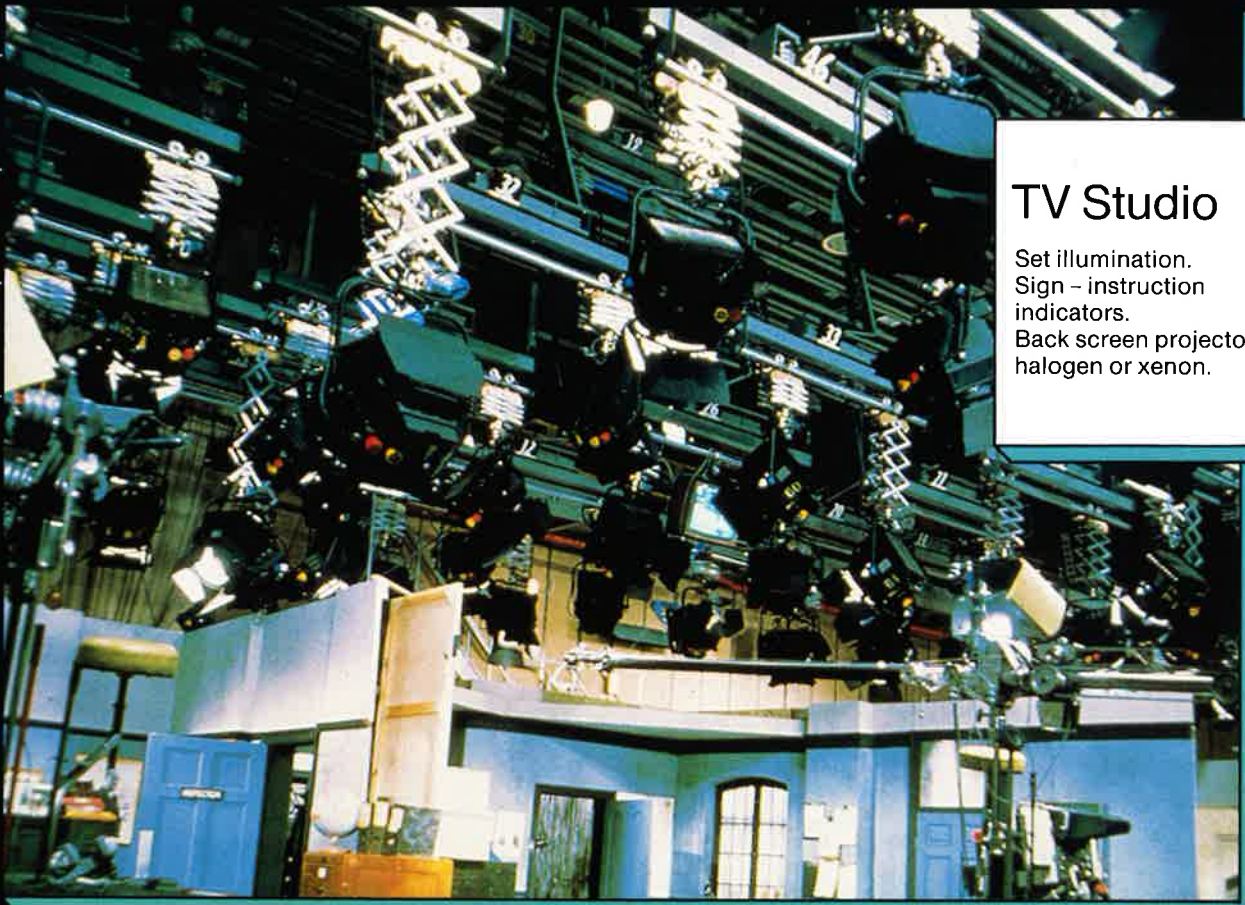
Theatre

Stage illumination.
Signs.
Auditorium lighting.
Xenon projector illumination.
Ushers' hand lamps.
Route/procedure indicators.



TV Studio

Set illumination.
Sign - instruction indicators.
Back screen projectors - halogen or xenon.



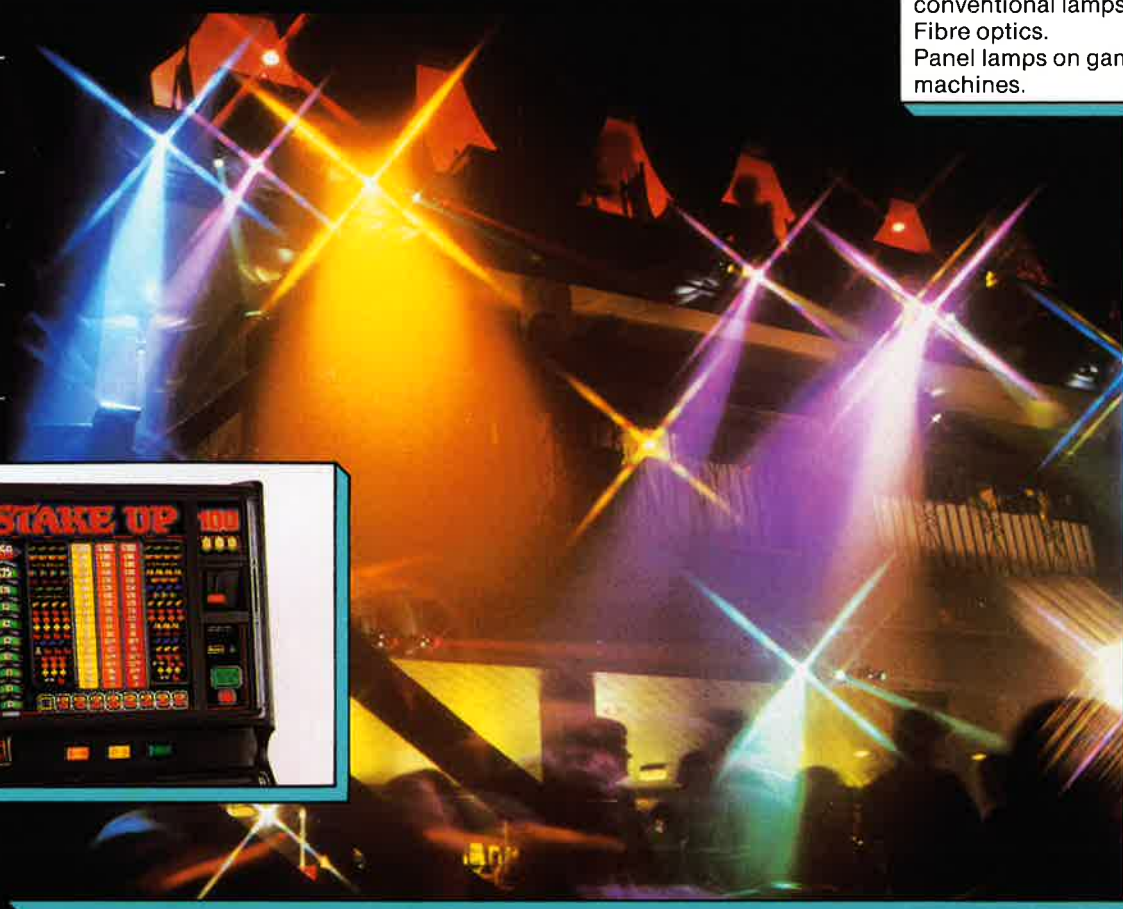


Publications

Photo flood.
Slide duplicating.
Graph-X discharge
types - photo-printing.

Disco

Various halogen and
conventional lamps.
Fibre optics.
Panel lamps on gaming
machines.



An A to Z of Applications

Over the years TELC has applied a light source for virtually every conceivable need. From animated signs to zebra crossings. This list caps the success story. It covers a selection of lamps from the whole range, and demonstrates the diversity of markets that the company is active in.

TURN THE KEY
TO SUCCESS



Animated Signs



Miniature Silvered Wedge Base

Bus Lighting

Transistorised Fluorescent

Cooking



Halogenheat

Dental Lighting

Reflector and PAR lamps

Eye Testing/Photography



Special Miniature and Xenon

Fibre Optics

T/H Mirrored and CSI

Games



Indicator

Heating

Halogenheat

Indicators



Pygmy Sign

Jaundice Treatments

Blue Fluorescent

Kaleidoscopes



Tungsten Halogen

Lighthouses

Special types - MBI, Xenon





Motorway Signs

Special Miniature



Night Security



Special PAR, T/H and Discharge



Oven Lighting

Special Incandescent



Photo-printing



Graph-X and Special MBIL



Railway Signals

Special MBIL



Railway Signals and T/H



Suez Searchlight

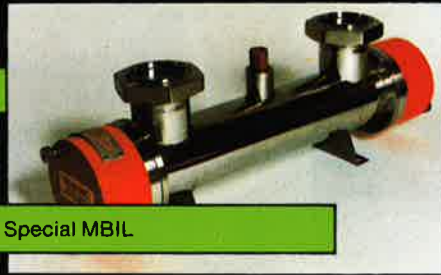
Special T/H



Theatre Lighting



CSI/CID, T/H



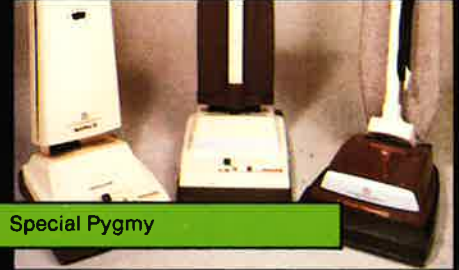
Underwater Lighting

Low Watt Miniature Halogen



Xenon Projectors

Low Watt Miniature Halogen, Special Incandescent



Special Pygmy



Xenon



Zebra Crossings

Special Incandescent, PAR

THORN EMI Lamps and Components – World Markets

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