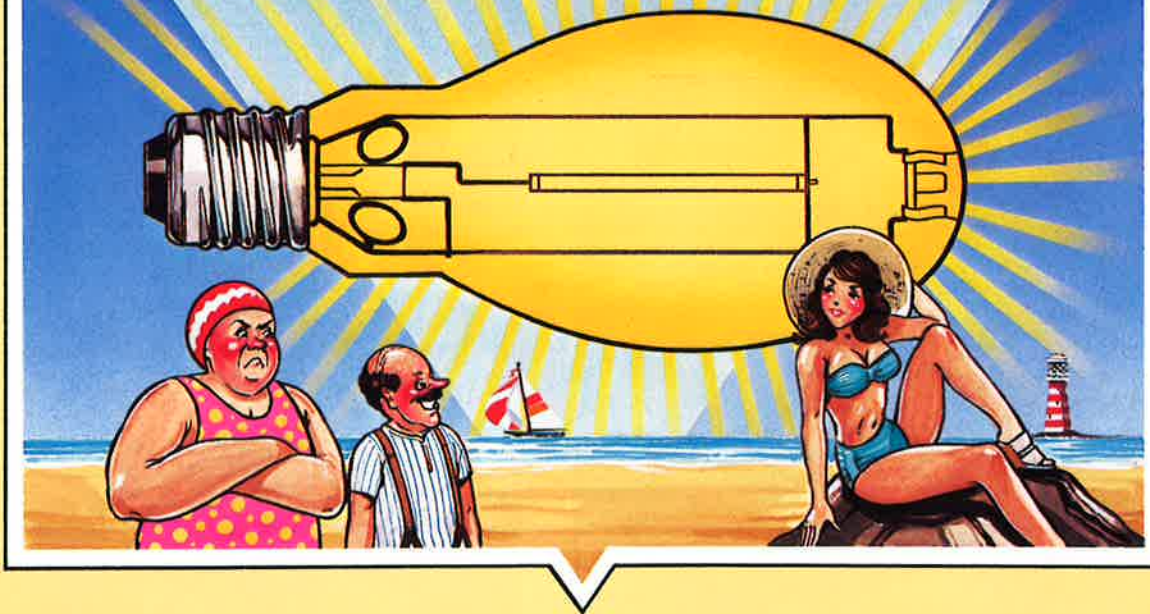


HAVE SUMMERTIME ALL YEAR ROUND



THORN EMI SON DE LUXE

THE HIGH EFFICIENCY INDOOR LIGHTING OF THE FUTURE -

AVAILABLE NOW!

*OFFICES

*FACTORIES

*SOCIAL AREAS

THORN EMI SON DELUXE

THE HIGH EFFICIENCY INDOOR LIGHTING OF THE FUTURE –

AVAILABLE NOW!

THORN EMI SON took the lighting world by storm when it was introduced 15 years ago.

It is now successfully lighting commercial and industrial interiors throughout the world.

Research and development have continued and now take a significant step forward with THORN EMI SON Deluxe.

ADVANTAGES OF THORN EMI SON DELUXE

All of the original SON advantages are retained and added to these are:

1. Improved colour rendering

Enabling colours to be seen more accurately. This is particularly important where colour comparisons are made, for example in shops, stores and warehouses.

2. Whiter 'cooler' light

In many interior uses this will be preferred to SON's warmer golden appearance . . .



WE'RE RAISING SALES IN THE SOUTH WEST
SON Deluxe lamps in special fittings saving many kW's in
some SWEB showrooms

3. Directly interchangeable

As a major advantage it should be noted that THORN EMI SON and THORN EMI SON Deluxe are directly interchangeable, wattage for wattage. This applies to 150, 250 and 400 watt versions.

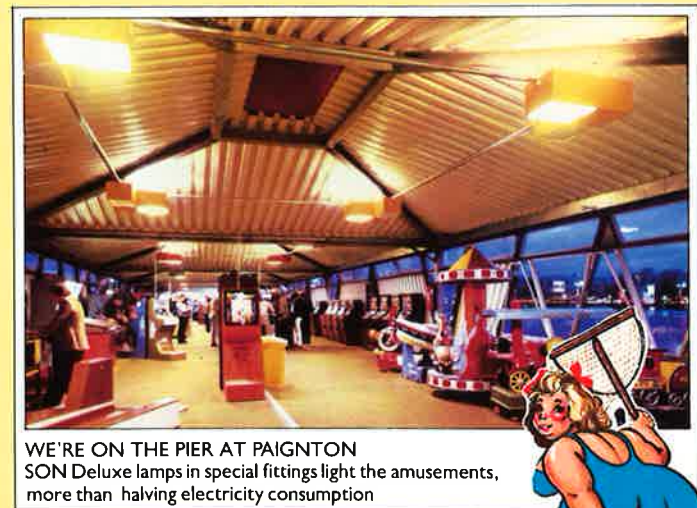


WE'RE HITTING THE SACK IN NORTHERN IRELAND
250W SON Deluxe lamps in Lopak fittings boosting
productivity at Abertay's Paper Sack Co.

'IT HAS TO BE SEEN TO BE BELIEVED'

This has never been more true. So if you already use SON 150, 250 or 400 watt, these are immediately replaceable by SON Deluxe with no equipment modification. Direct comparisons are therefore possible. If you are not already using SON, THORN EMI Lighting Engineers will be glad to demonstrate the differences using a new portable colour comparator.

Why not write to us or phone your nearest THORN EMI Lighting Sales Office (see back cover).



WE'RE ON THE PIER AT PAIGNTON
SON Deluxe lamps in special fittings light the amusements,
more than halving electricity consumption

LUXE Gives you Summertime all year round.

ENERGY SAVING

When evaluating other comparable discharge light sources with THORN EMI SON Deluxe it will be seen that it provides greater levels of illumination for the watts consumed. This means that when comparing installation costs *fewer fittings are required*.

The histogram (*this page, bottom right*) shows comparative lumen levels for four major discharge sources, whilst the table (*back page*) gives running costs of the three most widely used types.

Combine this efficiency with the superb colour rendering of THORN EMI SON Deluxe and you will see why we have another winner!



WE'RE CONSERVING OUR ENERGY AT BANGOR
250W SON Deluxe lamps illuminate the gymnasium at Bangor University, North Wales.



WE'RE HELPING BRITISH CALEDONIAN TO TAKE OFF
250W SON Deluxe lamps in Uplights light the Booking Computer Terminal at Gatwick

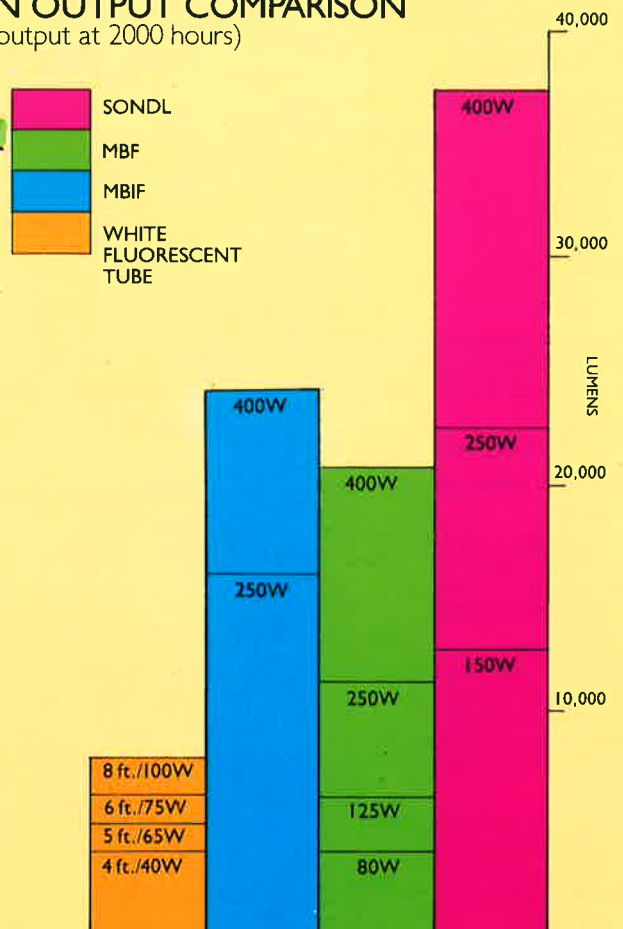


RELIABILITY

As well as providing the widest range of SON Deluxe, we claim that they are *the most reliable*. This reliability enables us to offer an unbeatable guarantee of 8000 hours. Incidentally, this life is combined with very high levels of lumen maintenance; approximately 85% of initial light level.

LUMEN OUTPUT COMPARISON

(Lumen output at 2000 hours)



GUARANTEE

THORN EMI guarantees its SON lamps against manufacturing defects:-

- Free of charge replacement lamps or credit at our discretion will be given pro rata to use during the first 8,000 hours of operation. For instance 25% replacement will be given for failure at 6,000 hours.
- Applies to lamps operated on suitable control gear and appropriate voltage and when the lamp is properly used for the purpose for which it was designed.
- Applies to all THORN EMI elliptical, tubular, double-ended and reflector lamps (SON-E, SON-T, SON-TD, SON-R and SONDL).
- Applies to lamps sold in U.K. only.

This guarantee does not affect statutory consumer rights.

SONDL

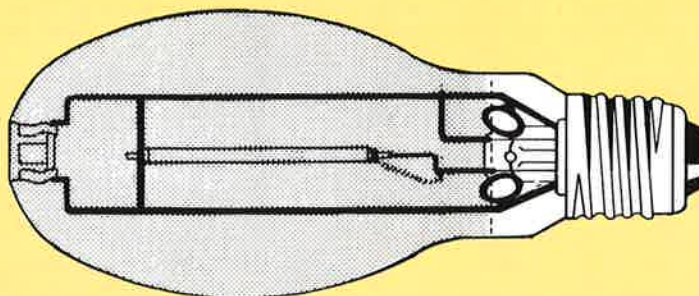
These deluxe colour high pressure sodium lamps contain a specially designed arc tube that operates with the sodium at a higher temperature and pressure than is the case with standard SON lamps. This results in a light output that is whiter and has much better colour rendering properties.

SON Deluxe lamps are electrically and dimensionally interchangeable with standard SON lamps of equivalent wattage.

DATA

See data sheet no. 4:96.3 and 4:96.7 for further details

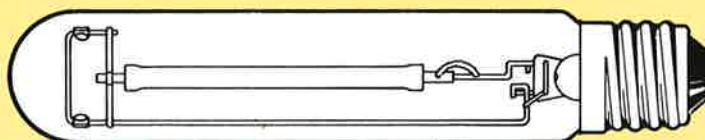
SONDL (SON Deluxe)



RANGE

Lamp Reference	Nominal Lamp Voltage	Lamp Current Amps	Cap	Nominal Lumens at 100 hrs	2000 hrs	Standard Pack
150W SON Deluxe	100	1.8	E40	13000	12500	10
250W SON Deluxe	100	3.0	E40	23000	22000	10
400W SON Deluxe	105	4.45	E40	38000	37000	10

SONDL-T (SON Deluxe Tubular)



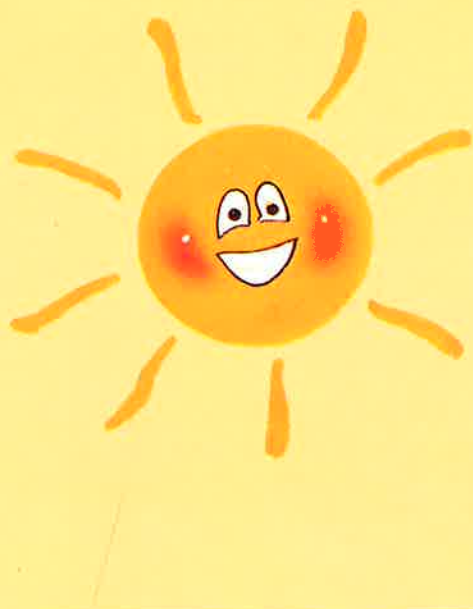
RANGE

Lamp Reference	Nominal Lamp Voltage	Lamp Current Amps	Cap	Nominal Lumens at 100 hrs	2000 hrs	Standard Pack
150W SON Deluxe-T	100	1.8	E40	13300	12800	10
250W SON Deluxe-T	100	3.0	E40	23500	22500	10
400W SON Deluxe-T	100	4.6	E40	40000	39000	10

RUNNING COSTS COMPARISON

	Son Deluxe 150W	Filament Lamp 750W	Mercury Discharge 250W
Light output (Lumens)	13,000	13,500	13,000
Cost* of electricity for 1000 hours use	£8.50	£37.50	£13.60

*at 5p per unit



For more detailed information on THORN EMI products please consult your nearest THORN EMI Lighting office

THORN EMI Lighting Ltd

UK Sales Offices and Showrooms

Belfast

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Belfast BT5 6QR
Telephone 0232-794122
Telex 74695 TLLBft G

Birmingham

Thorn House, Aston Church Road
Saltley Trading Estate
Birmingham B81 BE
Telephone 021-327 1535
Telex 337435 TLLBhm G

Cardiff

Thorn House, Penarth Road
Cardiff, Wales CF1 7YP
Telephone 0222-44200
Telex 498334 TLLCdf G

Leeds

Thorn House, 3 Ring Road
Lower Wortley, Leeds LS12 6EJ
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Telex 55110 TLLLds G

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Victoria Trading Estate, Victoria Way
Charlton, London SE7 7PA
Telephone 01-858 3281
Telex 896171 TLLChn G

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Clayton, Manchester M11 1BP
Telephone 061-223 1322
Telex 668642 TLLMcr G

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Thorn House, Industrial Estate
Larkhall, Lanarkshire ML9 2PA
Telephone 0698 886007
Telex 777930 TLLLkh G

Government Contracts & Order Office

Commercial House
Lawrence Road, London N15 4EG
Telephone 01-802 3151
Telex: 263201 TOTLG

Head Office

Commercial House
Lawrence Road, London N15 4EG
Telephone 01-802 3151
Telex 263201 THORN G TOTLG

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Telephone 0708 66033
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THORN EMI Lighting Ltd is constantly developing and improving its products. The right is reserved to change specifications without prior notification or public announcement. All descriptions, illustrations, drawings and specifications in this publication present only general particulars and shall not form part of any contract. The majority of the products described herein are manufactured in the United Kingdom. products not so manufactured will bear an appropriate indication.

THORN EMI
A world authority on light