

**Longer Lasting  
Products**

**DOUBLE LIFE  
Family**



The SYLVANIA DOUBLE LIFE family of products will brighten your customers' decor — and your sales.

**SYLVANIA**  
BRILLIANT LIGHT™

# Encourage your customers to add more life to their home's decor with SYLVANIA DOUBLE LIFE lighting products.



## New tiered marketing strategy means higher margin opportunities.

The new SYLVANIA tiered marketing strategy is designed to enhance your business profits. Each tier has a purpose which ultimately leads to selling the consumer up to value-added, high-margin product types. The SYLVANIA exclusive DOUBLE LIFE family of products falls into the value-added tier, so your

customers will enjoy better value and a wider selection. These products offer you higher margin opportunities while meeting the consumers' need for enhanced performance with almost the same light as standard life bulbs. You'll find our new marketing strategy effective and easy to implement with an integrated packaging and merchandising system.

SYLVANIA DOUBLE LIFE products are available in the following varieties:

### DOUBLE LIFE Globes

With SYLVANIA DOUBLE LIFE Globes, customers can enhance the look of their fixtures with a choice of Clear and Soft White in 25, 40 and 60 watts. Clear bulbs add sparkle to any ambience while soft white bulbs reduce glare and provide soft, pleasing, white light.

### DOUBLE LIFE B10 Bulbs

These popular candle-shaped bulbs are both beautiful and functional.

Available in both candelabra and medium bases, they last twice as long as conventional incandescent decor bulbs. DOUBLE LIFE B10 bulbs come in clear and white in 15, 25, 40 and 60 watts. These elegant bulbs are ideal for chandeliers, wall sconces, ceiling lamps, and enclosed outdoor fixtures.

### DOUBLE LIFE Crystal B10 Bulbs

The sparkling effect created by its diamond-cut surface is just one facet of this bulb's unique beauty. The



**DOUBLE LIFE**  
Crystal B10 offers customers a brighter, whiter light; both indoors and outdoors. And with a 3,000 hour life, they last twice as long as ordinary decorative bulbs. Available in 40 watts with a candelabra base.



DOUBLE LIFE Soft White Bulbs are available in 144 pack displays containing 40, 60, 75, and 100 watt bulbs in two and four bulb packages.

**DOUBLE LIFE Soft White A-Line Bulbs**

Our DOUBLE LIFE Soft White bulbs live up to their name, and then some. They last twice as long as an ordinary incandescent while providing a soft, pleasing light. Your customers will find them ideal for use in the family room or hard-to-reach fixtures. Available in 40 watt 4 packs, 60, 75 and 100 watt 2 and 4 packs and DOUBLE LIFE Soft White 50/150 3-ways.

**DOUBLE LIFE Ceiling Fan Bulb**

Extremely vibration-resistant, these long-lasting specialty bulbs are especially well-suited for rugged use. Ceiling fan bulbs come in B10 40 and 60 watt and 40 and 60 watt A15 varieties.

**Consumer-friendly packaging**

The SYLVANIA color-coded packaging design makes it easy for your customers to find the right lighting for their needs. Key lighting data on the label lets your customers weigh their options based on application, hours, wattage, lumens and energy-efficiency.

For more information about SYLVANIA DOUBLE LIFE lighting products, contact your OSRAM SYLVANIA sales representative or call 1-800-LIGHTBULB (1-800-544-4828).



Easy tear strip creates instant display for B10 products.



# Ordering Information

# Product Information

Item Number	Ordering Abbreviation	Case Dimensions (inches LxWxD)	Case Cube (ft.)	Case Wgt. (lbs.)	Case Qty.	Case ITC Code	SKU per case	SKU Dimensions (inches LxWxD)	SKU UPC Code with Check Digit	Watts	Volts	Life (hrs.)	Lumens	Bulb	Base
10939	40A/DLSW/4PK/RP	15.19x7.69x9.25	0.63	4.02	48	1-00-46135-10939-0	12	7.25x2.34x4.38	0-46135-10939-3	40	120	3000	400	A-19	Medium
11227	60A/DLSW/2PK/RP	11.88x10.00x4.88	0.34	2.16	24	1-00-46135-11227-7	12	3.63x2.34x4.38	0-46135-11227-0	60	120	2000	800	A-19	Medium
11204	60A/DLSW/4PK/RP	15.19x7.69x9.25	0.63	4.03	48	1-00-46135-11204-8	12	7.25x2.44x4.38	0-46135-11204-1	60	120	2000	800	A-19	Medium
11337	75A/DLSW/2PK/RP	11.88x10.00x4.88	0.34	2.15	24	1-00-46135-11337-3	12	3.63x2.34x4.38	0-46135-11337-6	75	120	1500	1080	A-19	Medium
11331	75A/W/DLSW/4PK/RP	15.19x7.69x9.25	0.63	4.02	48	1-00-46135-11331-1	12	7.25x2.44x4.38	0-46135-11331-4	75	120	1500	1080	A-19	Medium
12805	100A/DLSW/2PK/RP	11.88x10.00x4.88	0.34	2.15	24	1-00-46135-12805-6	12	3.63x2.34x4.38	0-46135-12805-9	100	120	1500	1580	A-19	Medium
11332	100A/DLSW/4PK/RP	15.19x7.69x9.25	0.63	4.01	48	1-00-46135-11332-8	12	7.25x2.44x4.38	0-46135-11332-1	100	120	1500	1580	A-19	Medium
18044	50/150A/DLSW/RP	11.63x8.63x6.06	0.35	1.69	12	1-00-46135-18044-3	12	2.56x2.56x5.63	0-46135-18044-6	50/100/150	120	2500	580/1400/1980	A-21	Medium
10938	40A/DLSW/4/144/RP	16.00x15.25x14.19	2.00	12.77	144	3-00-46135-10939-4	36	7.25x2.34x4.38	0-46135-10939-3	40	120	3000	400	A-19	Medium
11273	60A/W/DLSW/RP/2PK/144	16.00x15.25x14.19	2.00	12.60	144	3-00-46135-11227-1	72	3.63x2.34x4.38	0-46135-11227-0	60	120	2000	800	A-19	Medium
11201	60A/W/DLSW/4/144/RP	16.00x15.25x14.19	2.00	12.54	144	7-00-46135-11204-0	36	7.25x2.44x4.38	0-46135-11204-1	60	120	2000	800	A-19	Medium
11337	75A/DLSW/2PK/RP	11.88 x 10.00 x 4.88	0.34	2.15	24	1-00-46135-11337-3	12	3.63x2.34x4.38	0-46135-11337-6	75	120	1500	1080	A-19	Medium
11360	75A/W/DLSW/4/144/RP	16.00x15.25x14.19	2.00	12.60	144	7-00-46135-11331-3	36	7.25x2.44x4.38	0-46135-11331-4	75	120	1500	1080	A-19	Medium
12878	100A/W/DLSW/RP/2PK/144	16.00x15.25x14.19	2.00	12.60	144	3-00-46135-12805-0	72	3.63x2.34x4.38	0-46135-12805-9	100	120	1500	1580	A-19	Medium
11365	100A/DLSW/4/144/RP	16.00x15.25x14.19	2.00	12.48	144	7-00-46135-11332-0	36	7.25x2.44x4.38	0-46135-11332-1	100	120	1500	1580	A-19	Medium
14145	25G25/DL/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14145-1	6	3.13x3.13x4.88	0-46135-14145-4	25	120	3000	NA	G25	Medium
14146	25G25/DLSW/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14146-8	6	3.13x3.13x4.88	0-46135-14146-1	25	120	3000	NA	G25	Medium
14147	40G25/DL/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14147-5	6	3.13x3.13x4.88	0-46135-14147-8	40	120	3000	NA	G25	Medium
14148	40G25/DLSW/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14148-2	6	3.13x3.13x4.88	0-46135-14148-5	40	120	3000	NA	G25	Medium
14149	60G25/DL/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14149-9	6	3.13x3.13x4.88	0-46135-14149-2	60	120	3000	NA	G25	Medium
14150	60G25/DLSW/RP	10.19x7.31x5.38	0.23	1.04	6	1-00-46135-14150-9	6	3.13x3.13x4.88	0-46135-14150-8	60	120	3000	NA	G25	Medium
13315	15B10C/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13315-9	6	5.88x3.88x1.31	0-46135-13315-2	15	120	3000	NA	B10	Candelabra
13318	25B10/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13318-0	6	5.88x3.88x1.31	0-46135-13318-3	25	120	3000	NA	B10	Medium
13316	25B10C/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13316-6	6	5.88x3.88x1.31	0-46135-13316-9	25	120	3000	NA	B10	Candelabra
13317	25B10C/DLSW/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13317-3	6	5.88x3.88x1.31	0-46135-13317-6	25	120	3000	NA	B10	Candelabra
13321	40B10/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13321-0	6	5.88x3.88x1.31	0-46135-13321-3	40	120	3000	NA	B10	Medium
13322	40B10/DLSW/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13322-7	6	5.88x3.88x1.31	0-46135-13322-0	40	120	3000	NA	B10	Medium
13319	40B10C/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13319-7	6	5.88x3.88x1.31	0-46135-13319-0	40	120	3000	NA	B10	Candelabra
13320	40B10C/DLSW/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13320-3	6	5.88x3.88x1.31	0-46135-13320-6	40	120	3000	NA	B10	Candelabra
13323	60B10/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13323-4	6	5.88x3.88x1.31	0-46135-13323-7	60	120	3000	NA	B10	Medium
13324	60B10/DLSW/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13324-1	6	5.88x3.88x1.31	0-46135-13324-4	60	120	3000	NA	B10	Medium
13777	60B10C/DL/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13777-5	6	5.88x3.88x1.31	0-46135-13777-8	60	120	3000	NA	B10	Candelabra
13778	60B10C/DLSW/BL	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13778-2	6	5.88x3.88x1.31	0-46135-13778-5	60	120	3000	NA	B10	Candelabra
13741	40B10C/CRYSTAL/RP	9.13x4.13x6.13	0.13	0.50	12	1-00-46135-13741-6	6	5.88x3.88x1.31	0-46135-13741-9	40	120	3000	NA	B10	Candelabra
13451	40B10/DL/FAN/BL/2PK	9.13x4.13x6.13	0.13	0.75	12	1-00-46135-13451-4	6	5.88x3.88x1.31	0-46135-13451-7	40	120	3000	NA	B10	Medium
13454	60B10/DL/FAN/BL/2PK	9.13x4.13x6.13	0.13	0.75	12	1-00-46135-13454-5	6	5.88x3.88x1.31	0-46135-13454-8	60	120	3000	NA	B10	Medium
10046	40A15/CL/DL/FAN	11.75x6.88x5.50	0.26	1.85	24	1-00-46135-10046-5	12	3.13x1.84x3.38	0-46135-10046-8	40	120	2000	350	A15	Medium
10048	60A15/CL/DL/FAN	11.75x6.88x5.50	0.26	1.85	24	1-00-46135-10048-9	12	3.13x1.84x3.38	0-46135-10048-2	60	120	2000	640	A15	Medium

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