

Specialty Lighting



SYLVANIA specialty lighting will have your customers coming to you for bulbs they can't find anywhere else.

SYLVANIA
BRILLIANT LIGHT®

Specialize in increasing your sales with a full line of specialty lighting.

Our tiered marketing strategy means higher margin opportunities.

The 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. Your customers will enjoy better value and wider selection. They'll be able to make comparisons between longer life and more efficient products, like our Double Life line and halogen bulbs, more easily. You'll find our new marketing strategy effective and easy to implement. It's the perfect complement to our Merchandising by Application system, package design and point of purchase tools. Here's how it works:

SYLVANIA Specialty lighting products are available in the following price and performance levels:

Tier I – Classic Products

These higher quality SYLVANIA products satisfy most of your customers' basic lighting needs and provide you with good margins.

Tier II – Value-Added Products

These products offer you your highest margin opportunities while meeting the consumers' need for enhanced performance.

Maximize upsell opportunities with our Right Light System

The SYLVANIA Merchandising by Application system makes shopping for light bulbs easier for your customers – and more profitable for you. Now, light bulbs will be arranged and sold by application rather than by product family. Your customers

can have all their lighting options in one section – right at their fingertips, allowing you to influence their decisions toward higher margin products.

Specialty Lighting

When your customers need a light that's a bit out of the ordinary, SYLVANIA offers an extraordinary line of specialty lighting – from bug lights to night lights to lights that help their favorite plants stay in the pink.

Classic Products

■ Appliance Lights

Designed to meet or exceed most appliance manufacturer's specifications, these long-lasting bulbs are vibration-resistant and sturdy enough to withstand extreme conditions. Available in a variety of sizes and wattages.

■ Gro-Lux® Aquarium/Spot-Gro® Bulbs

With SYLVANIA Gro-Lux® Aquarium and Spot-Gro® bulbs customers can show off their house plants while giving them the light they need to flourish. Offering a full spectrum light source, these multi-purpose bulbs are also excellent choices for habitat lighting, such as aquariums and terrariums. Available in A-Line, fluorescent, and reflector shapes, as well as in a variety of sizes and wattages.

■ Sunstick Fluorescent

For those customers looking for more sunshine in their lives, we've created the 40 watt T12 Sunstick. This bright fluorescent bulb produces a color temperature comparable to natural sunlight. It's the perfect way to cheer up a room.

■ Bug Lights

These lights don't zap bugs with electricity, they give off a light bugs can't see. Your customers will want to put them in outside fixtures on porches, decks, or anywhere flying insects make themselves a pest. Available in 60 and 100 watts.

■ Night Lights

The night time is the right time for SYLVANIA 4 and 7 watt Night Lights. Smartly designed for maximum sales appeal, our night lights provide a soft light for night time visibility and safety. Available in clear and white and two and four packs, these long-lasting bulbs are the perfect choice for hallways, bathrooms or children's bedrooms.

■ Night Light Fixtures

Your customers can meet their night light needs with three different compact plug fixtures. The Sensor turns on/off automatically depending on the light intensity in a room. The elegant sea shell and distinctive contemporary designs feature a swivel shade and manual on/off operation. All fixtures come with replaceable 4 or 7 watt bulbs.

■ Tubular Bulbs

Available in a variety of wattages and sizes, SYLVANIA tubular light bulbs are an excellent choice for use in desk lamps, aquarium lighting or to illuminate art work.

■ Heat Lamps

Offer your customers a way to pamper themselves with luxuries found in hotels. A heat lamp in a ceiling fixture provides the ultimate in warmth and comfort. Available in 250 watts.

■ Party Bulbs/Clear Color Bulbs

When it's time to decorate or celebrate, SYLVANIA has the bulbs to light up any occasion. Your customers can choose from blue, green, orange, red, and yellow; all in 25 watts.

■ Ceiling Fan/ Garage Bulbs

Designed to be vibration-resistant, these long-lasting specialty bulbs are especially well-suited for rugged use. Ceiling Fan bulbs are available in torpedo shape medium base faceted design in 40 watts, and A15 and B10 shapes in 40 and 60 watts. Garage bulbs are available in 60 watts.

■ HID Bulbs

Because they last eight times longer and are more efficient than Halogen PARs, these High Pressure Sodium bulbs are a popular choice for hard-to-reach outdoor and security lighting fixtures. Available in 50 and 70 watts.

Value-Added Products

■ Rhino Coat® Safeline® Bulbs

The name says it all. A special silicone coating on these bulbs helps prevent and contain breakage, making them ideal for garages, attics, closets or drop lights. Available in 60, 75, and 100 watts and a variety of shapes.

■ Halogen Crystal Bulbs

This handsome, faceted decorative bulb provides a beautiful, sparkling white light that is brighter than ordinary incandescent bulbs. Available in 50 and 75 watts. The SYLVANIA Halogen Crystal® bulb is long lasting and is an excellent choice for hard-to-reach areas and outdoor lighting.



■ **Halogen Bulbs**
 SYLVANIA offers your customers the widest selection of brilliant, long-lasting, double-ended and single-ended halogen bulbs for use in security lighting, accent lighting, and desk lamps. Available in a variety of shapes, sizes and wattages.

■ **Double Life Fan and Appliance Bulbs**
 These durable Fan and Appliance bulbs last twice as long as ordinary bulbs. Fan bulbs are available in 40 and 60 watt B10 and A15 shapes and Appliance bulbs are available in 40 and 60 watts.

■ **Consumer-friendly packaging**
 The SYLVANIA eye-catching, color-coded packaging design and graphic elements make 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 on SYLVANIA Specialty Lighting, contact your OSRAM SYLVANIA sales representative.

OSRAM SYLVANIA

100 Endicott Street
Danvers, MA 01923 USA
800-544-4828
www.sylvania.com

**For Orders and
General Information:
OSRAM SYLVANIA
National Customer
Support Center**

18725 N. Union Street
Westfield, IN 46074 USA

Industrial & Commercial

Tel 800-255-5042
Fax 800-255-5043

Special Markets

Tel 800-762-7191
Fax 800-762-7192

Consumer Products

Tel 800-842-7010
Fax 800-842-7011

Industrial & Commercial

National Accounts

Tel 800-562-4671
Fax 800-562-4674

Consumer Products

National Accounts

Tel 800-562-4672
Fax 800-562-4674

In Canada:

OSRAM SYLVANIA LTD/LTÉE

2001 Drew Road
Mississauga, Ontario L5S 1S4
800-544-4828
www.sylvania.com

Industrial & Commercial

Tel 800-263-2852
Fax 800-667-6772

Special Markets

Tel 800-265-2852
Fax 800-667-6772

Consumer Products

Tel 800-720-2852
Fax 800-667-6772

