The light bulb is disappearing, but not its light.
Energy-saving lamps are still being seen by end consumers in the wrong light. It is now time to dispel the prejudices once and for all.

**Customer:** “Energy-saving lamps produce a cold uncomfortable neon light.”

**Your answer:** “That’s right. But only if that’s what you want. If you want a warm light the new ‘warm comfort light’ has the same color appearance as traditional light bulbs. OSRAM DULUX® – warmly recommended for a cosy home.”

**Customer:** “Energy-saving lamps take too long to reach their full brightness.”

**Your answer:** “That’s not true. Thanks to Quick light technology OSRAM DULUX® SUPERSTAR and OSRAM DULUX® INTELLIGENT lamps achieve their full output twice as quickly as conventional energy-saving lamps.”
You can feel relaxed about the ban on incandescent lamps. When the last incandescent lamp has died, the energy-saving lamp will live on even brighter.

The OSRAM DULUX® product lines are more than a match for any conventional incandescent lamp and offer nothing but benefits for retailers, consumers and the environment:

- New positioning with improved and extended product features:
  - Warm comfort light
  - Quick light technology
  - Longer life
  - Attractive shapes

- The new eco-friendly packaging for an even stronger presence at the PoS and clear information.

- A new color code for even greater clarity.

- Attractive PoS advertising material for even greater appeal and orientation.

Customer: “Energy-saving lamps look ugly and don’t fit in all luminaires.”
Your answer: “Not true. The OSRAM DULUX® range has lamps to suit all tastes. Whether you like the classic bulb shape, candle versions, attractive reflector types or stylish twist pattern, there is an energy-saving lamp to suit any fitting.”

Customer: “Energy-saving lamps don’t last very long and are not worth it.”
Your answer: “Wrong – and wrong again! OSRAM DULUXSTAR® lamps have a life of up to 10 years. OSRAM DULUX® SUPERSTAR is even better with 15 years, and OSRAM DULUX® INTELLIGENT tops them all with up to 20 years*. These lamps have longer lives than our earlier energy-saving lamps – for the same amount of money.”

* If used on average for 2.7 hours a day.
OSRAM DULUX® SUPERSTAR

Silver for comfort seekers.

• Quick light technology enables the lamp to start up to 50 percent faster than conventional energy-saving lamps.
• Available in light color 2,500 K (Warm comfort light).
• Stick and Twist versions are also available in 4,000 K (Cool white) and 6,500 K (Cool daylight) light colors.
• Long average life of up to 15 years (15,000 hours).¹ ²
• E14, E27 or B22d bases.
• 5-year guarantee from the date of purchase.³
• Up to 80 percent lower energy consumption.⁴

¹Switching cycle 90 min on, 15 min off.  ²If used for about 2.7 hours a day.  ³If an OSRAM DULUX® SUPERSTAR lamp should fail within five years of purchase (OSRAM DULUXSTAR® within three years) because of a product fault, the purchaser will receive a replacement free of charge. The faulty product must be sent to OSRAM along with the receipt and postage paid by the sender. Both guarantees apply to non-commercial use and only within Europe.  ⁴Compared with equivalent incandescent lamps.
All change on the shelving: the new packaging.

The packaging for OSRAM DULUX® lamps is a great success – all down the line. They are retailer-friendly and can be presented either standing up or hanging, meaning up to 35 percent more lamps can be accommodated within the same space.

They are eco-friendly and contain no plastics at all. They are consumer-friendly and provide customers with all the relevant information at a glance – from performance to shape. The success of the new packaging was recognized in 2008 with the presentation of the reddot design award.
The change to Gold, Silver and White: the new color coding.

OSRAM DULUX® energy-saving lamps can do everything that conventional incandescent lamps can do, and with three product lines in the range there is a lamp that will cover whatever specific requirements your customers may have. The following table shows the differences between the Gold, Silver and White color codes at a glance.

**OSRAM DULUX® INTELLIGENT**

For quality-conscious customers with special requirements

- Up to 80 percent lower energy consumption
- Quick light technology for rapid starting
- Warm comfort light (2,500 K): the first energy-saving lamp with a warm light similar to that of an incandescent lamp
- Extra long average life of up to 20 years (20,000 hours)
- Unlimited switching cycles for OSRAM DULUX® INTELLIGENT FACILITY
- For the quality-conscious customer with special and professional requirements
- Golden icon bar as a sign of top quality

**OSRAM DULUX® SUPERSTAR**

For the comfort-seeking customer

- Up to 80 percent lower energy consumption
- Quick light technology for rapid starting
- Warm comfort light (2,500 K): the first energy-saving lamp with a warm light similar to that of an incandescent lamp
- Long average life of up to 15 years (15,000 hours)
- Up to 500,000 switching cycles
- 5-year guarantee from the date of purchase
- Silver icon bar as a sign of high quality

**OSRAM DULUX® SUPERSTAR**

For all price-conscious customers

- Up to 80 percent lower energy consumption
- Warm comfort light (2,500 K): the first energy-saving lamp with a warm light similar to that of an incandescent lamp
- Average life of up to 10 years (10,000 hours)
- Up to 500,000 switching cycles
- White icon bar as a sign of high quality

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1 Compared with equivalent incandescent lamps.  
2 If used for about 2.7 hours a day.  
3 If an OSRAM DULUX® SUPERSTAR lamp should fail within five years of purchase (OSRAM DULUX® SUPERSTAR within three years) because of a product fault, the purchaser will receive a replacement free of charge. The faulty product must be sent to OSRAM along with the receipt and postage paid by the sender. Both guarantees apply to non-commercial use and only within Europe.  
4 Blister only
Gold for specialists.

- OSRAM DULUX® INTELLIGENT FACILITY with Quick light technology, “heavy-duty” switching capability, d.c. voltage compatibility and suitability for emergency lighting systems.
- OSRAM DULUX® INTELLIGENT VARIO with integrated 2-stage dimmer function.
- OSRAM DULUX® INTELLIGENT DIM offers smooth continuous dimming from 100 percent to 7 percent. Its special feature is that it can be switched on and off at any dimming level.
- OSRAM DULUX® INTELLIGENT SENSOR with self-test function and light sensor, which can detect daylight but is not affected by its own light.
- OSRAM DULUX® INTELLIGENT LONGLIFE high-end products for professional applications.
- Up to 80 percent lower energy consumption.

1. Up to 80 percent lower energy consumption compared to conventional lighting solutions.

Also available as:

- OSRAM DULUX® INTELLIGENT VARIO
- OSRAM DULUX® INTELLIGENT DIM
- OSRAM DULUX® INTELLIGENT SENSOR
- OSRAM DULUX® INTELLIGENT FACILITY

Quick light®
Warm Comfort Light
White for the price-conscious.

- Available in light color 2,500 K (Warm comfort light).
- Stick and Twist versions are also available in 4,000 K (Cool white) and 6,500 K (Cool daylight) light colors.
- Average life of up to 10 years (10,000 hours).¹ ²
- E14, E27, GU10 and B22d bases.
- 3-year guarantee from the date of purchase.³
- Up to 80 percent lower energy consumption.⁴
- From fall 2009 OSRAM DULUXSTAR® will also be available in G9 MINI TWIST and E14 round bulb versions.
Global presence.

Support for around 150 countries.

- 78 companies and sales offices for 113 countries
- 37 countries served by local agents or OSRAM GmbH, Munich

OSRAM associated companies and support centers.

Albania
Argentina
Australia
Austria
Azerbaijan
Belarus
Benelux
Bosnia-Herzegovina
Brazil
Bulgaria
Canada
Chile
China
Columbia
Croatia
Czech Republic
Denmark
Ecuador
Egypt
Estonia
Finland
France
Georgia
Great Britain
Greece
Hong Kong
Hungary
India
Indonesia
Iran
Italy
Japan
Kazakhstan
Kenya
Korea
Latvia
Lithuania
Macedonia
Malaysia
Mexico
Moldavia
Norway
Pakistan
Peru
Philippines
Poland
Portugal
Rumania
Russia
Saudi Arabia
Serbia-Montenegro
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
Tunisia
Turkey
Ukraine
United Arab Emirates
USA
Uzbekistan
Venezuela
Vietnam

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