

# MASTERLine ES – Quick Facts



## REASONS TO UPLAMP FROM STANDARD DICHOIC TO MASTER LINE ES:

- Up to 40% energy savings
  - Lower electricity bills
  - More sustainable solution
- Less heat emission
  - Potential for lower air conditioning bills
- Long life 5,000 hours
  - Fewer lamp replacements
  - Opportunity for group replacement
- Environmentally friendly, less lamp waste
- Lowest UV output
  - No damage to delicate materials

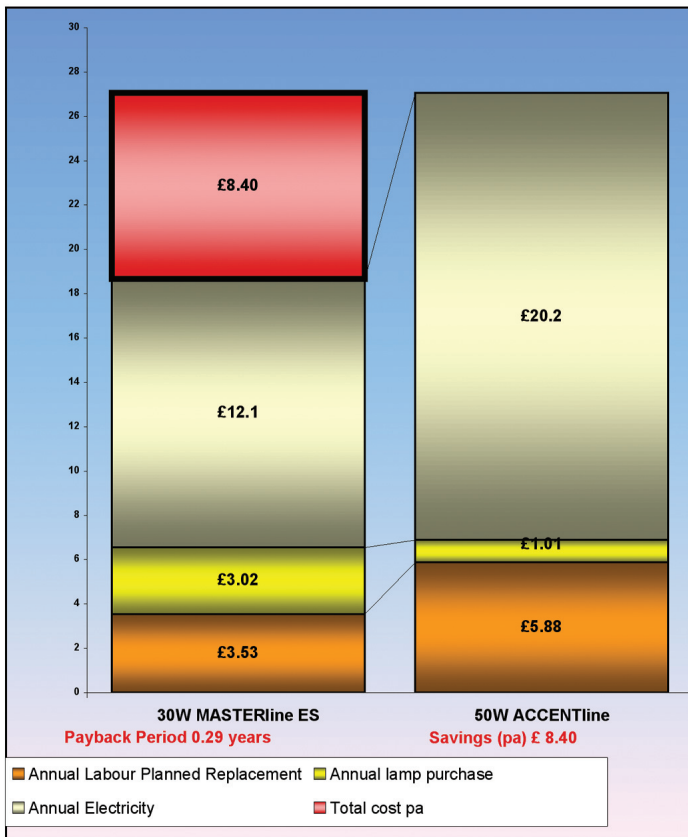
## KEY BENEFITS OVER COMPETITION

- Widest range
- Greatest energy saving solution
- 40% energy saving on whole range
- Only brand to offer 30W and 45W within their range
- Eco-Boost technology

## PRODUCT HISTORY

- Previously sold with:
  - Curved front glass
  - Double ended burner
- Now available with:
  - Flat front glass
  - Single ended burner

## Cost of Ownership:



## Uplamping Opportunity:

Standard Dichroic	MASTERLine ES Equivalent
75W	45W
50W	30W
35W	20W

HIGH COST → ENERGY SAVING

Product Code	EOC	Description	Upsell from
I4578	41364271	M668, 12V, 20W, GU5.3, 8 deg Closed, 5000 hour	M272
I4579	41367371	M669, 12V, 20W, GU5.3, 36 deg Closed, 5000 hour	M281
I4580	41370371	M608, 12V, 30W, GU5.3, 8 deg Closed, 5000 hour	M249
I4582	41378971	M636, 12V, 30W, GU5.3, 36 deg Closed, 5000 hour	M258
I4583	41382671	M660, 12V, 30W, GU5.3, 60 deg Closed, 5000 hour	M280
I4581	41375871	M624, 12V, 30W, GU5.3, 24 deg Closed, 5000 hour	M250
I4584	41387171	M616, 12V, 35W, GU5.3, 8 deg Closed, 5000 hour	M249
I4585	41397071	M670, 12V, 35W, GU5.3, 24 deg Closed, 5000 hour	M250
I4586	42432771	M681, 12V, 35W, GU5.3, 36 deg Closed, 5000 hour	M258
I4587	42435871	M625, 12V, 35W, GU5.3, 60 deg Closed, 5000 hour	M280
I4588	42438971	M649, 12V, 45W, GU5.3, 8 deg Closed, 5000 hour	N/A
I4589	42441971	M650, 12V, 45W, GU5.3, 24 deg Closed, 5000 hour	N/A
I4590	42444071	M658, 12V, 45W, GU5.3, 36 deg Closed, 5000 hour	N/A
I4581	42447171	M680, 12V, 45W, GU5.3, 60 deg Closed, 5000 hour	N/A

## Application:

- Ideal for all retail and hospitality sectors
- General lighting and accent lighting

- £3.50 maintenance, 5040 burning hours, 8p electricity
- Cost of standard dichroic £0.60, MASTERLine ES £3.00

**PHILIPS**

# MASTERClassic – Quick Facts



## REASONS TO UPLAMP FROM STANDARD GLS TO MASTERCLASSIC:

- 50% energy saving compared to standard GLS
- Cost efficient, lower integral costs
- Excellent ambiance – crisp, sparkling white light
- Retrofit to GLS/CFLi
- Compact design
- Integral electronics
- Dimmable
- Long life 3,000 hours
- Wide range
- Instant start

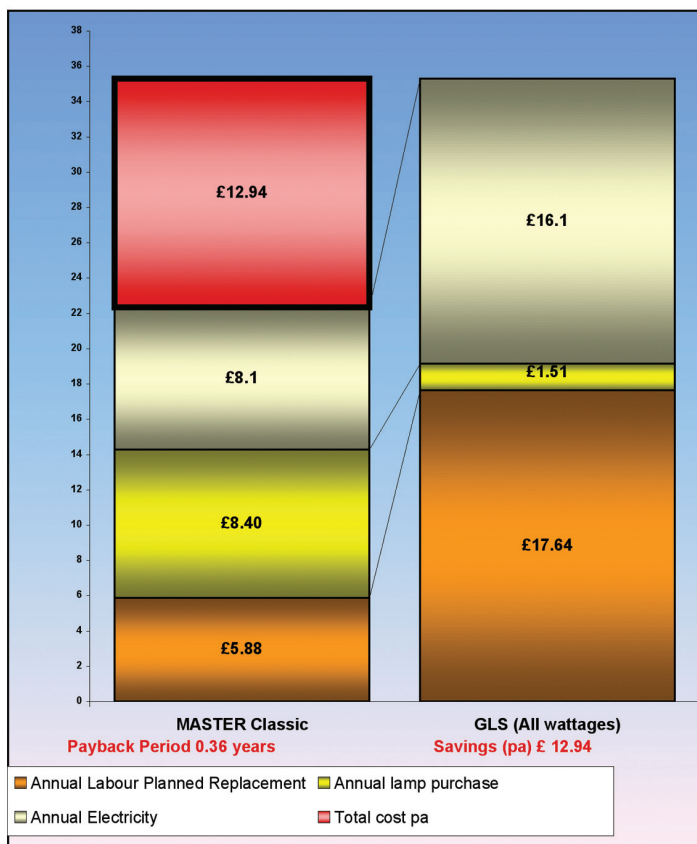
## KEY BENEFITS OVER COMPETITION

- No direct comparison
- Energy saving solution
- Long life
- Excellent design

## APPLICATION

- Areas where GLS is used and is not replaced by CFLi because the colour, size, run up or ambiance is not liked

## Cost of Ownership:



- £3.50 maintenance, 5040 burning hours, 8p electricity
- Cost of GLS £0.30, MASTERClassic £5.00

## Uplamping Opportunity:

### Save up to 50% on Energy/Year/Lamp

Incandescent 60W 40W → MASTERClassic 30W 20W

HIGH COST → ENERGY SAVING

## Application:

- Ideal for all retail and hospitality sectors
- General lighting and accent lighting

## Other:

- Range: 20W, 30W A55 E27, B22 (frosted/clear) 20W B35 E14, E27, B22, B15
- Availability: From Oct 2007