

**ELECTRIC LIGHTING CONSUMES 19%  
OF THE TOTAL GLOBAL ELECTRICAL  
PRODUCTION.**

**Vision** - to lesson climate change by saving  
enough electricity to power Europe.

**Target** - to replace the worlds 29 billion  
incandescent and halogen bulbs with  
Ecobulbs™

- ◆ Save up to \$130 per standard bulb replaced
- ◆ Brighter than most other energy saving bulbs
- ◆ Lasts up to 10,000 hours
- ◆ 2 Year Guarantee
- ◆ Kindest to the environment

Ecobulb™ ONE OF THE MOST ENVIRONMENTALLY  
FRIENDLY ENERGY SAVING BULBS

**Why is Ecobulb™ so friendly on the environment?  
...here are just a few reasons**

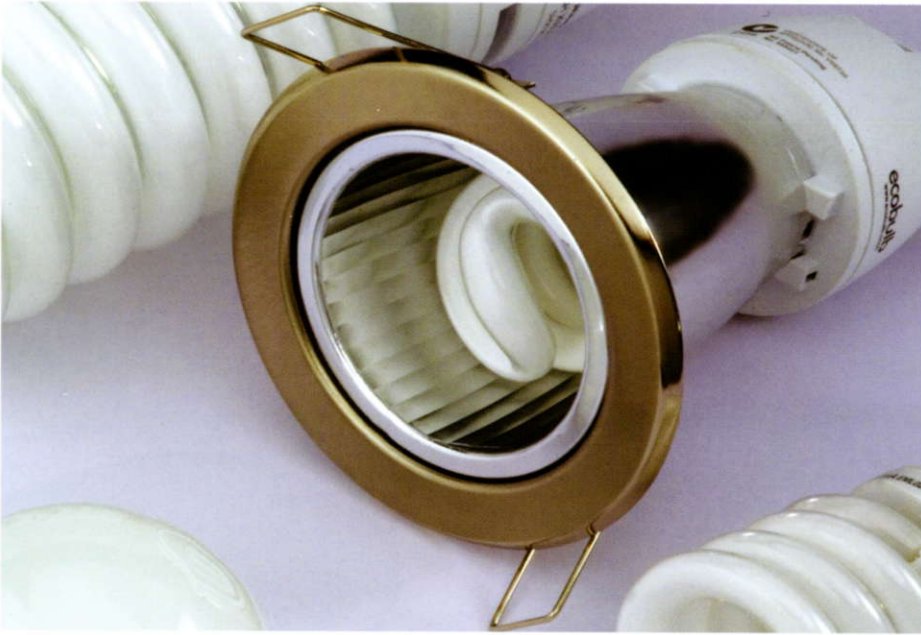
- ◆ High Power Factor means less distortion on the electricity network.
- ◆ Ecobulbs™ last up to twice as long as other energy saving bulbs  
saving fossil fuel.
- ◆ Reduces Green House Gas emissions.
- ◆ 10,000 hour life means either 9 standard bulbs or 2 average energy  
saving bulbs are saved from landfills.
- ◆ Recyclable packaging.
- ◆ Very low amalgam content used.

**High Power Factor Ecobulb™ Technology**

A key reason for selecting the Ecobulb™ in electrical utilities is its high power  
factor technical superiority. The high power factor Ecobulb™ results in a 50%  
greater electricity distribution network load reduction (approximately 17VA per  
bulb) than ordinary CFL's.

This increased reduction is worth approximately \$16 per Ecobulb™ of deferred  
new electricity distribution network capital investment for the utilities.





## Superior Light Output with Compact Design

It is important to choose a replacement energy saving bulb that will fit your light fitting. Due to the smaller size of the Ecobulbs™, they replace most ordinary bulbs, whereas some of the other energy saving bulbs are too long and may not fit.

The Ecobulb™ is one of only a few energy saving bulbs that give at least as much light as the equivalent ordinary bulb that it replaces. Most energy saving bulbs provide considerably less light, which leaves the room too dark. We also recommend the spiral shape of the Ecobulb™ as it distributes the light down into the room, unlike the 3U shaped energy saving bulbs.

## Lasts 10 Times Longer Than Standard Bulbs!

The Ecobulb™ energy saving bulb has been independently tested and found to last ten times longer than ordinary bulbs and 2 times longer than other energy saving bulbs. The longer the energy saving bulb lasts the better...less money in spent, less bulbs in landfills and less time between changes! Products with the C-tick have been tested to international standards and are unlikely to cause interference to the reception of radio communications services, including radio and television broadcasting.

## Superior Light Colour

Some energy saving bulbs don't give the same colour as an ordinary bulb. Colour is measured in Kelvin and can vary from a warm 2700K to a cool 6400K.

Ecobulb™ energy saving bulbs have the same colour as an ordinary bulb, 2700K.

## Save the Most Money

Because Ecobulb™ energy savers last nearly twice as long as other energy saving bulbs, you save money on electricity and on replacement bulbs.

To save the most money on your electricity bills, replace ordinary bulbs that are on the most hours each day with Ecobulbs™. i.e. Lounge, kitchen, hallway, bedroom or outside light.

## Energy Saving bulbs help the environment in more ways that one.

Because Ecobulb™ energy saving bulbs last longer than standard bulbs and other energy saving bulbs, they eliminate bulbs that would otherwise end up in landfills. Less energy consumed means the green house gas emissions released by coal fired plants and unrecoverable mercury is not released to the atmosphere. Conserving energy reduces the need for new power generation facilities to be built and also reduces the impact this can have on the environment.