

## LIGHT IN YOUR HOME

You can transform the look and practical comfort of your home by just changing a bulb, but how do you get the light right?

For working, playing and relaxing we require different lights to perform different roles around the home. These roles can be divided into three main groups:

### BACKGROUND LIGHTING

The first is Background Lighting. This is the main source of illumination in a room. Most homes have single overhead fittings, which very easily cause glare and unwanted shadows. A more general, softer glow is the most pleasant and flattering way of providing background illumination. This can be achieved by directing light off ceilings and walls, or using diffuser shades or "soft" bulbs.

### TASK LIGHTING

Close-up detailed work, cooking, reading and many hobbies require bright light in specific places for best performance and accuracy. This is task lighting, but it's important to use directional shades or spots to keep the light only on your area of work. The point is not to strain your eyes with poor light, but to keep the bright light to only where it's needed.

### DECORATIVE LIGHTING

Decorative lighting is light used for effect. A general principle is to tone down the main overhead fitting and boost the light from other fittings or side lights. The more fittings you have the more control you will have over your lighting.

There are many ways to use decorative lighting, for example Softone lighting in the living room will subtly enhance fabrics and colours. However, a spotlight will accent a favourite picture or plant, or provide dramatic shadows. As you will see in our hints over the page, it can also be used to enhance feelings of space.

Look for places around your home where you can introduce variety and contrast for excitement and atmosphere. Some clues are provided later on in this leaflet.

Recognise which lights are used for background lighting, which are decorative and which are task lights. You are now on your way to getting the right light.

The new lightbulb range from Philips is designed to make it easier to choose the right bulbs for the right job, and this leaflet gives hints and tips on lighting your home.

Getting the right light has also never been easier. Here you will find new packaging designed to ensure that you choose not only the right light, but also the correct wattage and fitting.

## ECOTONE



Ecotone energysaver bulbs perform best in places where the lights are left on for longer. They are the latest range of energy-saver bulbs from Philips and last an average of five years. Using only one fifth of the energy of a normal bulb, and lasting around ten times longer than ordinary bulbs, they are surprisingly cost efficient saving an average of £8 - £12\* a year. That could add up to £60 over the five year life of the bulb!

\*varies by wattage.

CONVERSION CHART	
ECOTONE WATTAGE	NORMAL BULB EQUIVALENT
9W	40W
15W	75W
20W	100W
23W	110W approx

## PRACTITONE

A range of working bulbs for the vital lights in your household appliances such as cooker hoods, ovens, microwaves and fridges.



## SOFTONE



Softone bulbs emit a softer light without glare but not lacking in brightness. Subtly, they accentuate colours and textures complementing your interiors, creating atmosphere.

Use Softone as decorative lighting in your living areas, bedrooms or any room where a little mood is desired. It's the final touch. Softone bulbs are available in all types of fittings, shapes and sizes.

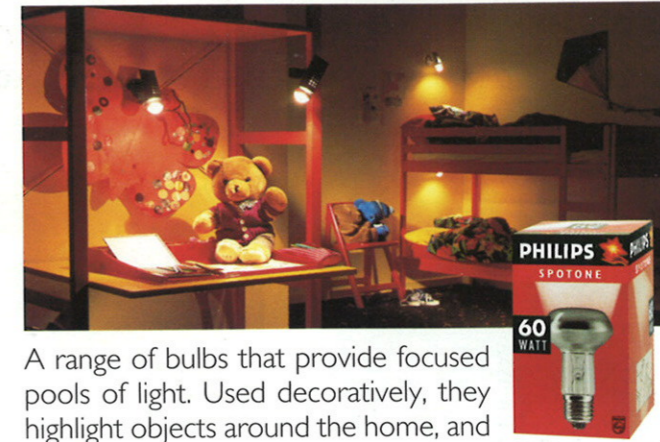


## HALOTONE



Halotone is a clear, bright, natural light. The bulb gives a much whiter light than ordinary bulbs, which gives it many diverse uses. It's perfect as a local task light, where the bright clear qualities mean better light for your eyes. But it is also very often used as the main background illumination, directed upwards onto the ceiling to provide a glare free, soft diffuse light for your room. Halogen lighting is very often used as security lighting, again because of its exceptional brightness. The Halotone range has normal fittings so can be used in any fixture around the home, as well as linear shaped bulbs for special fittings. Halotone last on average two and a half times longer than ordinary bulbs.

## SPOTONE



A range of bulbs that provide focused pools of light. Used decoratively, they highlight objects around the home, and can create dramatic shadows behind plants. As task lighting, they are ideal over mirrors and in the kitchen for bright pools of light on your work surfaces. Available in all sizes and fittings.

## PARTYTONE



Available in red, yellow, blue and green. Add colour at the flick of a switch. Perfect for the instant party or disco effect.

## CLASSICTONE



The collective name for ordinary bulbs in Pearl or clear finish. You will also find the decorative candle and globe bulbs in the ClassicTone range. Clear candles are ideal for uses where the bulbs are visible, in smaller fixtures and wall fittings. Globes provide a softer more diffuse light which is less prone to glare. All fittings and sizes are available.

# GETTING THE LIGHT RIGHT HAS NEVER BEEN EASIER

Getting the right light has never been easier because the new pack design of each bulb has been made to ensure that you not only choose the right light, but also the correct wattage and fitting.

On the left are the new seven tone bulbs. Overleaf we tell you more about how to use them and where they should go.



# PHILIPS