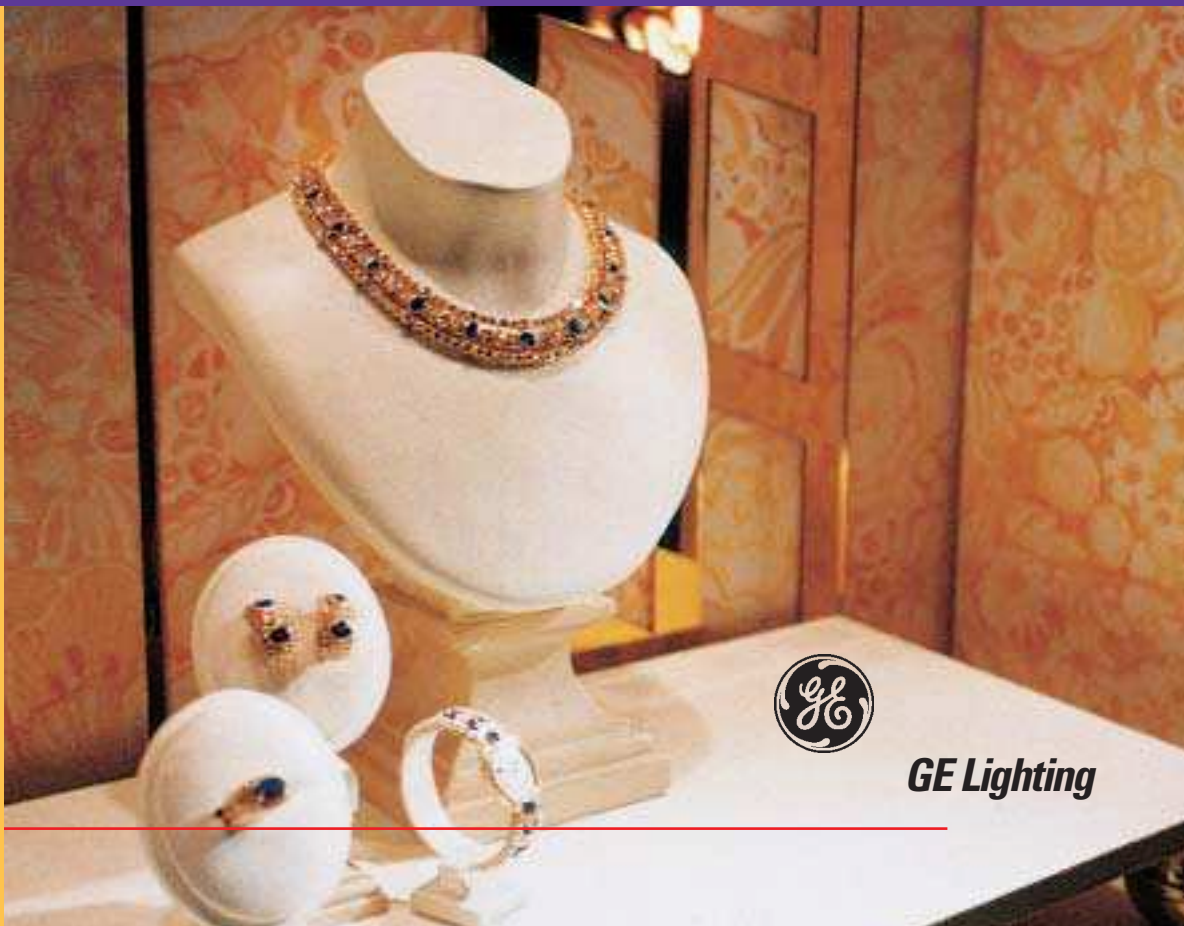


Buying Guide

SPECIALTY STORE LIGHTING



From **Sofas** to *Sapphires*
We have the best light for your business.



GE Lighting



GE Lighting

Good lighting.



Good lighting is good business.

The simple change of a light bulb can enhance the colors of your furnishings, decor and merchandise to give your store a dramatic new look and create the right atmosphere to drive the sale.



GE ConstantColor®
Precise™...the
only MR16 choice
for consistent
quality lighting
over life.

ConstantColor® Precise™ MR16 Lamps *GE Exclusive* –

Tired of MR16 lighting that changes color over time, casting a pall on your displays? GE's exclusive ConstantColor® reflector coating assures consistent white light with no color shift ever, throughout the life of the lamp. And GE ConstantColor® Precise™ lamps last up to 6,000 hours — that's 2,000 hours longer than most MR16's. UV control assures less fading and discoloration of merchandise.

Product	ANSI Code	Order Code	Description	Watts	Volts	Average Life
Precise™ with ConstantColor® Coating	EZX	20816	Q20MR16/C/VNSP7	20	12	3000
	ESX	20815	Q20MR16/C/NSP15	20	12	5000
	BAB	20814	Q20MR16/C/FL40	20	12	5000
	EXT	20839	Q50MR16/C/NSP15	50	12	6000
	EXZ	20835	Q50MR16/C/NFL25	50	12	6000
	EXK	20834	Q50MR16/C/NFL30	50	12	6000
	EXN	20833	Q50MR16/C/FL40	50	12	6000
	FNV	20832	Q50MR16/C/WFL55	50	12	6000
Cover Glass Precise™ with ConstantColor® Coating	ESX	20858	Q20MR16/C/CG/NSP15	20	12	5000
	BAS	20857	Q20MR16/C/CG/FL40	20	12	5000
	EXT	20872	Q50MR16/C/CG/NSP15	50	12	6000
	EXZ	20871	Q50MR16/C/CG/NFL25	50	12	6000
	EXN	20867	Q50MR16/C/CG/FL40	50	12	6000
	FNV	20865	Q50MR16/C/CG/WFL55	50	12	6000
GE Standard Precise™ Lamps <i>Non-ConstantColor Product</i>		25481	Q20MR16/SP	20	12	2000
		25480	Q20MR16/FL	20	12	2000
		25483	Q50MR16/SP	50	12	2000
		25482	Q50MR16/FL	50	12	2000



This bright, white light is typical of an MR16 lamp the minute you turn it on.



By 1,000 hours, ordinary MR16 lamps lose brightness as lumens degrade.



At 3,500 hours, oxidation of reflectors results in further lumen loss and discoloration of merchandise.



GE's ConstantColor® MR16 lamp won't degrade and will maintain this clean, bright light for the rated life of the lamp.