

# LED lamps Consumer CEE

Product information 2016

May 2016



# What's new

## 2016 LED lamps

- Exciting range introductions
  - \* [SceneSwitch](#)
  - \* [WarmGlow](#)
  - \* [Classic Filament](#)
  - \* [Glass Spots](#)

The **right light** is everything



Introducing...

Philips  
Novelty

# Philips SceneSwitch LED bulbs



The light you need and  
the light you want **in one bulb**

# LED SceneSwitch

One bulb. Three-step dimming. **With your existing switch.**



- ✓ **Warmglow dimming:** Change the setting from a bright light (2700K), to a natural light (2500K), to a cozy warm glow (2200K)
- ✓ **Personalize** your home experience
- ✓ Have the **right light** for the task
- ✓ Built-in **memory function** – the lamp remembers your last setting automatically
- ✓ **No dimmer** or additional installation required



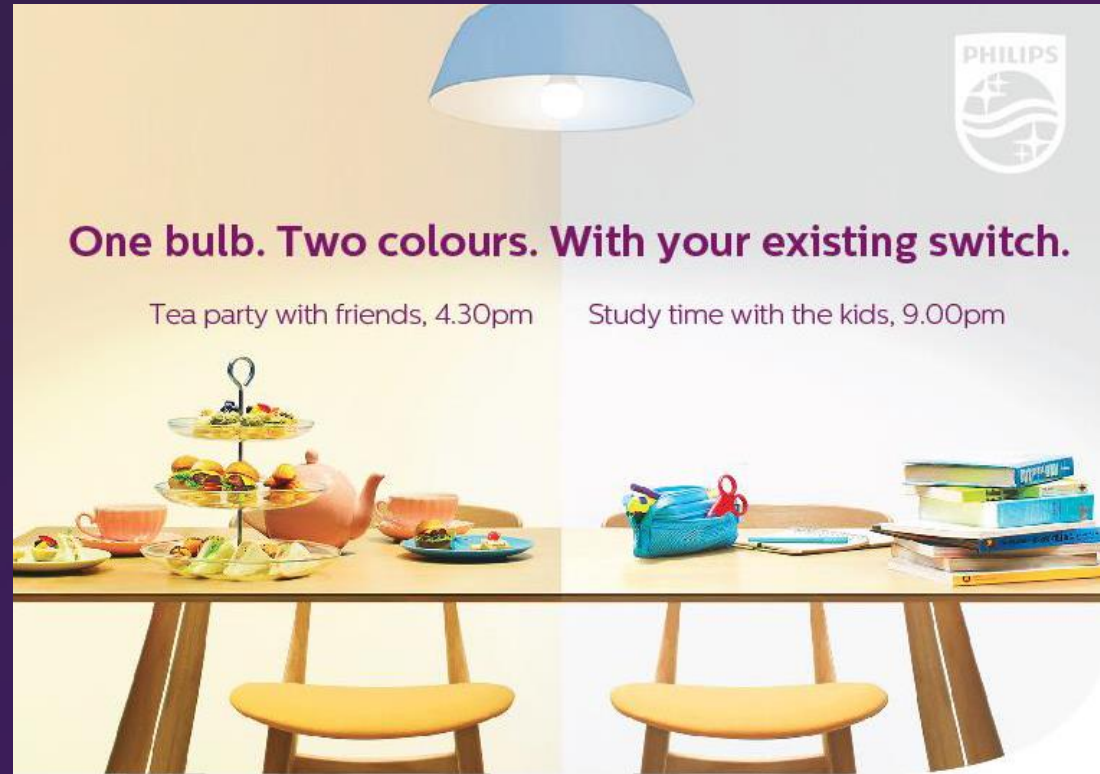
# Also coming soon...

## LED SceneSwitch – range extension

✓ SceneSwitch **GU10 Spot**

✓ SceneSwitch **Candle**

✓ SceneSwitch bulb with **2 colors**  
(4000K & 2700K)





# LEDbulbs

Consumer portfolio 2015-2016

2015

Non-dimmable

Dimmable

15W	40W 60W	Flame 30W Flame 48W	40W 60W 75W 100W	40W 60W	40W 60W	60W/100W	40W 60W	40W 60W 75W	100W
						60W/100W 827 ND G93			

2016 Entry

Non-dimmable

Classic Range

15W 827 T25	40W/60W 827 ND A60	40W/60W/ 75W/100W 827/840/865 ND A60	60W/100W 827 ND G93	120W 827 ND G120	40W/60W 827 ND INCA	40W/60W 827 ND A60

2016 Performance

Dimmable


Classic Range

WarmGlow

SceneSwitch

40W 2700K D A60	60W 2700K D A60	75W 2700K D A60	100W 2700K D A67	40W/60W 827 Dim A60	48W 820 Dim A60 Gold coating	50W 820 Dim ST64 Gold coating	60W 827 Dim G93	50W 820 Dim G120 Gold coating	40W/60W 827 Dim A60 (INCA)	40W/60W 827 WG A60	60W 2700-2500- 2200 SS A60





# LEDclusters

2015

 Non-dimmable







 Dimmable

									
25W 40W	20W flame	20W flame	25W 40W	25W 40W	25W 40W	25W 40W	25W	40W	40W

2016 Entry

 Non-dimmable

Classic Range


					
25/40W 827 ND P45	25/40W 827 ND P45	25W: 827 40W: 827 P45 ND	25/40W 827 ND P45	25W 827 ND E14 P45	25W 827 ND E27 P45

2016 Performance

 Dimmable

Classic Range

 WarmGlow

				
40W 827 Dim E27 P45 (not full glass; 10mm housing)	40W 827 Dim E14 P45 (not full glass; 30mm housing)	40W 827 WG P48	40W 827 WG P48	60W 827 WG P52





# LEDcandles

2015

**Non-dimmable** **Dimmable**

20W flame	25W 40W	25W 40W	25W 40W	25W	25W	25W	25W	25W	25W 40W	25W 40W

2016 Entry

**Non-dimmable** **Classic Range**

25/40W 827/840 B35 ND	25W: 827 40W: 827 B35 ND	25W 827 ND BA35	25W 827 ND ST35	25W 827 ND B35

2016 Performance

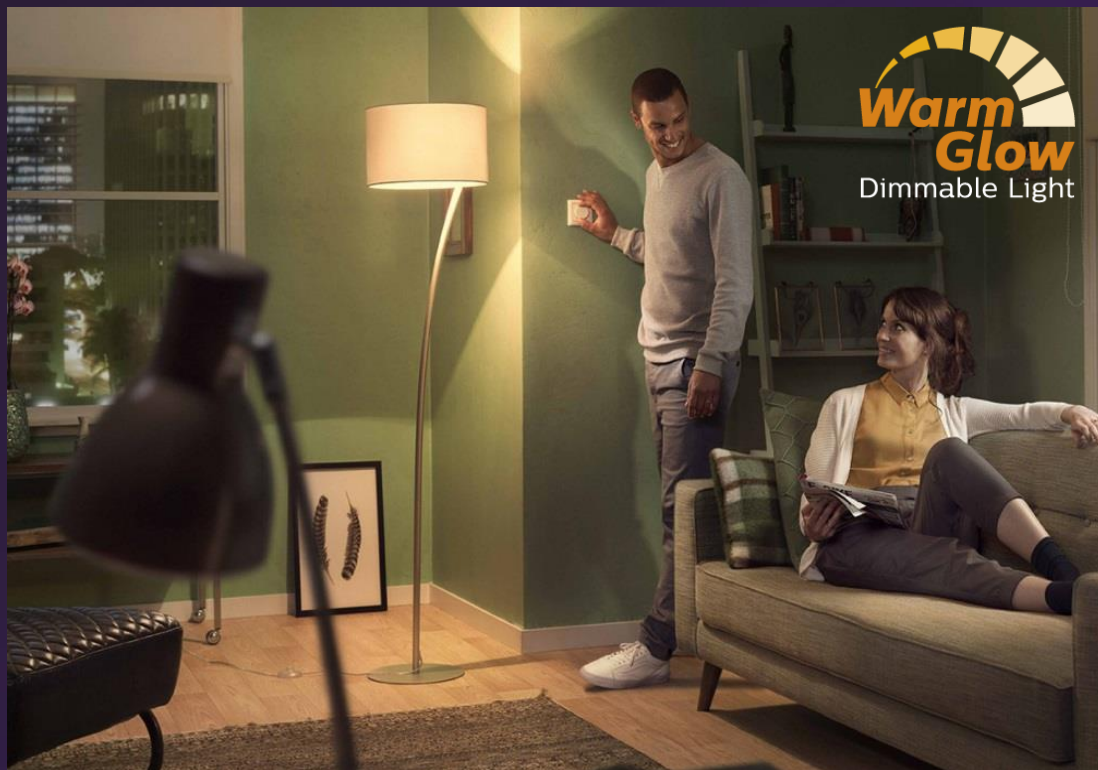
**Classic Range** **Dimmable** **WarmGlow**

40W 827 Dim E14 BA35 (not full glass; 30mm housing)	40W 827 Dim E14 B35 (not full glass; 30mm housing)	25/40W 827 WG E14 BA38	25/40W 827 WG E14 B38	60W 827 WG B40





# WarmGlow



NEW

60W E14  
lustre and  
candle!



- ✓ new experience for dimmable LEDs
- ✓ the more you dim the **warmer** the light
- ✓ dim to warm tones of **traditional** bulbs
- ✓ create a **perfect atmosphere** from a cozy diffused light at 2200K to a whiter, more energizing 2700K
- ✓ use them throughout the home wherever ambience is important
- ✓ **enjoy dimming your way!**

# LED Classic Filament



- ✓ look great switched on or off
- ✓ classic look & feel of traditional bulbs for decorative lighting
- ✓ beautiful heritage design with energy savings
- ✓ add to magical atmosphere
- ✓ designed to be seen

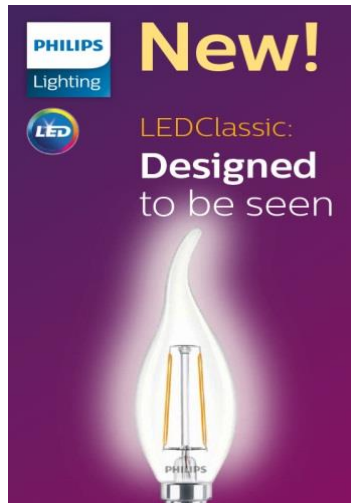


# Go for LED Classic Filament NOW!

## Win with Philips LED Classic

### **FULL RANGE:**

Over 20 codes  
available to suit  
your consumers'  
needs and wants



**PHILIPS**



# LED Standard



- ✓ beautiful, warm white light
- ✓ no compromise on light quality
- ✓ instant brightness
- ✓ perfect fit & high quality finishing
- ✓ exceptionally long life
- ✓ a simple way to light up your home





# LED INCA (Mega Promo)



New Generation!

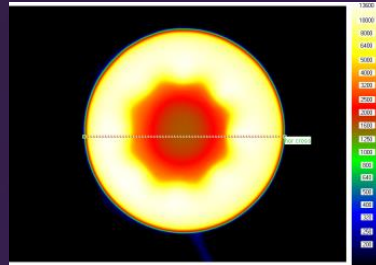
- ✓ True incandescent-like warm white light
- ✓ LED technology in traditional glass bulb
- ✓ Instant brightness
- ✓ Immediate energy savings
  
- ✓ It's LED, it's Classic

# LED INCA GEN 2

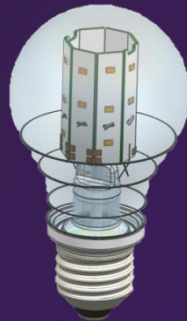
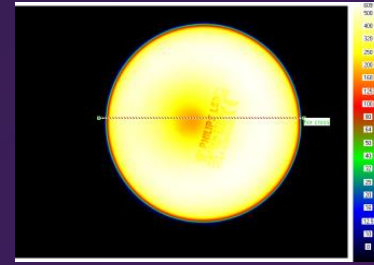
- ✓ Improved light distribution – no “black spot”
- ✓ Both 40W and 60W



*INCA GEN1*



*INCA GEN2*



# LED Glass Spots



NEW

Dimmable range  
WarmGlow range

- ✓ durable accent lighting with a focused bright beam
- ✓ classic look & feel of traditional spots
- ✓ beautiful heritage design with energy savings
- ✓ create a warm, inviting ambience
  
- ✓ designed to be seen





# LEDspots MV GU10

Note: NEW => Consumer Launch June 2016

2015

Non-dimmable

Dimmable



2016 Entry

Non-dimmable



2016 Performance

Dimmable

WarmGlow



## Features 2016

- From plastic to glass
  - Appreciated appearance in “on” and “off”
  - Single-Optics, perfect homogen light beam
  - Flat lens surface, easy to exchange
  - High energy saving & long life
- Philips “frosted neck” identity
- First to market with dimmable glass spots
- Full range available





# LED Spots Plastic



- ✓ Durable accent lighting
- ✓ Perfect homogeneous light beam
- ✓ Exceptionally long life
- ✓ Significant energy savings
  
- ✓ Avoid the hassle of changing spots





# LEDspots LV MR16

Note: NEW => Consumer Launch H2 2016

2015

Non-dimmable

Dimmable



20W  
36D  
WW

35W  
36D  
WW

50W  
50D  
CW (Iberia)

35W  
36D  
WW

50W  
36D  
WW/CW

35W  
36D  
WarmGlow

2016 Entry

Non-dimmable



20W  
36D  
WW

35W  
36D  
WW/CW

50W  
36D  
WW/CW

2016 Performance

Dimmable



35W  
36D  
WW

50W  
36D  
WW/CW

## Features 2016

- Cost break through! Full range (incl 50W) and one family
- Glass: position next to plastic range to enable shelf choices on account level
- Align to consumer identity



# LED Reflector Lamps

Prepare for **EU ErP DIM II MV Halo ban** today!

(as of Sept 1, 2016, the placing on the market of mains voltage directional halogen lamps will be banned)

→ replace them with the whole range of **PHILIPS LED Reflector Lamps**



NEW

Dimmable range  
PAR-lamps  
R-lamps

- ✓ Easily replace your conventional reflector bulbs
- ✓ Smooth surface and high quality finishing
- ✓ Sustainable choice



# LEDspots ERP-BAN/ R-Lamps/PAR-Lamps

Note: NEW => Consumer Launch H2 2016

2015

Dimmable



R50-40W  
36D  
WW



NR63-60W  
36D  
WW

**Features 2016**

- Spots (screw based): prepare for ErP DIM II MV Halo ban

2016 Entry

Non-dimmable

Dimmable



R39-30W  
36D  
WW

NEW



R50-25W  
36D  
WW

NEW



R50-40W  
36D  
WW

NEW



NR63-40W  
36D  
WW

NEW



R80-60W  
40D  
WW

NEW



R80-100W  
40D  
WW

NEW



R50-60W  
36D  
WW

NEW



R63-60W  
36D  
WW

2016 MASTER

Dimmable



PAR30S-75W  
25D  
WW/CW

NEW



PAR30S-90W  
25D  
WW/CW

NEW



PAR38-60W  
25D  
WW

NEW



PAR38-100W  
25D  
WW

NEW

**Features 2016**

- One Box packing for Modern Retail & Prof. based on Master identity

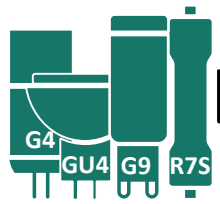




# LED Capsules & Specials



- ✓ sparkling light for an inviting atmosphere
- ✓ exceptionally long life
- ✓ stylish design
- ✓ great light output and quality
- ✓ avoid the hassle of changing capsules



# LEDcapsules & Specials

Note: NEW => Consumer Launch H2

2015

✗ Non-dimmable



G4-10W  
WH



G4-20W  
WH



G9-25W  
WW



R7S-60W  
300D  
WH

2016 Entry

✗ Non-dimmable



G4  
10W  
WW/WH



G4  
20W  
WW/WH



G9  
25W  
WW



R7S-60W  
300D  
WH



MR11-20W  
24D  
WW

2016 MASTER

⦿ Dimmable



R7S-100W  
300D  
WH

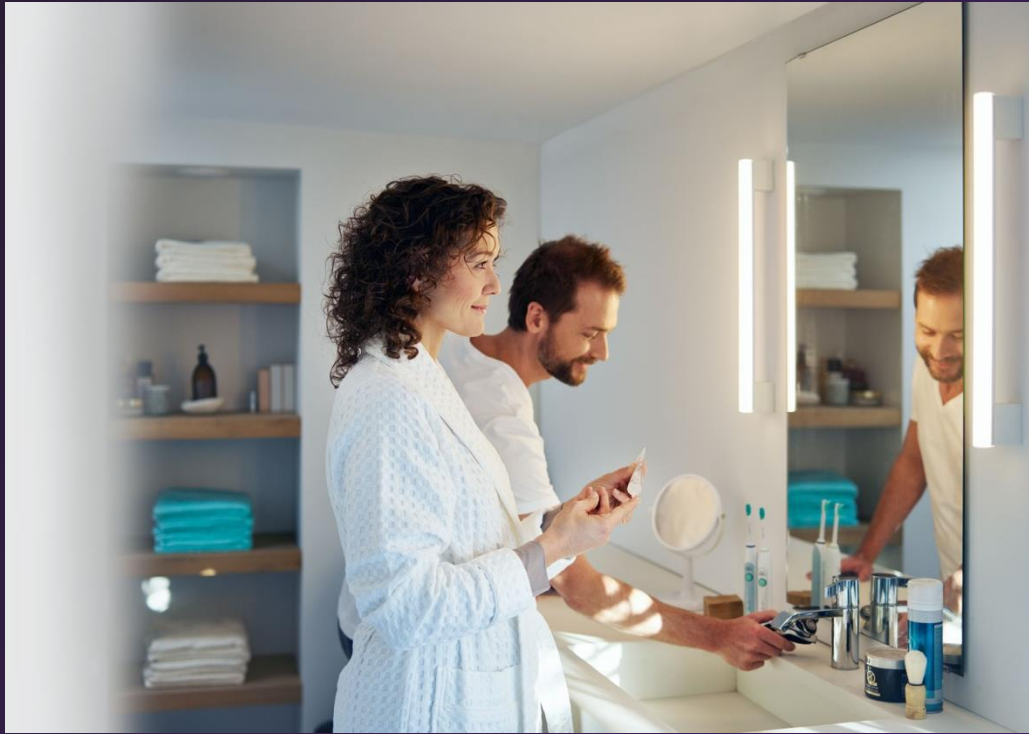
Sept intro

## Features 2016

- Leadership claim dimming Sept 2016
- Dimmable R7S 100W
- Add MR11 (White)



# LED Tubular



NEW

T8 in GLASS  
S14D range

- ✓ Designed for perfect light quality
- ✓ Exceptionally long life
- ✓ Significant energy savings
- ✓ perfect long-lasting replacement for your linear fluorescent (TL) tubes
- ✓ Right light right away





# LEDtubulars

Note: **NEW => Consumer Launch H2 2016**

Non-dimmable

2015



3W 250lm  
15Khrs 2700K  
ND S14S



4.5W 375lm  
15Khrs 2700K  
ND S14S



6.5W 480lm  
15Khrs 2700K  
ND S19



9W 800lm 20Khrs  
4000K & 6500K  
ND Plastic



18W 1600lm 15Khrs  
4000K & 6500K  
ND Plastic



22W 2000lm 20Khrs  
4000K & 6500K  
ND Plastic

Non-dimmable

2016



3W 250lm  
15Khrs 2700K  
ND S14S



**NEW**

3W 250lm  
15Khrs 2700K  
ND S14D



4.5W 375lm  
15Khrs 2700K  
ND S14S



**NEW**

4.5W 375lm  
15Khrs 2700K  
ND S14D



6.5W 480lm  
15Khrs 2700K  
ND S19



**NEW**

8W 800lm 20Khrs  
4000K & 6500K  
ND Glass



**NEW**

16W 1600lm 15Khrs  
4000K & 6500K  
ND Glass



**NEW**

20W 2000lm 20Khrs  
4000K & 6500K  
ND Glass

## Features 2016

- From plastic to glass for 600, 1200 and 1500mm.





# PILA portfolio 2016

	PILA LED 40W E27 WW A60 ND
	PILA LED 60W E27 WW A60 ND
	PILA LED 75W E27 WW A60 FR ND
	PILA LED 100W E27 WW A60 FR ND
	PILA LED 40W E27 CW A60 ND
	PILA LED 60W E27 CW A60 ND
new Q3 2016	PILA LED 75W A60 E27 CW FR ND
new Q3 2016	PILA LED 100W A67 E27 CW FR ND
	PILA LED 25W E14 WW B35 FR ND
	PILA LED 40W E14 WW B35 FR ND
	PILA LED 40W E14 WW B35 FR DIM
new Q3 2016	PILA LED 25W P45 E14 WW FR ND
	PILA LED 40W E14 WW P45 FR ND
new Q3 2016	PILA LED 25W P45 E27 WW FR ND
new Q3 2016	PILA LED 40W P45 E27 WW FR ND
	PILA LED 35W GU5.3 WW 12V 36D ND
new Q3 2016	PILA LED 50W GU5.3 WW 36D ND
new Q3 2016	PILA LED 35W GU5.3 CW 36D ND
new Q3 2016	PILA LED 50W GU5.3 CW 36D ND
	PILA LED 35W GU10 WW 36D ND
	PILA LED 50W GU10 WW 36D ND
	PILA LED 65W GU10 WW 36D ND
new Q3 2016	PILA LED 35W GU10 CW 36D ND
new Q3 2016	PILA LED 50W GU10 CW 36D ND
	PILA LED 50W GU10 CW 60D ND
	PILA LED 65W GU10 CW 36D ND
new Q3 2016	PILA LED 40W E14 WW R50 36D ND



- ✓ essential selection of lighting products
- ✓ beautiful, warm white light
- ✓ long lifetime
- ✓ immediate energy savings

Light up your  
home

# LEDbulbs

*Entry*



# LED INCA: specs

- Classic design
- Instant brightness
- Sustainable choice



2700




15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	EAN1	GPC
	W	W	K	lm		
<b>BULBS</b>						
	LEDClassic 40W A60 E27 WW FR ND 1PF/10	4,5	40	2700	470	8718696576694 929001242931
	LEDClassic 40W A60 E27 WW FR ND 2BC/10	4,5	40	2700	470	8718696576595 929001242901
	LEDClassic 40W A60 E27 WW FR Dimmable 1BC/4	5,7	40	2700	470	8718696576557 929001243108
	LEDClassic 60W A60 E27 WW FR ND 1PF/10	6,7	60	2700	806	8718696576717 929001243061
	LEDClassic 60W A60 E27 WW ND 2BC/10	6,7	60	2700	806	8718696576656 929001243031
	LEDClassic 60W A60 E27 WW FR Dimmable 1BC/4	7,6	60	2700	806	8718696576618 929001243201

1PF:



2BC:



1BC:



**PHILIPS**

# LEDbulbs E27 Non dimmable

15W – 60W



2200/2700



E27



NON-DIMMABLE



35,000 H



EEL



CRI

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Package	EAN1	GPC
	W	W	K	lm	lm/W			
LED 15W 827 T25	2	15	2700	136	80	4	8718696431054	929001129030
LED 40W A60 E27 WW 230V FR ND 1BC/4	6	40	2700	470	78	4	8718696577097	929001234201
LED 40W A60 E27 CW 230V FR ND 1BC/4	6	40	4000	470	78	4	8718696577271	929001234601
LED 40W A60 E27 CDL 230V FR ND 1BC/4	5.5	40	6500	470	85	4	8718696577356	929001163531
LED 40W A60 827 CL ND E27	6	40	2700	470	78	4	8718696515792	929001182330
LED 60W A60 827 CL ND E27	8	60	2700	806	101	4	8718696561072	929001214401
LED 60W A60 827 FR ND E27	9	60	2700	806	90	4	8718696577073	929001234301
LED 60W A60 840 FR ND E27	9	60	4000	806	85	4	8718696577257	929001234701
LED 60W A60 865 FR ND	9	60	6500	806	85	4	8718696577332	929001163731
LED Globe 60W 827 ND G93	9,5	60	2700	806	85	4	8718696580639	929001229201





# LEDbulbs E27 Non dimmable

75W – 120W



2200/2700



E27



NON-DIMMABLE



35,000 H



EEL



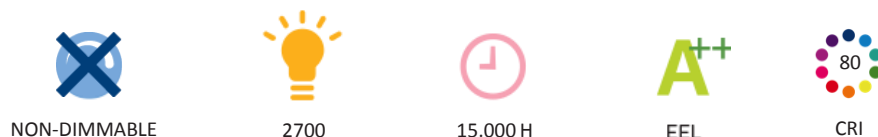
CRI


Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Package	EAN1	GPC
	W	W	K	lm	lm/W			
LED 75W A60 E27 WW 230V FR ND 1BC/4	11	75	2700	1055	96	4	8718696577059	929001234401
LED 75W A60 E27 CW 230V FR ND 1BC/4	11	75	4000	1055	96	4	8718696577233	929001234801
LED 75W A60 E27 CDL 230V FR ND 1BC/4	11	75	6500	1055	96	4	8718696577318	929001163831
LED 100W A60 E27 WW 230V FR ND 1BC/4	13,5	100	2700	1521	113	4	8718696577035	929001234501
LED 100W A60 E27 CW 230V FR ND 1BC/4	13,5	100	4000	1521	113	4	8718696577219	929001234901
LED 100W A60 E27 CDL 230V FR ND 1BC/4	13	100	6500	1521	117	4	8718696577295	929001235101
LED Globe 100W G93 E27 WW FR ND 1CT/4	16,5	100	2700	1521	92	4	8718696510568	929001229401
LED Globe 120W G120 E27 WW 230V ND 1CT/4	18	120	2700	2000	111	4	8718696567593	929001229801





# LED Classic Filament: specs

- Classic heritage design
- Instant brightness
- Sustainable choice



Product type	LED	Traditional	Color temperature	Lumen output	EAN1	GPC	
	W	W	K	lm			
<b>BULBS</b>							
	LEDClassic 40W A60 E27 WW CL ND 1BC/4	4	40	2700	470	8718696573815	929001237101
	LEDClassic 60W A60 E27 WW CL ND 1BC/4	6	60	2700	806	8718696573839	929001237201

<b>CANDLES</b>							
	LEDClassic 25W B35 E14 WW CL ND 1BC/4	4	25	2700	250	8718696573853	929001238301
	LEDClassic 25W BA35 E14 WW CL ND 1BC/4	4	25	2700	250	8718696573877	929001238401
	LEDClassic 25W ST35 E14 WW CL ND 1BC/4	6	40	2700	470	8718696573891	929001238501
	LEDClassic 40W B35 E14 WW CL ND 1BC/4	6	40	2700	470	8718696587355	929001258001

<b>LUSTRES</b>							
	LEDClassic 25W P45 E14 WW CL ND 1BC/4	4	25	2700	250	8718696573914	929001238601
	LEDClassic 25W P45 E27 WW CL ND 1BC/4	4	25	2700	470	8718696573938	929001238701
	LEDClassic 40W P45 E27 WW CL ND 1BC/4	6	40	2700	470	8718696587331	929001258201

Familiar  
shapes you  
know and  
love

# LEDbulbs

*Performance*



# LED SceneSwitch: specs

- 3-step dimming with light color getting warmer
- Memory function
- Energy saving
- Excellent color rendering
- Glare-free light that's easy on the eyes
- Easy to install with no rewiring, no retrofitting or extra accessories needed

\* Available as of October 2016



2700 – 2500 – 2200



E27



E14



GU10



DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°		-	
LED SS 60W A60 E27 WW FR ND 1BC/4	9.5	60	2700-2500-2200	806-320-80	84.8	150	4	8718696588840	929001236501
LED SSW 60W A60 E27 WW-CW FR ND 1BC/4*		60	40000-2700				4	8718696598375	929001264101
LED SS candle 40W E14*		40	2700-2500-2200	470 - tbd			4	8718696598474	929001260801
LEDSSW 50W GU10 WW 36D ND 1BC/4*	-	50	2700-2500-2200	-	-	36	4	8718696598580	929001264301





# WarmGlow: specs



- The more you dim the warmer the light
- Pure and elegant design
- Instant brightness
- Sustainable choice



2200-2700



DIMMABLE







15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	EAN1	GPC
	W	W	K	lm		
<b>BULBS</b>						
	LED 40W A60 E27 WW CL WGD 1BC/4	6	40	2200-2700	470	8718696481202 929001150830
	LED 60W A60 E27 WW CL WGD 1BC/4	8.5	60	2200-2700	806	8718696572177 929001150930
<b>CANDLES</b>						
	LED 25W B38 E14 WW CL WGD 1BC/4	4	25	2200-2700	250	8718696453667 929001139830
	LED 25W BA38 E14 WW CL WGD 1BC/4	4	25	2200-2700	250	8718696453742 929001139930
	LED 40W B38 E14 WW CL WGD 1BC/4	6	40	2200-2700	470	8718696453483 929001140430
	LED 40W BA38 E14 WW CL WGD 1BC/4	6	40	2200-2700	470	8718696581032 929001140530
	LED 60W B40 E14 WW CL WGD 1BC/4	8.5	60	2200-2700	806	8718696555972 929001211701
<b>LUSTRES</b>						
	LED 40W P48 E14 WW CL WGD 1BC/4	6	40	2200-2700	470	8718696453568 929001140630
	LED 60W P50 E14 WW CL WGD 1BC/4	8.5	60	2200-2700	806	8718696555972 929001211701
<b>SPOTS</b>						
	LEDClassic 35W GU10 WGD 230V 36D D 1BC/4	4,5	35	2200-2700	245	8718696582534 929001221101
	LEDClassic 50W GU10 WGD 230V 36D D 1BC/4	5,5	50	2200-2700	345	8718696582558 929001221001
	LED 35W GU5.3 WW 12V 36D WGD 1BC/4	6,5	35	2200-2700	370	8718696579794 929001127930

# LED Classic Filament: specs

NEW

- Classic heritage design
- Instant brightness
- Sustainable choice



Product type	LED	Traditional	Color temperature	Lumen output	EAN1	GPC
	W	W	K	lm		
<b>BULBS</b>						
	LEDClassic 40W A60 E27 WW CL D 1BC/4	5	40	2700	470	8718696575154 929001227901
	LEDClassic 48W A60 E27 2000K GOLD D 1BC/4	7,5	48	2000	600	8718696575376 929001228101
	LEDClassic 60W A60 E27 WW CL D 1BC/4	7,5	60	2700	806	8718696575178 929001228001
	LEDClassic 50W ST64 E27 GOLD 2000K D 1BC/4	7	50	2000	630	8718696575390 929001228901
<b>GLOBES</b>						
	LEDClassic 50W G120 E27 2000K GOLD D	7	50	2000	630	8718696575437 929001229101
	LEDClassic 60W G93 E27 WW G93 CL D	7	60	2700	806	8718696575413 929001229001
<b>CANDLES</b>						
	LEDClassic 40W B35 E14 WW CL D 1BC/4	5	25	2700	470	8718696575253 929001227201
	LEDClassic 40W BA35 E14 WW CL D 1BC/4	5	40	2700	470	8718696575277 929001227301
<b>LUSTRES</b>						
	LEDClassic 40W P45 E14 WW CL D 1BC/4	5	40	2700	470	8718696575291 929001227401
	LEDClassic 40W P45 E27 WW CL D 1BC/4	5	40	2700	470	8718696575314 929001227601



# LEDbulbs E27 Dimmable



2700/3000/4000/6500



E27



DIMMABLE



35,000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Package	EAN1	GPC	ACP
	W	W	K	lm	lm/W		8718696	92900	
LED 40W A60 E27 WW 230V FR D 1BC/4	6	40	2700	470	78	4	577011	1232701	-
LED 60W A60 E27 WW 230V FR D 1BC/4	9.5	60	2700	806	85	4	576991	1232601	-
LED 75W A60 E27 WW 230V FR D 1BC/4	11.5	75	2700	1055	98	4	577998	1159031	-
LED 100W A67 E27 WW 230V FR D 1BC/4	16	100	2700	1521	95	4	577974	1158931	-







# LEDcluster E14/E27 20W-25W



25W  
827 ND  
E14 P45



25W  
827 ND  
E27 P45



25W  
827 ND  
E14 P45



25W  
827 ND  
E27 P45



2200/2700/4000



E14



E27



NON-DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 25W P45 E14 WW 230V FR ND 1BC/4	4	25	2700	250	63	-	4	696474945	1157530
LED 25W P45 E27 WW 230V FR ND 1BC/4	4	25	2700	250	63	-	4	696474969	1157630
LED 25W P45 E14 WW 230V CL ND 1BC/4	4	25	2700	250	63	-	4	696454718	1142330
LED 25W P45 E27 WW 230V CL ND 1BC/4	4	25	2700	250	63	-	4	696454756	1142430



# LEDcluster E14 40W



40W  
827 ND  
E14 P45



40W  
827 ND  
E14 B35



2700/4000



E14



NON-DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 40W P45 E14 WW 230V FR ND 1BC/4	5.5	40	2700	470	85	-	4	475003	1157830
LED 40W B35 E14 WW 230V CL ND 1BC/4	5.5	40	2700	470	85	-	4	454770	1142530



# LEDcluster E14/E27 Classic Range



25W  
827 ND  
E14 P45



NEW

25W  
827 ND  
E27 P45



2700



E14



E27



NON-DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°		8718696	92900
LEDClassic 25W P45 E14 WW CL ND 1BC/4	2	25	2700	250	125	-	4	517611	1180201
LEDClassic 25W P45 E27 WW CL ND 1BC/4	2	25	2700	250	125	-	4	575314	1227601

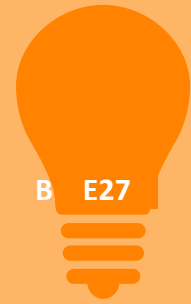
Superb  
quality and  
intensity

# LEDcluster

*Performance*



E14



B E27



# LEDcluster E14/E27 Classic Range



40W  
827 Dim  
E14 P45



40W  
827 Dim  
E27 P45



2700



E27



E14



DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LEDClassic 40W P45 E14 WW CL D 1BC/4	4.5	40	2700	470	104	-	4	8718696575291	929001227401
LEDClassic 40W P45 E27 WW CL D 1BC/4	4.5	40	2700	470	104	-	4	8718696575314	929001227601







# LEDcluster E14/E27 WarmGlow



40W  
827 WG  
P48



60W  
827 WG  
E14 P52

NEW



2200/2700



E14



E27



DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 40W P48 E14 WW 230V CL WGD 1BC/4	6	40	2200-2700	470	78	n.a.	4	8718696	92900
LED 60W P52 E14 WW 230V CL WGD 1BC/4	8	60	2200-2700	250	63	n.a.	4	453568	1140630
								580653	1211901

Clean,  
natural light

# LEDcandle

*Entry*





# LEDcandle E14/B22 Non dimmable



25W / 40W  
827  
B35 ND



25W / 40W  
827  
B35 ND



2700



E14



NON-DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 25W B35 E14 WW 230V FR ND 1BC/4	4	25	2700	250	63	-	4	696454756	1142430
LED 25W B35 E14 WW 230V CL ND 1BC/4	4	25	2700	250	63	-	4	696454695	1142230
LED 40W B35 E14 WW 230V FR ND 1BC/4	5.5	40	2700	470	85	-	4	696474983	1157730
LED 40W B35 E14 WW 230V CL ND 1BC/4	5.5	40	2700	470	85	-	4	696454770	1142530



# LEDcandle E14 Classic Range

Entry



25W  
827 ND  
E14 BA35



25W  
827 ND  
E14 ST35



25W  
827 ND  
E14 B35



2700



E14



NON-DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°		8718696	92900
LEDClassic 25W BA35 E14 WW CL ND 1BC/4	2	25	2700	250	110	-	4	517598	1180301
LEDClassic 25W ST35 E14 WW CL ND 1BC/4	2	25	2700	250	110	-	4	523667	1190101
LEDClassic 25W B35 E14 WW CL ND 1BC/4	2	25	2700	250	110	-	4	517574	1180101



Superb  
quality and  
intensity

# LEDcandle

*Performance*

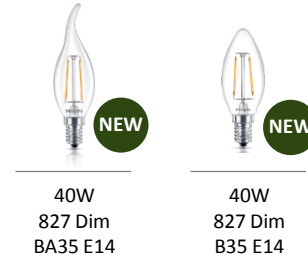


E14





# LEDcandle E14 Classic Range



2700



E14



DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°		8718696	92900
LEDClassic 40W B35 E14 WW CL D 1BC/4	4.5	40	2700	470	104	-	4	6575253	1227201
LEDClassic 40W BA35 E14 WW CL D 1BC/4	4.5	40	2700	470	104	-	4	6575277	1227301





# LEDcandle E14 WarmGlow



25W  
827 WG  
BA38 E14



25W  
827 WG  
B38 E14



40W  
827 WG  
BA38 E14



40W  
827 WG  
B38 E14



60W  
827 WG  
B40 E14

NEW



2200-2700



E14



DIMMABLE



15.000 H



EEL



CRI

Product type	LED	Traditional	Color temperature	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 25W BA38 E14 WW 230V CL WGD 1BC/4	4	25	2200-2700	250	63	-	4	453742	1139930
LED 25W B38 E14 WW 230V CL WGD 1BC/4	4	25	2200-2700	250	63	-	4	453667	1139830
LED 40W BA38 E14 WW 230V CL WGD 1BC/4	6	40	2200-2700	470	78	-	4	6581032	1140530
LED 40W B38 E14 WW 230V CL WGD 1BC/4	6	40	2200-2700	470	78	-	4	453483	1140430
LED 60W B40 E14 WW 230V CL WGD 1BC/4	8	60	2200-2700	806	101	-	4	6555972	1211701

True value for  
money

# LEDspots

*Entry*





# LEDspots MV GU10

- From plastic to glass
- First to market with dimmable glass spots
- Full range available



145lm (25W)  
36D  
WW/WH/CW



230lm (35W)  
36D  
WW/WH/CW



345lm (50W)  
36D  
WW/WH/CW/CDL



50W  
60D  
WH



2700/3000/4000/6500



GU10



NON-DIMMABLE



35,000 H



EEL



CRI



BEAM ANGLE

Product type-	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°			
LED 25W GU10 WW 230V 36D ND 1BC/4	3,1	25	2700	215	69	470	36	4	8718696562611	929001217501
LED 25W GU10 WH 230V 36D ND 1BC/4	3,1	25	3000	225	73	490	36	4	8718696562635	929001217601
LED 25W GU10 CW 230V 36D ND 1BC/4	3,1	25	4000	230	74	500	36	4	8718696562659	929001217701
LED 35W GU10 WW 230V 36D ND 1BC/4	3,5	35	2700	255	73	545	36	4	8718696562673	929001217801
LED 35W GU10 WH 230V 36D ND 1BC/4	3,5	35	3000	265	76	565	36	4	8718696562697	929001217901
LED 35W GU10 CW 230V 36D ND 1BC/4	5,3	35	4000	345	65	650	36	4	8718696523124	929001188701
LED 50W GU10 WW 230V 36D ND 1BC/4	5	50	2700	350	70	900	36	4	8718696483831	929001156801
LED 50W GU10 WH 230V 36D ND 1BC/4	4,6	50	3000	370	80	740	36	4	8718696562734	929001218101
LED 50W GU10 CW 230V 36D ND 1BC/4	4,6	50	4000	390	85	770	36	4	8718696562758	929001218201
LED 50W GU10 WH 230V 60D ND 1BC/4	4,6	50	3000	370	80	450	60	4	8718696562796	929001218401
LED 65W GU10 WH 230V 36D ND 1BC/4	6,5	65	3000	500	77	1100	36	4	8718696484036	929001165501



# LEDspots LV MR16

- Cost break through!
- Full range (incl 50W) and one family
- Glass: position next to plastic range to enable shelf choices on account level
- Align to consumer identity



20W  
36D  
WW



35W  
36D  
WW/CW



50W  
36D  
WW/CW



2700/4000



GU5.3



NON-DIMMABLE



35,000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°	-	-	-
LED 20W GU5.3 WW 12V MR16 36D ND/4	2,8	20	2700	250	89	400	36	4	8718696579282	929001239901
LED 35W GU5.3 CW 12V MR16 36D ND/4	4,7	35	4000	395	84	700	36	4	8718696579343	929001240401
LED 35W GU5.3 WW 12V MR16 36D ND/4	4,7	35	2700	380	81	700	36	4	8718696579329	929001240301
LED 50W GU5.3 CW 12V MR16 36D ND/4	8,2	50	4000	621	76	1100	36	4	8718696579381	929001240601
LED 50W GU5.3 WW 12V MR16 36D ND/4	8	50	2700	621	78	1250	36	4	8718696571989	929001241801





# LEDspots ERP-BAN/R-Lamps

- Spots (screw based):  
prepare for ErP DIM II MV  
Halo ban



2700



E27



E14



NON-DIMMABLE



35,000 H



EEL



CRI



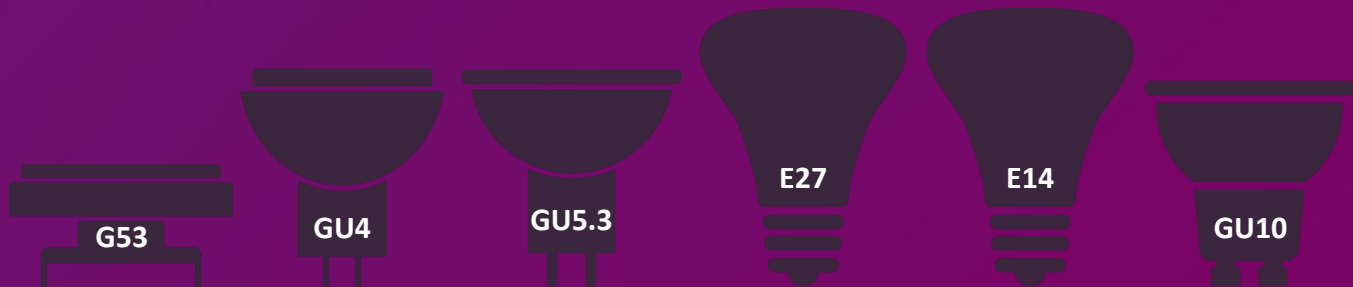
BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°		-	
LED 25W E14 WW 230V R50 36D ND/4	1,7	25	2700	135	79	310	36	4	8718696578445	929001235801
LED 60W E27 827WW 230V R80 40D ND	3,7	60	2700	360	97	850	40	4	8718696578407	929001235601
LED 100W E27 827WW 230V R80 40D ND	7	100	2700	667	95	1500	40	4	8718696578421	929001235701
LED 40W E14 WW 230V R50 36D ND SRP 1BC/6	2,9	40	2700	230	79	530	36	6	8718696587058	929001235990
LED 60W E14 WW 230V R50 36D DIM/4	5	60	2700	320	64	735	36	4	8718696578483	929001236001
LED 40W E27 WW 230V R63 36D ND 1BC/4	2,7	40	2700	210	78	450	36	4	8718696578568	929001233601
LED 60W E27 WW 230V R63 36D DIM 1BC/4	5,7	60	2700	345	61	600	36	4	8718291785422	929001114430

Spot on

# LEDspots

*Performance*





# LEDspots MV GU10

- From plastic to glass
- First to market with dimmable glass spots
- Full range available



35W  
36D  
WW/WH/CW



50W  
36D  
WW/WH/CW



35W  
36D  
WarmGlow



50W  
36D  
WarmGlow



2200-2700/2700/4000



GU10



NON-DIMMABLE



DIMMABLE



35,000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°			
LEDClassic 35W GU10 WW 230V 36D D 1BC/4	4,4	35	2700	250	57	500	36	4	8718696562826	929001218601
LEDClassic 35W GU10 WH 230V 36D D 1BC/4	4,4	35	3000	260	59	520	36	6	8718696581636	929001254001
LEDClassic 35W GU10 CW 230V 36D D 1BC/4	4,4	35	4000	270	61	540	36	4	8718696562840	929001218701
LEDClassic 50W GU10 WW 230V 36D D 1BC/4	5,5	50	2700	350	64	650	36	4	8718696562864	929001218801
LEDClassic 50W GU10 WH 230V 36D D 1BC/4	5,5	50	3000	365	66	680	36	4	8718696581650	929001254101
LEDClassic 50W GU10 CW 230V 36D D 1BC/4	5,5	50	4000	380	69	710	36	4	8718696562888	929001218901
LEDClassic 35W GU10 WGD 230V 36D D 1BC/4	4,5	35	2200-2700	245	54	450	36	4	8718696582534	929001221101
LEDClassic 50W GU10 WGD 230V 36D D 1BC/4	5,5	50	2200-2700	345	63	600	36	4	8718696582558	929001221001





# LEDspots LV MR16

- From plastic to glass
- First to market with dimmable glass spots
- Full range available



35W  
36D  
WW



50W  
36D  
WW/CW



2200-2700/2700/4000



GU5.3



DIMMABLE



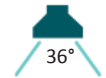
35,000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°		-	
LED 35W GU5.3 WW 12V 36D D 1BC/4	6,3	35	2700	380	60	980	36	4	8718696490334	929001152030
LED 50W GU5.3 CW 12V MR16 36D D 1BC/4	8	50	4000	630	79	1350	36	4	8718696571958	929001241201
LED 50W GU5.3 WW 12V MR16 36D D 1BC/4	8	50	2700	621	78	1250	36	4	8718696571972	929001241801





# LEDspots PAR-Lamps

- One Box packing for Modern Retail & Prof. based on Master identity



2700



E27



NON-DIMMABLE



35,000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam intensity	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	cd	°		-	
MASLEDspot D 5.5-60W 827WW PAR38 25D	5,5	60	2700	500	91	2300	25	Box	8718696578292	929001239302
MASLEDspot D 8.5-75W 827WW PAR30S 25D	8,5	75	2700	720	85	2600	25	Box	8718696578056	929001244102
MASLEDspot D 9.5-90W 827WW PAR30S 25D SO	9,5	90	2700	815	86	3500	25	Box	8718696550809	929001198702
MASLEDspot D 13-100W 827WW PAR38 25D	13	100	2700	1000	77	5000	25	Box	8718696460436	929001142802



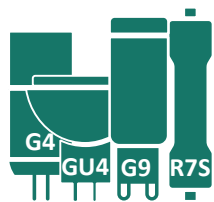
Crisp  
sparkling  
halogen like  
light

# LEDcapsule & Specials

*Entry*







# LEDcapsule & Specials G4/GU4/G9/R7S



2700/3000



G4



GU4



G9



R7S



NON-DIMMABLE



15.000 H



EEL



CRI



BEAM ANGLE

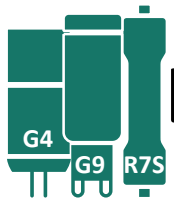
Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 10W G4 WH 12V ND 1BC/4	1,2	10	3000	105	88	-	4	8718696422304	929001118730
LED 20W G4 WH 12V ND 1BC/4	2	20	3000	195	98	-	4	8718696419182	929001131830
LED 10W G4 WW 12V ND 1BC/4	1,2	10	2700	120	100	-	4	8718696578100	929001244301
LED 20W G4 WW 12V ND 1BC/4	2	20	2700	200	100	-	4	8718696578124	929001244401
LED 20W MR11 20W WW ND 1BC/4	3,5	20	2700	200	57	-	4	8718696571590	929001232501
LED 25W G9 WW 230V ND 1BC/4	2,5	25	2700	204	82	-	4	8718696430552	929001133430
LED 60W R7S 118mm WH ND 1BC/4	6,5	60	3000	806	124	300	4	8718696522516	929001186130

Crisp  
sparkling  
halogen like  
light

# LEDcapsule & Specials

*Performance*





# LEDcapsule G4/G9/R7S



R7S-100W  
300D  
WW/CW



3000



R7S



DIMMABLE



15 000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°		-	-
LED 100W R7S 118mm WH D 1BC/4	14	100	3000	1500	107	300	4	8718696578735	929001243701



Right light  
right away

# LEDtubulars





# LED tubulars S14S/S14D/S19



3W 250lm  
15Khrs 2700K  
ND S14S



3W 250lm  
15Khrs 2700K  
ND S14D



4.5W 375lm  
15Khrs 2700K  
ND S14S



4.5W 375lm  
15Khrs 2700K  
ND S14D



6.5W 480lm  
15Khrs 2700K  
ND S19



2700



S14S



S14D



S19



NON-DIMMABLE



15.000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED 3W 300mm S14S WW ND 1CT/4	3	35	2700	250	83	140	4	8718291789482	929001116330
LED 4.5W 500mm S14S WW ND 1CT/4	4,5	60	2700	375	83	140	4	8718291789505	929001116430
LED 6.5W 310mm S19 WW ND 1CT/4	6,5	60	2700	480	74	140	4	8718696419854	929001126730
LED 3W 300mm S14D WW ND 1CT/4	3	35	2700	250	83	140	4	8718696586051	929001249301
LED 4.5W 500mm S14D WW ND 1CT/4	4,5	60	2700	375	83	140	4	8718696586075	929001249401



# LEDtubulars G13



9W 800lm 20Khrs  
4000K & 6500K  
ND Glass



18W 1600lm 15Khrs  
4000K & 6500K  
ND Glass



22W 2000lm 20Khrs  
4000K & 6500K  
ND Glass



4000/6500



G13



NON-DIMMABLE



20.000 H



EEL



CRI



BEAM ANGLE

Product type	LED	Traditional	Color temp.	Lumen output	Efficacy	Beam angle	Package	EAN1	GPC
	W	W	K	lm	lm/W	°			
LED T8 1500mm 20W G13 CW ND 1CT/4 G	20	18	4000	2000	100	240	4	8718696566121	929001221401
LED T8 1500mm 20W G13 CDL ND 1CT/4 G	20	18	6500	2000	100	240	4	8718696566145	929001221501
LED T8 1200mm 16W G13 CW ND 1CT/4 G	16	36	4000	1600	100	240	4	8718696583517	929001173001
LED T8 1200mm 16W G13 CDL ND 1CT/4 G	16	36	6500	1600	100	240	4	8718696583531	929001173101
LED T8 600mm 8W G13 CW ND 1CT/4 G	8	58	4000	800	100	240	4	8718696583555	929001173201
LED T8 600mm 8W G13 CDL ND 1CT/4 G	8	58	6500	800	100	240	4	8718696583579	929001173301



