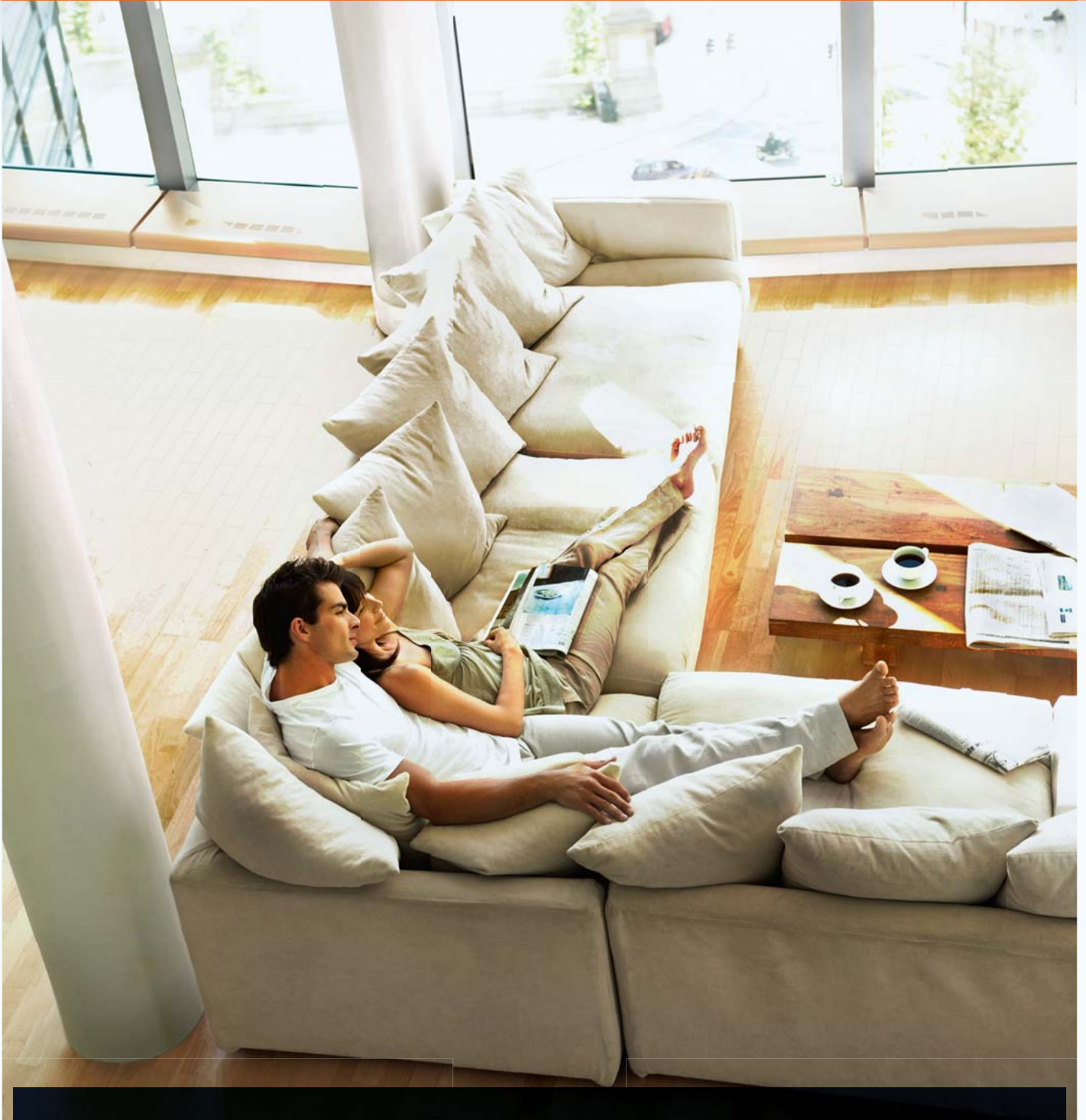




The best for our customers

The retail range of OSRAM DULUX® energy-saving lamps

SEE THE WORLD IN A NEW LIGHT





You can rely on OSRAM

Energy-saving lamps from OSRAM are much more than simple replacements for conventional incandescent lamps that have been removed from the market as a result of the ErP regulations. Virtually unbeatable in terms of economy, they are also impressive for their quality of light and comfort.

OSRAM invests heavily in research and development to keep improving the quality of its energy-saving lamps and to optimize its portfolio. Examples of outstanding product innovations include the pleasant Warm Comfort Light, Quick-light technology for rapid starting and the reduction in the mercury content to a minimum required for the lamps to work properly.

There is also OSRAM's typical clear segmentation. This helps your customers find the right energy-saving lamp quickly and reliably at the POS – the right lamp for every requirement, for every luminaire, for every application. And when your customers choose OSRAM DULUX® SUPERSTAR lamps they even get a 3-year guarantee.

So you see, you can rely on OSRAM as your lighting partner in every respect. For satisfied customers and higher sales.

Two quality levels for countless applications



It's so simple. Innovative OSRAM DULUX® SUPERSTAR energy-saving lamps offer impressive features and particularly long life. They are the best choice for customers who do not want to compromise on lighting comfort or quality. The OSRAM DULUXSTAR® range on the other hand provides your price-conscious customers with brand quality for everyday use. And both product lines have energy savings of up to 80 % in common¹.

OSRAM DULUX® SUPERSTAR:



- Quick light technology for rapid starting
- Warm Comfort Light and Cool White light colors as options
- Average life of up to 10 years²
- User-friendly direct wattage comparison with conventional incandescent lamps



OSRAM DULUX® SUPERSTAR – Multitalented:

- Average life of up to 20 years²
- OSRAM DULUX® SUPERSTAR Sensor: self-test function and light sensor
- OSRAM DULUX® SUPERSTAR DIM: smooth dimming from 100 % to 7 %, on/off switching at any dimming level
- OSRAM DULUX® SUPERSTAR Facility: ideal for lighting systems with motion sensors or automatic disconnection circuits



OSRAM DULUXSTAR®:



- Warm White and Cool Daylight light colors as options
- Average lamp life of up to 6 years²



¹ Compared with corresponding conventional incandescent lamps.

² Corresponds to an average life of 6,000/10,000/20,000 hours if used for about 2.7 hours each day.

³ Except OSRAM DULUX® SUPERSTAR Sensor, DIM and Facility.



A wide variety, but clearly structured

It is the ambition of OSRAM to offer your customers the right energy-saving lamp for every luminaire, for every application and for every requirement: with an enormous range of wattages, light colors, shapes and base types.

OSRAM DULUX® SUPERSTAR



OSRAM DULUX® SUPERSTAR Multitalented:



OSRAM DULUXSTAR®:





New wattages, greater transparency

Your customers know the standard wattages of the incandescent lamps that they have been using for many years. They know how bright a 60W light bulb is, for example. Now they are looking for alternatives that offer the same brightness.

To make choosing easier for your customers OSRAM has introduced new wattages for its OSRAM DULUX® SUPERSTAR products that correspond directly to the classic light bulbs. This provides greater transparency at the POS and takes away the hassle of comparing lumen values, which most customers find confusing anyway.



OSRAM DULUX® SUPERSTAR

Top OSRAM quality for demanding customers

- 1 OSRAM DULUX® SUPERSTAR Classic A
- 2 OSRAM DULUX® SUPERSTAR Classic B (E14)
- 3 OSRAM DULUX® SUPERSTAR Classic P (E27)
- 4 OSRAM DULUX® SUPERSTAR Globe
- 5 OSRAM DULUX® SUPERSTAR Micro Twist (E27)
- 6 OSRAM DULUX® SUPERSTAR Nano Twist (E14)
- 7 OSRAM DULUX® SUPERSTAR Stick (E27)
- 8 OSRAM DULUX® SUPERSTAR Stick (E14)
- 9 OSRAM DULUX® SUPERSTAR Circolux

OSRAM DULUX® SUPERSTAR Multitalented

OSRAM multitalented lamps for special tasks

- 10 OSRAM DULUX® SUPERSTAR SENSOR
- 11 OSRAM DULUX® SUPERSTAR SENSOR Classic A
- 12 OSRAM DULUX® SUPERSTAR DIM Classic A
- 13 OSRAM DULUX® SUPERSTAR DIM Twist
- 14 OSRAM DULUX® SUPERSTAR DIM Globe
- 15 OSRAM DULUX® SUPERSTAR FACILITY Stick

OSRAM DULUXSTAR®

OSRAM brand quality for price-conscious customers

- 16 OSRAM DULUXSTAR® Classic A
- 17 OSRAM DULUXSTAR® Classic B
- 18 OSRAM DULUXSTAR® Mini Twist (E27)
- 19 OSRAM DULUXSTAR® Stick (E27)
- 20 OSRAM DULUXSTAR® Stick (E14)

Incandescent lamp	OSRAM DULUX® SUPERSTAR 2012 (CLASSIC A, B, P, Globe, Micro Twist, Nano Twist, Stick)	Energy efficiency class
25 W	6 W	A
40 W	9 W	A
60 W	14 W	A
75 W	17 W	A
100 W	23 W	A

All OSRAM DULUX® SUPERSTAR energy-saving lamps can now be compared directly with incandescent lamps in the classic “round” wattages.



Direct wattage comparison at a glance.



Consumer-friendly. Innovative. High quality

For OSRAM, the lighting specialist, user focus is one of the most important principles in developing, manufacturing and optimizing its products.

In this respect, OSRAM is investing primarily in two areas, namely in research and development, and also in permanent quality assurance. In deciding to purchase an OSRAM energy-saving lamp, customers are therefore getting a product that:

- meets their requirements 100 %.
- is state of the art.
- complies with the highest quality standards.

This combination of user-friendliness and innovation, typical of OSRAM products, results in significant added value compared with products from other manufacturers – added value for your customers, and added value for you.

OSRAM DULUX® SUPERSTAR

+ Added value: light color

Your customers want a warm and pleasant light in their homes. OSRAM meets their needs with the Warm Comfort Light color (2,500K), which is even available from its energy-saving lamps. One more reason not to mourn the good old light bulb. And one more reason to choose an OSRAM energy-saving lamp.

+ Added value: Quick light

There are many areas of their homes where your customers switch the light on only when they need it – and lamps that reach their full brightness very slowly are a great annoyance. OSRAM has therefore developed energy-saving lamps that feature Quick light technology and can be switched on and off many many times without any adverse effects. These lamps come on twice as fast as conventional energy-saving lamps and can withstand frequent on/off switching.

+ Added value: wattages

Your customers know the wattages of the incandescent lamps that they have been using for many years. Now they are looking for energy-saving lamps that offer the same brightness. To make the comparison easier for your customers OSRAM has introduced new wattages for its OSRAM DULUX® SUPERSTAR products that correspond directly to the classic light bulbs. There is then no need to compare the rather abstract lumen values.

+ Added value: lifespan

Your customers do not want to keep having to buy new lamps. Long lamp life is therefore a powerful sales argument. OSRAM energy-saving lamps will last on average up to 10 years (OSRAM DULUX® SUPERSTAR) or even 20 years (OSRAM DULUX® SUPERSTAR Multitalented). This is made possible by advanced production technology and continual quality control.

+ Added value: guarantee

An even stronger sales argument is that OSRAM offers a 3-year guarantee from the date of purchase on its OSRAM DULUX® SUPERSTAR* products. This underlines the high quality of OSRAM energy-saving lamps and creates trust among your customers. For more information on the OSRAM guarantee go to www.osram.com/guarantee

OSRAM DULUX® SUPERSTAR/OSRAM DULUXSTAR®

+ Added value: lumen indication

Giving the luminous flux of a lamp in lumen is a sensible move as this is a fixed reference point. This unit is as measure of the amount of light emitted from a light source in all directions, so it can be used to compare lamps based on different technologies.

+ Added value: reduced mercury

Energy-saving lamps cannot work without mercury. But OSRAM has managed to reduce the amount needed to a minimum and come under the limit value of the strict European RoHS directive by a significant margin. That's comforting for your customers to know. For further information go to www.osram.com/mercury



* Except OSRAM DULUX® SUPERSTAR Sensor and Facility.

Attractive and self-explanatory – the new packaging design

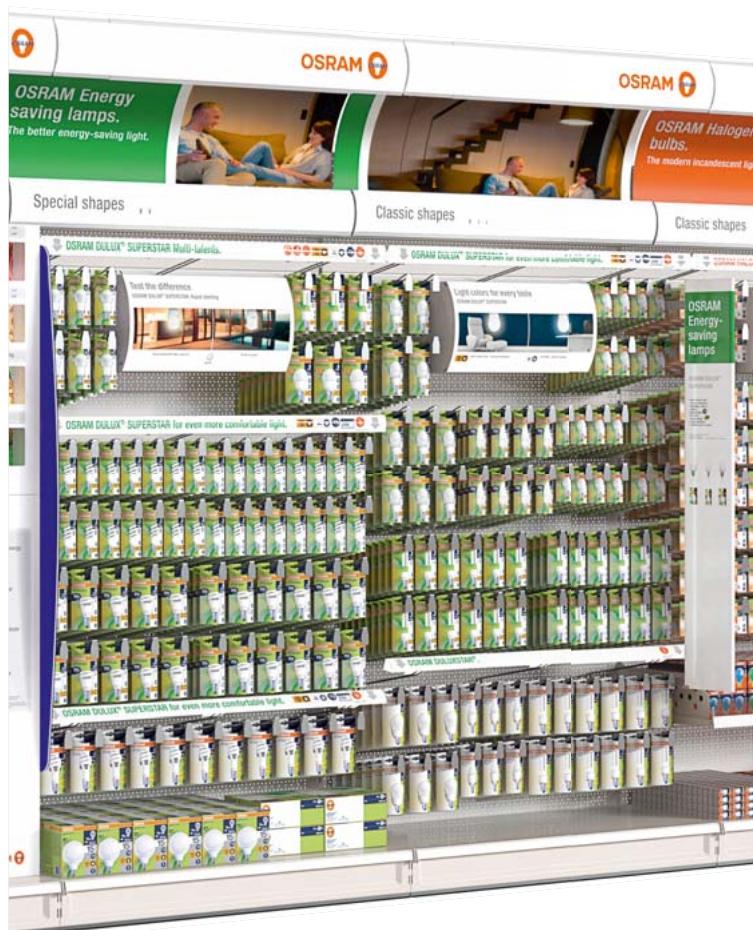
Consumer-friendly and brand-typical – that's the new packaging design for OSRAM energy-saving lamps. It reflects the clear product segmentation and gives your customers all the important information at a glance, with sensible color coding and unmistakable icons. It is also important that your customers can see the products instantly in the new eco-friendly blister packs. This creates confidence and avoids the problem of packaging being opened at the POS.



Turning lamps into highlights – the OSRAM POS concept

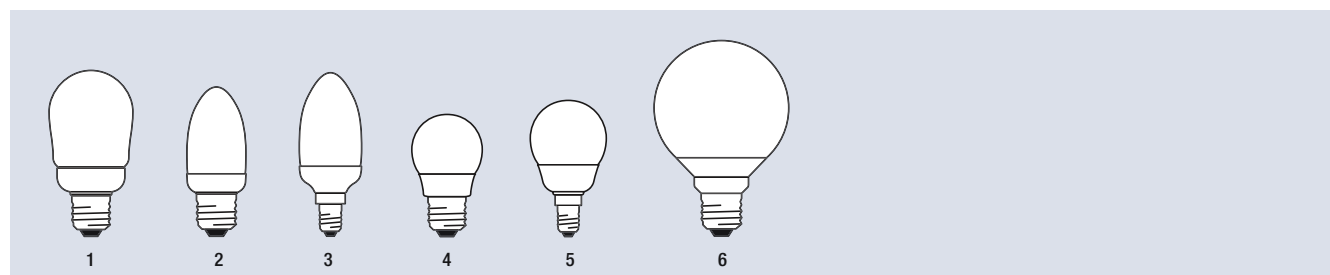
The new POS concept from OSRAM takes the idea of transparency a stage further. The shelving provides an attractive high-quality setting for presenting the entire OSRAM range and is clearly organized into the different lamp technologies.

Eye-catching OSRAM displays as brand-typical secondary placements will inspire your customers to make impulse purchases.



Interactive demo tools encourage customers to try the lamps and also present the product benefits in various applications.

ENERGY-SAVING LAMPS IN CLASSIC SHAPES – OSRAM DULUX® SUPERSTAR



Type
Order reference

Fig.
no.

Product number
(EAN code)
Box



Product number
(EAN code)
Eco-blister



OSRAM DULUX® SUPERSTAR Classic A (Average life 10,000 h)

DSST CL A 9W/825 220-240V E27	1	4008321667229	10	4008321667250	6	9	40	430	E27	Warm Comfort Light	111	57
DSST CLA A14W/825 220-240V E27	1	4008321655264	10	4008321655288	6	14	60	740	E27	Warm Comfort Light	123	61
DSST CL A 17W/825 220-240V E27	1	4008321687401	10	4008321687425	6	17	75	970	E27	Warm Comfort Light	140	71
DSST CL A 23W/825 220-240V E27	1	4008321986412	10	4008321986429	6	23	100	1390	E27	Warm Comfort Light	150	72

OSRAM DULUX® SUPERSTAR Classic B (Average life 10,000 h)

DSST CL B 6W/825 220-240V E27	2	4008321665713	10	4008321665775	8	6	25	230	E27	Warm Comfort Light	95	37
DSST CL B 6W/825 220-240V E14	3	4008321665744	10	4008321665805	8	6	25	230	E14	Warm Comfort Light	98	37
DSST CL B 9W/825 220-240V E27	2	4008321946645	10	4008321946652	10	9	40	430	E27	Warm Comfort Light	109	42
DSST CL B 9W/825 220-240V E14	3	4008321946621	10	4008321946638	10	9	40	430	E14	Warm Comfort Light	110	42

OSRAM DULUX® SUPERSTAR Classic P (Average life 10,000 h)

DSST CL P 6W/825 220-240V E27	4	4008321666307	10	4008321666345	8	6	25	230	E27	Warm Comfort Light	82	46
DSST CL P 6W/825 220-240V E14	5	4008321666321	10	4008321666475	8	6	25	230	E14	Warm Comfort Light	85	46
DSST CL P 9W/825 220-240V E27	4	4008321986443	10	4008321986467	8	9	40	430	E27	Warm Comfort Light	98	56
DSST CL P 9W/825 220-240V E14	5	4008321986450	10	4008321986474	8	9	40	430	E14	Warm Comfort Light	100	56

OSRAM DULUX® SUPERSTAR Globe (Average life 10,000 h)

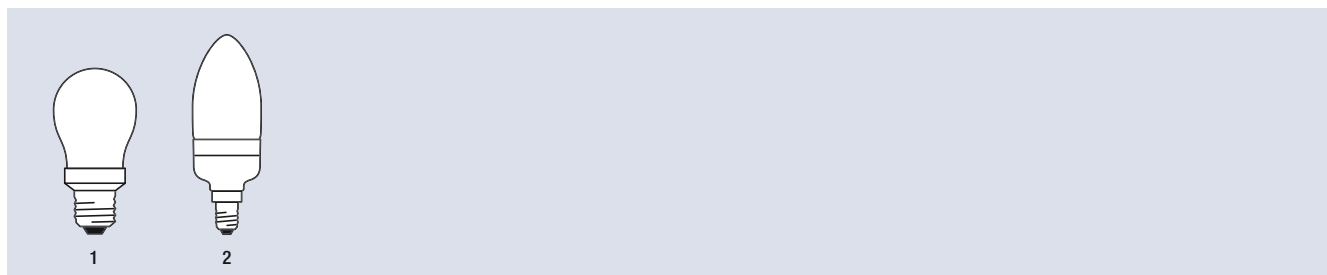
DSST GL 14W/825 220-240V E27	6	4008321946560	10	—	14	60	740	E27	Warm Comfort Light	170	120
DSST GL 17W/825 220-240V E27	6	4008321986436	10	—	17	75	1060	E27	Warm Comfort Light	170	120



¹ Compared with appropriate conventional incandescent lamps.

² Quick light only for OSRAM DULUX® SUPERSTAR Globe.

ENERGY-SAVING LAMPS IN CLASSIC SHAPES – OSRAM DULUXSTAR®



Type
Order reference

Fig.
no.

Product number
(EAN code)
Box



Product number
(EAN code)
Eco-blister



OSRAM DULUXSTAR® Classic A (Average life 6,000 h)

DSTCLA 11W/827 220-240V E27	1	4008321942593	10	4008321989802	6	11	51	600	E27	Warm White	127	65
DSTCLA 15W/827 220-240V E27	1	4008321942616	10	4008321989819	6	15	64	800	E27	Warm White	135	65
DSTCLA 20W/827 220-240V E27	1	4008321954701	10	4008321989833	6	20	86	1152	E27	Warm White	152	76

OSRAM DULUXSTAR® Classic B (Average life 6,000 h)

DSTCLB 5W/827 220-240V E14	2	4008321944610	10	4008321989826	10	5	22	200	E14	Warm White	116	36
DSTCLB 9W/827 220-240V E14	2	4008321374899	10	4008321997845	10	9	38	405	E14	Warm White	118	39



¹ Compared with appropriate conventional incandescent lamps.

ENERGY-SAVING LAMPS IN TWIST SHAPES – OSRAM DULUX® SUPERSTAR

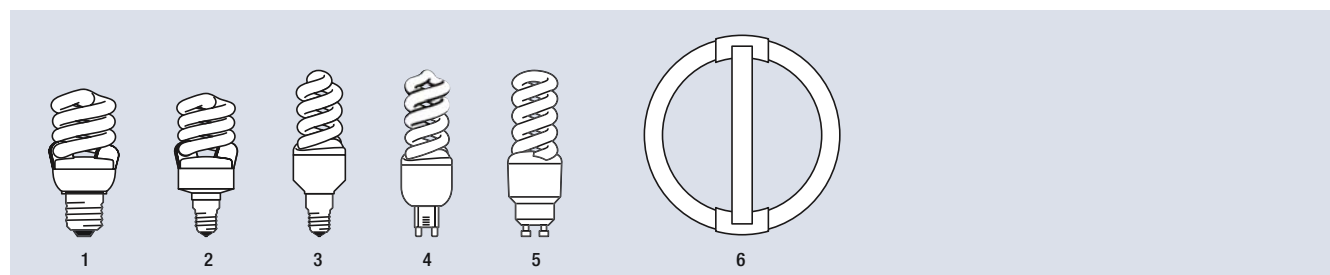

Type
Order reference

Fig.
no.

Product number
(EAN code)
Box

Product number
(EAN code)
Eco-blister


OSRAM DULUX® SUPERSTAR Micro Twist (Average life 10,000 h)

DSST MCTW 7W/825 220-240V E27	1	4008321948953	10	4008321949196	8	7	40	430	E27	Warm Comfort Light	91	43
DSST MCTW 7W/825 220-240V E14	2	4008321948922	10	4008321949189	8	7	40	430	E14	Warm Comfort Light	94	43
DSST MCTW 7W/840 220-240V E27	1	4008321948960	10	4008321954145	8	7	40	430	E27	Cool White	91	43
DSST MCTW 7W/840 220-240V E14	2	4008321948939	10	4008321954084	8	7	40	430	E14	Cool White	94	43
DSST MCTW 14W/825 220-240V E27	1	4008321949066	10	4008321949240	6	14	60	740	E27	Warm Comfort Light	101	57
DSST MCTW 14W/840 220-240V E27	1	4008321949073	10	4008321954329	6	14	60	740	E27	Cool White	101	57
DSST MCTW 17W/825 220-240V E27	1	4008321985774	10	4008321985798	6	17	75	970	E27	Warm Comfort Light	112	57
DSST MCTW 17W/840 220-240V E27	1	4008321985811	10	4008321985828	6	17	75	970	E27	Cool White	112	57
DSST MCTW 23W/825 220-240V E27	1	4008321949141	10	4008321949288	6	23	100	1400	E27	Warm Comfort Light	119	57
DSST MCTW 23W/840 220-240V E27	1	4008321949158	10	4008321954404	6	23	100	1400	E27	Cool White	119	57

OSRAM DULUX® SUPERSTAR Nano Twist (Average life 8,000 h)

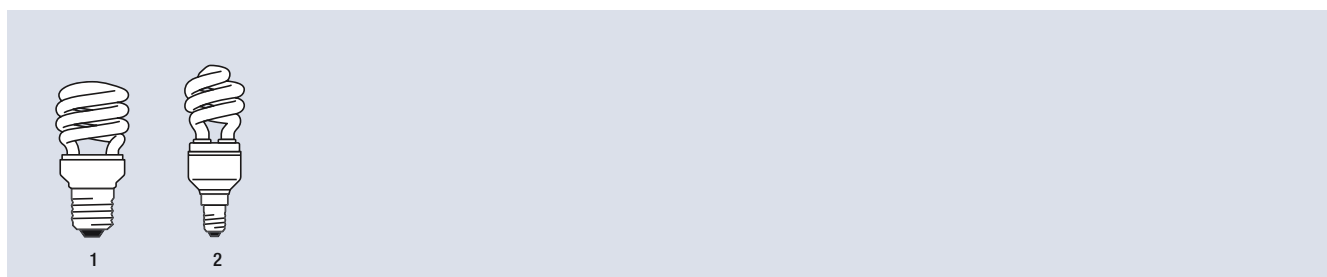
DSST NANOTW 5W/825 220-240V E14	3	4008321510914	10	4008321508850	10	5	25	230	E14	Warm Comfort Light	87	30
DSST NANOTW 5W/825 220-240V G9	4	4008321510730	10	4008321956101	10	5	25	230	G9	Warm Comfort Light	80	30
DSST NANOTW 5W/825 220-240V GU10	5	4008321548900	10	4008321549037	10	5	25	230	GU10	Warm Comfort Light	80	30
DSST NANOTW 5W/840 220-240V E14	3	4008321508898	10	4008321510945	10	5	25	230	E14	Cool White	87	30
DSST NANOTW 5W/840 220-240V G9	4	4008321956149	10	4008321510761	10	5	25	230	G9	Cool White	80	30
DSST NANOTW 5W/840 220-240V GU10	5	4008321548979	10	4008321549006	10	5	25	230	GU10	Cool White	80	30
DSST NANOTW 9W/825 220-240V E14	3	4008321511034	10	4008321509031	10	9	40	430	E14	Warm Comfort Light	105	30
DSST NANOTW 9W/825 220-240V G9	4	4008321510853	10	4008321956910	10	9	40	430	G9	Warm Comfort Light	98	30
DSST NANOTW 9W/825 220-240V GU10	5	4008321549228	10	4008321549259	10	9	40	430	GU10	Warm Comfort Light	98	30
DSST NANO TW 9W/840 220-240VE14	3	4008321509062	10	4008321511065	10	9	40	430	E14	Cool White	105	30
DSST NANOTW 9W/840 220-240V G9	4	4008321956934	10	4008321510884	10	9	40	430	G9	Cool White	98	30
DSST NANOTW 9W/840 220-240V GU10	5	4008321549280	10	4008321549334	10	9	40	430	GU10	Cool White	98	30

OSRAM DULUX® SUPERSTAR Circolux (Average life 8,000 h)

DSSTCIRCULUX 24W/827 220-240V E27	6	4008321662224	4	—	—	24	112	1600	E27	Warm White	82	231
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¹ Compared with appropriate conventional incandescent lamps.

ENERGY-SAVING LAMPS IN TWIST SHAPES – OSRAM DULUXSTAR®



Type
Order reference

Fig.
no.

Product number
(EAN code)
Box



Product number
(EAN code)
Eco-blister



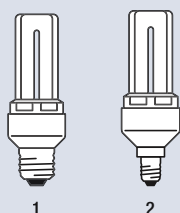
OSRAM DULUXSTAR® Mini Twist (Average life 6,000 h)

DST MTW 11W/827 220-240V E27	1	4008321605924	10	4008321989581	8	11	55	660	E27	Warm White	93	48
DST MTW 11W/827 220-240V E14	2	4008321605955	10	4008321989598	8	11	55	660	E14	Warm White	109	43
DST MTW 11W/865 220-240V E14	2	4008321628473	10	4008321989604	8	11	51	600	E14	Cool Daylight	109	43
DST MTW 11W/865 220-240V E27	1	4008321628503	10	4008321989611	8	11	51	600	E27	Cool Daylight	93	48
DST MTW 13W/827 220-240V E27	1	4008321605986	10	4008321989635	6	13	63	780	E27	Warm White	119	52
DST MTW 13W/865 220-240V E27	1	4008321628534	10	4008321989642	6	13	61	760	E27	Cool Daylight	119	52
DST MTW 18W/827 220-240V E27	1	4008321606013	10	4008321989666	6	18	86	1150	E27	Warm White	126	56
DST MTW 18W/865 220-240V E27	1	4008321628565	10	4008321989673	6	18	83	1100	E27	Cool Daylight	126	56
DST MTW 23W/827 220-240V E27	1	4008321606044	10	4008321989697	6	23	107	1520	E27	Warm White	135	56
DST MTW 23W/865 220-240V E27	1	4008321628596	10	4008321989703	6	23	101	1420	E27	Cool Daylight	135	56



¹ Compared with appropriate conventional incandescent lamps.

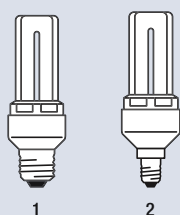
ENERGY-SAVING LAMPS IN TUBULAR SHAPES – OSRAM DULUX® SUPERSTAR



Type Order reference	Fig. no.	Product number (EAN code) Box		Product number (EAN code) Eco-blister		W		lm				
OSRAM DULUX® SUPERSTAR STICK (Average life 10,000 h)												
DSST 8W/825 220-240V E27	1	4008321063205	10	4008321071101	8	8	40	430	E27	Warm Comfort Light	112	43
DSST 8W/825 220-240V E14	2	4008321063236	10	4008321071835	8	8	40	430	E14	Warm Comfort Light	115	43
DSST 8W/840 220-240V E14	2	4008321361721	10	—		8	40	430	E14	Cool White	115	43
DSST 8W/840 220-240V E27	1	4008321361752	10	—		8	40	430	E27	Cool White	112	43
DSST 14W/825 220-240V E27	1	4008321063298	10	4008321071897	8	14	60	740	E27	Warm Comfort Light	135	44
DSST 14W/840 220-240V E27	1	4008321319159	10	4008321319173	8	14	60	740	E27	Cool White	135	44
DSST 17W/825 220-240V E27	1	4008321063441	10	4008321072047	8	17	75	970	E27	Warm Comfort Light	172	45
DSST 17W/840 220-240V E27	1	4008321945891	10	4008321945907	8	17	75	970	E27	Cool White	172	45
DSST 23W/825 220-240V E27	1	4008321986863	10	4008321986870	6	23	100	1400	E27	Warm Comfort Light	176	52
DSST 23W/840 220-240V E27	1	4008321986887	10	4008321986894	6	23	100	1400	E27	Cool White	176	52
DSST 30W/825 220-240V E27	1	4008321181213	10	4008321948915	6	30	130	1910	E27	Warm Comfort Light	195	58
DSST 30W/840 220-240V E27	1	4008321181237	10	—		30	130	1910	E27	Cool White	195	58



ENERGY-SAVING LAMPS IN TUBULAR SHAPES – OSRAM DULUXSTAR®

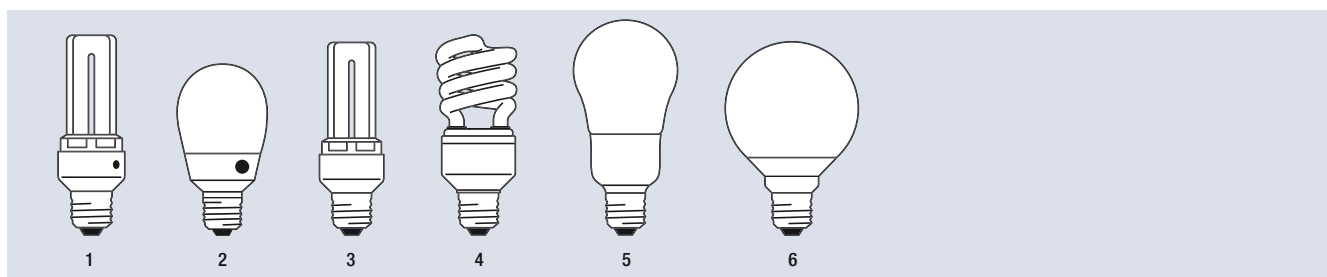


Type Order reference	Fig. no.	Product number (EAN code) Box		Product number (EAN code) Eco-blister		W		lm				
OSRAM DULUXSTAR® Stick (Average life 6,000 h)												
DST 11W/827 220-240V E27	1	4008321363794	10	4008321989741	8	11	51	600	E27	Warm White	125	44
DST 11W/827 220-240V E14	2	4008321989840	10	4008321989727	8	11	51	600	E14	Warm White	124	44
DST 11W/865 220-240V E27	1	4008321360724	10	4008321989758	8	11	48	550	E27	Cool Daylight	125	44
DST 11W/865 220-240V E14	2	4008321618078	10	4008321989734	8	11	48	550	E14	Cool Daylight	124	44
DST 15W/827 220-240V E27	1	4008321363824	10	4008321989765	6	15	66	840	E27	Warm White	148	49
DST 15W/865 220-240V E27	1	4008321360779	10	4008321989772	6	15	64	800	E27	Cool Daylight	148	49
DST 20W/827 220-240V E27	1	4008321363855	10	4008321989789	6	20	86	1160	E27	Warm White	154	45
DST 20W/865 220-240V E27	1	4008321360847	10	4008321989796	6	20	86	1160	E27	Cool Daylight	154	45

¹ Compared with appropriate conventional incandescent lamps.



INTELLIGENT ENERGY-SAVING LAMPS – OSRAM DULUX® SUPERSTAR



Type



Fig. Average life Order reference

Product number no. Eco-blister



OSRAM DULUX® SUPERSTAR Sensor

DSST SENSOR 11W/827 220-240V E27	1	20000	4008321986986	8	11	51	600	E27	Warm White	126	45
DSST SENSOR 15W/827 220-240V E27	1	20000	4008321987068	8	15	67	850	E27	Warm White	132	45
DSST SENSOR CLA 11W/825 220-240V E27	2	10000	4008321377746	6	11	53	630	E27	Warm Comfort Light	114	60

OSRAM DULUX® SUPERSTAR DIM

DSST DIM 18W/825 220-240V E27	3	20000	4008321953452	6	18	85	1140	E27	Warm Comfort Light	161	52
DSST DIM TW 20W/825 220-240V E27	4	10000	4008321953629	6	20	94	1300	E27	Warm Comfort Light	138	56
DSST DIMCLA16W/840 220-240V E27	5	10000	4008321667922	6	16	69	880	E27	Cool White	163	78
DSST DIM GL 15W/825 220-240V E27	6	20000	4008321986993	10	15	67	840	E27	Warm Comfort Light	170	120
DSST DIMCLA 16W/825 220-240V E27	5	10000	4008321953520	6	16	69	880	E27	Warm Comfort Light	163	78

OSRAM DULUX® SUPERSTAR FACILITY

DSST FCY 14W/825 220-240V E27	3	20000	4050300946245	8	14	64	800	E27	Warm Comfort Light	126	45
DSST FCY 18W/825 220-240V E27	3	20000	4008321997807	8	18	80	1050	E27	Warm Comfort Light	140	45



¹ Compared with appropriate conventional incandescent lamps.

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