

Energy Efficient Lamps Scheme, **EELS**

For Independent Retailers

**To become part of this not to be missed opportunity
or for more information please complete and return this form.**

Name: _____

Position: _____

Company Name: _____

Type of business (i.e. Lighting Retailer, Hardware etc.) please state

Address: _____

Email: _____

Tel: _____

Fax: _____

- Yes** I would like to join EELS.
- Please contact me to discuss in more detail.
- Please tick if you **would not like** to be informed of other services the Association provides.

Faxback on 01952 290906

Alternatively, please post to: The Lighting Association Stafford Park 7 Telford Shropshire TF3 3BQ

Tel: 01952 290905

Fax: 01952 290906

Email: enquiries@lightingassociation.com

Website: www.lightingassociation.com

Ref: LAEELS_250210

Be part of a brighter future



The Energy Efficient Lamp Scheme helping
to reduce people's energy bills.



BHF-BSSA Group



Why Compromise

When it comes to energy efficient lamps, independent retailers have found themselves in a difficult situation. To meet the requirements of their customers, a high percentage of retailers have no other option but to offer lower quality energy efficient lamps to stay competitive on price.

The Energy Efficient Lamps Scheme (EELS) is being re-launched to continue to provide a competitive route to market for energy efficient lamps. In conjunction with E.ON, The Lighting Association can again supply you, the Retailer and BHF/BSSA member, a carefully selected range of lamps that can be accommodated in most fittings in the domestic home. The lamps are all Energy Saving Trust approved and tested and prices start as little as **£0.16 (+VAT)** per lamp*.

In addition to the knowledge that the lamps are of the utmost quality, you have the choice of the most popular styles of lamps currently available on the market, including a GLS Look-a-Like and Spirals, in a variety of wattage and cap types.



Overview of the Scheme

- Retailers have to agree only to sell these Energy Efficient lamps to the domestic public through their retail premises and websites.
- All orders must be placed via the chosen distribution centre and paid for on a pro-forma basis.
- Minimum order of 100 lamps (bulb types to be boxed in packs of 25).
- Delivery direct to your store within 7 days of receipt of order and pro-forma payment. *(subject to stock availability)*

Can you afford to miss out?

The Initial Purchase

For an initial purchase price of just **£58.72**+VAT, you will receive:



Look-a-Like CFLs

Qty	Wattage	Cap	Lifetime
28	11W	BC	10,000 hours
28	11W	ES	10,000 hours

Spiral CFLs

Qty	Wattage	Cap	Lifetime
25	11W	BC	10,000 hours
25	11W	ES	10,000 hours
25	9W	BC	10,000 hours
25	9W	ES	10,000 hours
10	9W	SBC	10,000 hours
10	9W	SES	10,000 hours

Also included:

- 1 **FREE** display stand
- 2 **FREE** promotional posters
- 1,000 **FREE** promotional leaflets

Top up orders of any combination of lamps and wattages starting from as little as £0.16p+VAT per lamp*

(minimum order of 100 lamps applies)

** on orders over 1000*



Meeting Customer Needs

We are constantly looking at ways to improve the service that we provide you, to ensure that we are meeting your needs and expectations, please email us at elliep@lightingassociation.com or by phone on **01952 290905** with any feedback on the scheme that you may have.

Be part of a brighter future



The Energy Efficient Lamp Scheme helping to reduce people's energy bills.



Promotion

Once you have placed your initial order, your lamps will be delivered directly to you, complete with your free self contained display stand.

To complement the stand, posters and flyers are included to assist with in store promotion and localised promotions such as mailings.



For over 70 years, The Lighting Association has been a defining voice; protecting the interests of the lighting industry across all sectors and representing some of the most professional lighting manufacturers in the world today. Through our commitment and dedication we utilise our knowledge and experience to introduce new initiatives such as EELS, which will benefit the whole industry.

Request your copy of the full Terms & Conditions/order form.

Please complete the contact information form (situated on the back page)