












THERE IS LIGHT. AND THERE IS OSRAM.

OSRAM

The new packaging: Much easier for customers, much better u

As part of its packaging redesign project, OSRAM commissioned an independent market research company to test the clarity and acceptance of the new design among a representative sample of end users in the core markets of France and Germany.

TEST RESULTS:

-  High level of acceptance for blister packs.
-  Good marks for clarity and structure.
-  Clear product benefits.
-  High-quality design.
-  Pictograms easy to understand.
-  Attractive graphics.
-  Eye-catching colour scheme.
-  All the important information at a glance.
-  Application list for simple matching of lamp to car (see „Identification“).

Source: SMH Marktforschung Hannover

COMPACT INFORMATION
Voltage, wattage, application:
all at a glance.

VISIBILITY
The lamp is completely visible so customers know exactly what they are buying.

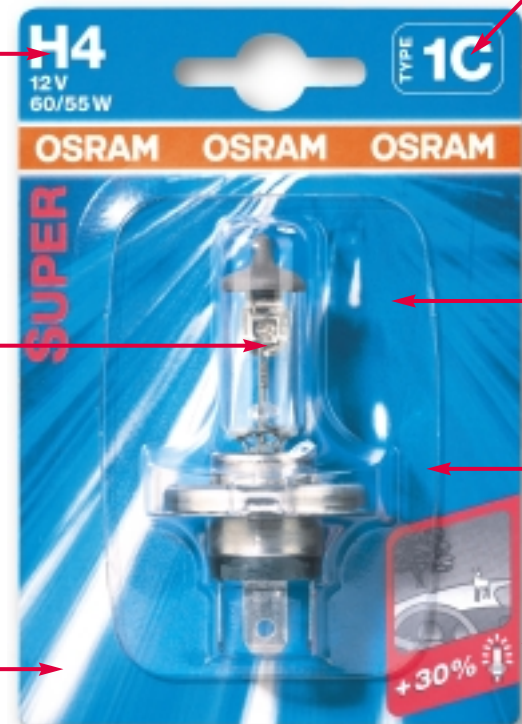
ENVIRONMENTAL PROTECTION
The blister pack can be easily separated into paper and plastic (PVC-free) for safe disposal.

COMPLETE INFORMATION
Voltage, wattage, application, order number:
all at a glance.

QUALITY STATEMENT
Original part in OEM quality.

PRODUCT NAME
Prominent and highlighted in colour.

The environment symbol.



RESULT:

- More impulse buying
- Fewer wrong purchases

Use of shelf space.

IDENTIFICATION

The large characters allow the type of lamp to be quickly identified using the stock list on the shelf and the shelf to be correctly restocked.

BRAND NAME

The OSRAM brand name reassures customers that they are investing in unrivalled expertise in automotive lamps.

ANTI-THEFT DESIGN

The blister pack cannot be opened without destroying the blister.

PROTECTION

The blister pack offers the best protection for the lamp. This type of blister is preferred throughout Europe.

KEY MESSAGE AS A PICTURE

One picture says more than a thousand words. The key message is therefore presented as a picture.

IDENTIFICATION

The reference number is also shown clearly on the back.

PICTURES INSTEAD OF WORDS

The lamp is completely visible so benefits and functions are shown as picture and symbols. The symbols have been tested for their clarity.

EAN-CODE

INNOVATIVE PRODUCTS BOOST SALES.

Innovative lamps such as the new OSRAM SILVERSTAR® not only offer consumers real added value they bring extra profits and fresh impetus to your business. To ensure that the attention of your customers is drawn to the innovative products they are clearly distinguishable at first sight from standard lamps.

STANDARD LAMPS



INNOVATIVE LAMPS



More space thanks to smaller two-lamp blister packs.

MORE AUTOMOTIVE LAMPS IN THE SAME SPACE.

Smaller blister packs and two formats, one for headlight lamps and a much smaller one for auxiliary lamps, ensure that the best possible use can be made of available space on the shelf.

RESULT:
In the tightest of spaces
• greater selection
• higher sales

Only 40 lamp models cover more than 90% of the demand for replacement lamps.

HIGH-SELLING LAMPS IN ONLY A FEW CENTIMETRES OF SHELF SPACE.

Card code	Blister order number	ECE-Cat.	Type	VSE	EAN 4050300
1	64193-01B	H4		20/20	925127
1B	64193ALS-01B	H4	ALLSEASON SUPER	20/20	925141
1C	64193SUP-01B	H4	SUPER	20/20	925165
1D	64193CB-01B	H4	COOL BLUE	20/20	648804
1E	64193SVS-01B	H4	SILVERSTAR®	20/20	647661
2	64210-01B	H7		20/20	925202
2A	64210ALL-01B	H7	ALLSEASON	20/20	925226
2D	64210CB-01B	H7	COOL BLUE	20/20	925240
2E	64210SVS-01B	H7	SILVERSTAR®	20/20	647623
3	64150-01B	H1		20/20	925264
3B	64150ALS-01B	H1	ALLSEASON SUPER	20/20	925288
3C	64150SUP-01B	H1	SUPER	20/20	925301
3D	64150CB-01B	H1	COOL BLUE	20/20	925325
3E	64150SVS-01B	H1	SILVERSTAR®	20/20	648354
4	64151-01B	H3		20/20	925349
4B	64151ALS-01B	H3	ALLSEASON SUPER	20/20	925363
4C	64151SUP-01B	H3	SUPER	20/20	925387
5	64183-01B	R2		20/20	925400
6	7951-01B	R2		20/20	925424
7	7506-02B	P21W		20/40	925448
8	7507-02B	PY21W		20/40	925462
8A	7507LDA-02B	PY21W	DIADEM®	20/40	925468
10	7527-02B			20/40	925509
11	7528-02B	P21/5W		20/40	925523
12	7225-02B	P21/4W		20/40	925547
13	7231-02B			20/40	925561
14	5007-02B	R5W		20/40	925585
16	5008-02B	R10W		20/40	925608
18	6418-02B	C5W		20/40	925622
19	6411-02B	C10W		20/40	925646
20	3893-02B	T4W		20/40	647609
20D	3893CB-02B	T4W	COOL BLUE	20/40	925660
21	2825-02B	W5W		20/40	925684
21D	2825HCB-02B	W5W	COOL BLUE	20/40	925707
21E	2825CB-02B	W5W		20/40	925721
22	2821-02B	W3W		20/40	925745
23	2721-02B			20/40	925769
24	2722-02B			20/40	925783
25	64111-02B			20/40	925806
26D	64132CB-02B	H6W	COOL BLUE	20/40	925820
24V	64155-01B	H1		20/20	925844
24V	64156-01B	H3		20/20	N/A
24V	64196-01B	H4		20/20	925868
24V	64215-01B	H7		20/20	925882
24V	7952-01B	R2		20/20	925905
24V	7511-02B	P21W		20/40	925929
24V	7537-02B	P21/5W		20/40	925943
24V	5627-02B	R5W		20/40	925967
24V	6423-02B	C5W		20/40	925981
24V	3930-02B			20/40	926001
24V	2841-02B	W3W		20/40	926025
24V	5637-02B	R10W		20/40	926049

YOUR CUSTOMERS WILL EASILY FIND THE RIGHT LAMP.

Place the high-selling replacement lamps together in the minimum of space.



The large search codes on the stock list and on the packs will help customers find the right lamp. Customers will be confident they have made the right choice and the decision-making process will be quicker.

RESULT:
With the OSRAM core range you cover 90% of demand.

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