

DuraMax™

LONG LIFE **SOFT WHITE**



Ideal for table and floor lamps

▶ **Lasts At Least One Year!***

Tired of changing light bulbs that burn out too frequently? DuraMax™ Soft White light bulbs now last at least one year!

▶ **Provides Soft White Light**

Ideal for use in table and floor lamps.

▶ **Consumer Friendly Packaging**

Fresh, new packaging graphics make life, lumen and wattage information easy to find and read.

▶ **Full Family of Products**

Available in a variety of wattages, as well as popular 3-Way versions.

* See back page for details.



PHILIPS

