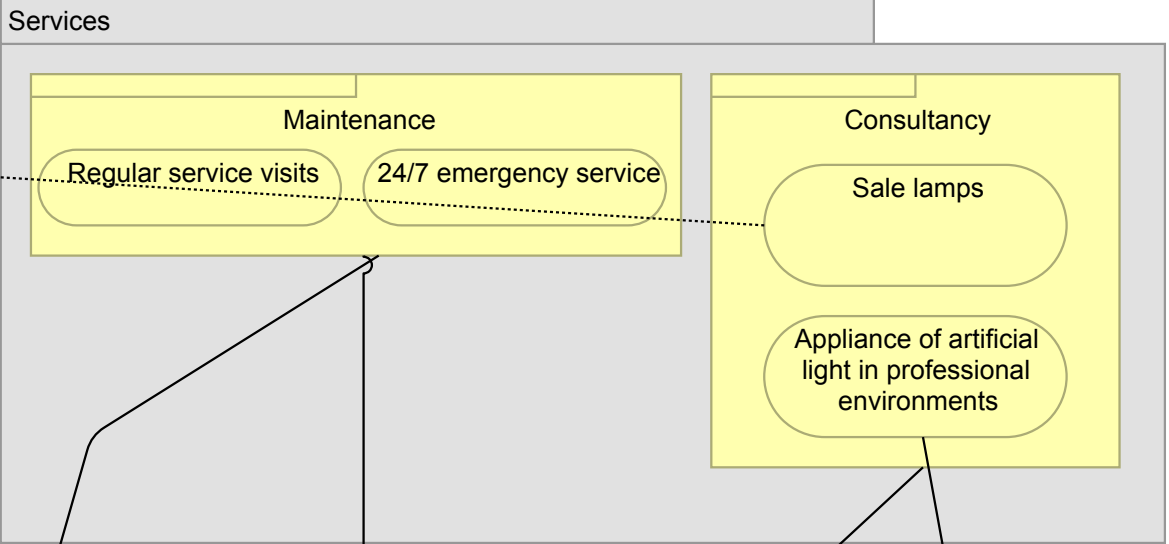
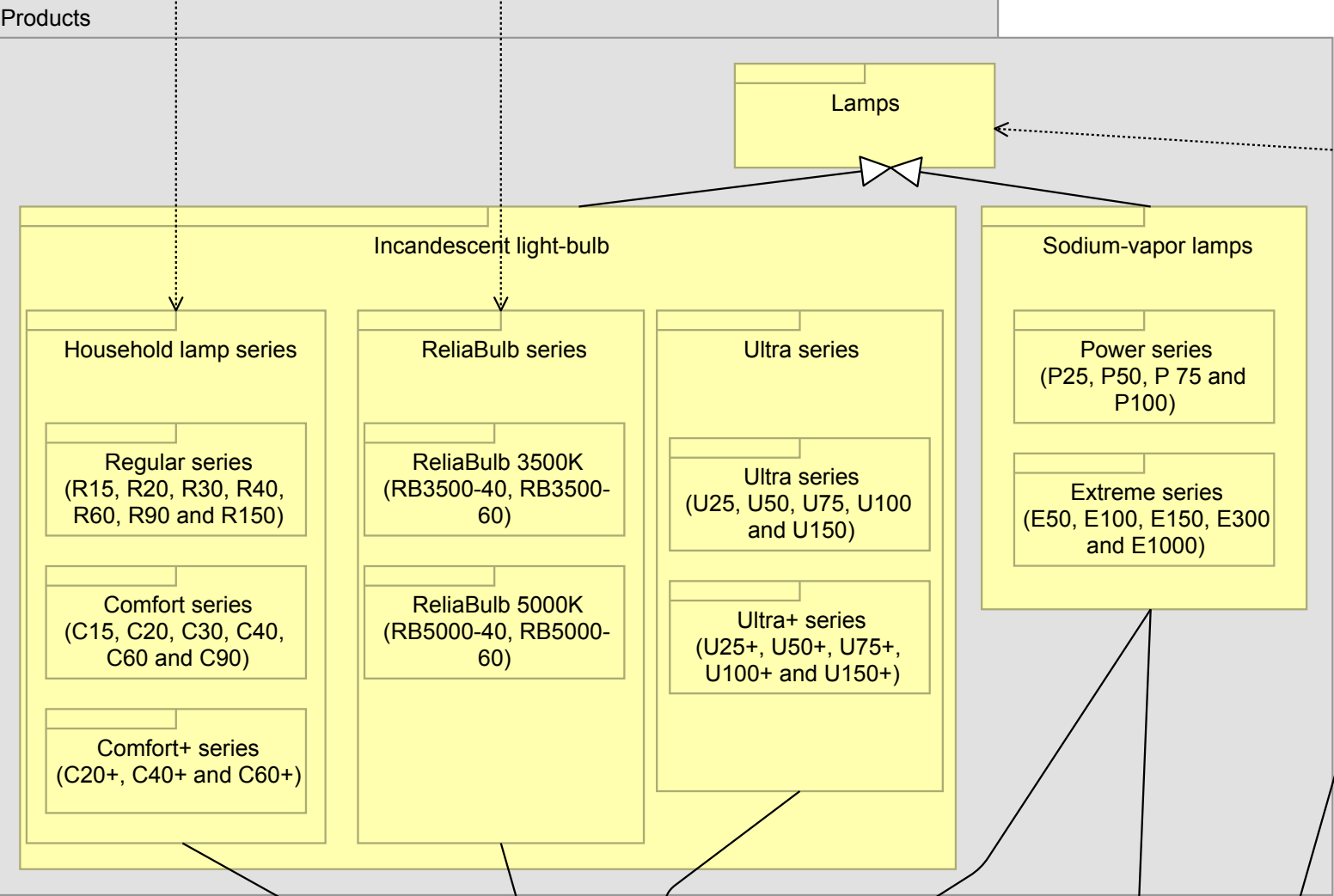


Sell household product series

Sell ReliaBulb series



SLA  
Regular service contract (standard contract for regular clients) - Maintenance activity type - Timeframe to respond to service request - Quality (num. errors / 10.000 burns hour)

Ergonomics and light quality important

Household customer

Graphic sector customer

Governmental customer

Industrial customer

Corporate customer

Customer