

**“Capital idea!
Energy efficient, low
maintenance HID lighting
that works within
my budget.”**

**“Fabulous!
Consistent, exceptional
color that makes
my merchandise
sparkle.”**



GE ConstantColor CMH™ Lamps: The surprisingly sensible retail solution.



GE Lighting

Visit our City of Light at www.ge.com/lighting/business



We're *not* exaggerating—ConstantColor CMH lamps are amazing retailers everywhere. Store managers love the cost savings from lower energy and lamp replacement costs, while store display designers adore the clean white light and lamp-to-lamp color uniformity over life. It's a whole new concept in HID lighting—with a color difference so dramatic, and energy savings so significant, you'll change the way you feel about HID lamps forever. What a delightful surprise.