

What will all eyes be turning to this Spring? : The new Philishave TV launch / Philips Small Appliances Division, Drury Lane, Hastings, Sussex TN34 1XN.

Contributors

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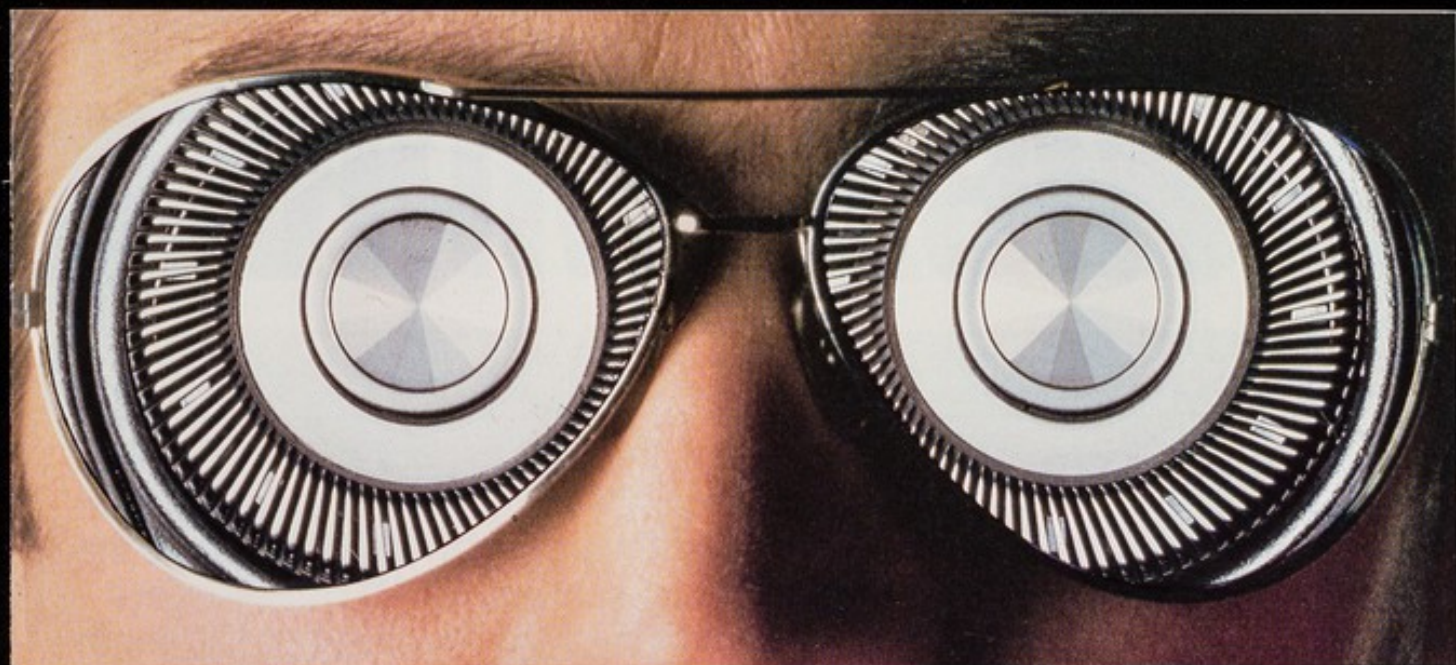
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**WHAT WILL ALL
EYES BE TURNING TO
THIS SPRING?**

THE NEW PHILISHAVE TV LAUNCH.

Massive national campaign starts

April 6th. Philishave is the world's No. 1 shaver. Number one in performance, preference, loyalty, presentation and support. The Philishave rotary system is the only one which cuts the hairs the way they grow—in all directions. And since 49% of all shavers owned are rotary, you can be sure that Philishave is going from strength to strength.

Sell-in of the new range of Philishave® electric shavers has been phenomenal. Sell-out will be the same. We're making certain with a totally original advertising campaign starting April 6th with a dramatic new 30 second commercial.

Research has shown that the advertising will be both popular and persuasive. So expect an even higher demand very soon.


Follow the brand leader.

Philishave leads the field—and we're keeping it that way. Our new look, new packaging and attractive new pricing structure are all set to keep Philishave on top—and you along with it.

Dazzling display material.

There'll be linked point-of-sale ideas as eye-catching as the commercial. See overleaf for details.



 **PHILISHAVE. The world's No.1 shaver.**



PHILIPS

1981 begins a new, exciting era for you and Philishave. These display ideas are going to make the most of it, forming the link between our advertising and the product on sale in your shop.

They're eye-catching and guaranteed to achieve maximum impact. Shouldn't you be taking advantage of them?

- 1. Showcard PAB 4309.
- 2. Self-standing crowner PAB 4310.
- 3. Tent card PAB 4311.
- 4. Sticker PAB 4312.
- 5. Demonstration unit PAB 4313.
- 6. Presentation case lid cards:
Rechargeable PAB 4314 Adjustable PAB 4315
Triplehead Super PAB 4316 Triplehead PAB 4317
Doublehead PAB 4318 Battery Deluxe PAB 4319



PHILIPS. THE BIGGEST NAME IN SMALL APPLIANCES.

PHILIPS are the biggest small appliance company in the UK.

PHILIPS Small Appliances have five major brand leaders—Philishave, Ladyshave, Fan Heaters, Health Lamps, and Heated Food Servers.

PHILIPS spend more on supporting their products than anyone else.

PHILIPS S.A. are putting £5 million behind their name in 1981.

The Philips Small Appliances collection:

Philishave® Electric Shavers, Ladyshave, Hairdriers, Health Lamps, Sunlamps, Solaria, Suncouch, Fan Heaters, Convector, Electric Under-blankets, Clocks, Coffee-makers, Toasters, Irons, Blender, Knife Sharpener, Citrus Press, Can Openers, Food Mixers, Gas Lighter, Window Fan, Hostess Trolleys, Trays, Cabinets and Cook 'n' Serve.

Philips Small Appliances Division, Drury Lane, Hastings, Sussex TN34 1XN.

REMEMBER: 4 weeks of National T.V. advertising for Ladyshave begins May 4, making a solid 8 weeks of advertising for Philips shavers.



Simply years ahead.