



Press release

Aura launches energy-saving lighting solution for outdoor applications

The lighting company Aura introduces a lighting solution that is maintenance free, with optimized light output and can reduce the energy consumption by 50 percent, thus saving both money and minimising the environmental impact.

Aura develops and supplies Long Life light sources and lighting solutions with a clear environmental and sustainable focus. With a lifetime that is at least three times longer, both maintenance and environmental impact are reduced by two thirds. By combining the Long Life light source with energy efficient ballasts and controllers with light sensors both the energy costs and carbon footprint are reduced.

- With energy-savings of 50 percent, this is the perfect lighting solution for companies keen on environmental concerns as well as reducing costs, says Martin Malmros, CEO and Group Director Aura Light International AB.

The new energy-saving lighting solution is adapted for aggressive environments, such as outdoor applications. The heavy-duty electronic ballast and controller are protected against humidity, corrosion and vibrations while keeping a stable light level in various weather conditions and extreme temperatures.

With Aura's Long Life fluorescent lamps that are especially developed for cold outdoor environments a high light output is reached even in low temperatures.

Together this creates a sustainable Long Life lighting solution that is maintenance free for 10 years, gives a pay-back in around two years and large savings on both energy and the environment.

About the Aura Long Life technology

Aura produced the first Long Life fluorescent lamp back in 1980 and today has about 700 products within the Long Life product range.

The combination of light sources, ballasts and controller gives a lighting solution that can be used for illuminated outdoor signs amongst many other applications. With Aura's Long Life fluorescent lamps that are especially developed for signs, a uniform light distribution can also be reached. This lamp is also adapted for cold outdoor environments.

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Aura supplies Long Life light sources and lighting solutions, which can reduce both maintenance and energy consumption, saving both money and the environment. The foundations for Aura were already laid in 1930 under the name Lumalampan and Long Life fluorescent lamps have been produced since 1980. The Head Office is located in Stockholm, whereas development, production and customer service can be found in Karlskrona. In addition, the Group has subsidiaries in Denmark, England, Finland, France, Germany, Italy, The Netherlands, Norway and Spain, and sells light sources all over the world. Customers are primarily found in industry and the public sector. Aura has approximately 200 employees and a turnover of approximately 50 million Euros. You can read more at www.auralight.com.