



Press release

New Aura lighting solution cuts energy consumption by 55%

The lighting company Aura now introduces another unique energy-saving lighting solution. This solution makes it possible for supermarkets to reduce energy consumption and CO₂ emissions by up to 55 percent while at the same time increasing the light output by up to 60 percent.

Aura's new energy-saving lighting solution helps customers reduce costs as well as minimize their carbon footprint and environmental impact. This solution can be installed in existing fittings, so no large investment is needed, resulting in a pay-back time of about two years.

- With the new lighting solution our customers can significantly reduce costs, both on energy and maintenance, as well as increase quality and environmental care, says Martin Malmros, CEO and Group Director Aura Light International AB. This new solution is yet another result of Aura's strong focus on green and sustainable lighting.

Aura's energy-saving lighting solution consists of an Aura Long Life fluorescent lamp, a magnetic ballast and a starter. The lamp is a unique Long Life fluorescent lamp with an outer glass tube which is designed for +5°C. This makes the perfect solution for cooling cabinets, refrigerated display shelves, refrigerated counters and other cold rooms and areas with a temperature of +5°C. Aura's Long Life concept gives the solution a guaranteed lifetime of 9 years, which is significantly longer than standard products.

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 than standard products, both maintenance and environmental impact are reduced by two thirds. With Aura's energy-saving lighting solutions the energy consumption can be reduced by 40-80 percent, reducing both energy costs and the carbon footprint.

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Aura Light International AB

For further information please contact:

Simon Taylor, Director Aura Long Life Lamps Ltd, +44(0)1953 452356, +44(0)7971 401224, simon.taylor@aura-light.co.uk

Martin Malmros, CEO and Group Director Aura Light International AB, +46 (0)8 564 883 40, +46 (0)730 45 83 40, martin.malmros@auralight.com

Gunilla Danström, Head of Communications, Aura Light International AB, +46 (0)8 564 883 49, +46 (0)733 10 99 29, gunilla.danstrom@auralight.com

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.