



## Press release

### Aura launches new Long Life light source

***Aura launches yet another compact fluorescent lamp within the range of Long Life light sources. Aura's Long Life compact fluorescent lamps have a guaranteed lifetime that is three times longer than standard products on the market. Thus, the environmental impact is reduced by two thirds when it comes to production, transportation, waste etc.***

The new Long Life lamp, Unique-T, is a triple tube compact fluorescent lamp. The new product was developed at Aura's own Research and Development department in Karlskrona, the same laboratory which developed the very first Long Life fluorescent lamp back in 1980. Aura now has over 700 Long Life products on offer.

With this new Long Life compact fluorescent lamp, users can save both money and the environment, as only a third of all light source changes need to be made.

- This is yet another step to be able to offer sustainable light sources for different applications, says Martin Malmros, CEO and Group Director for Aura Light International. By helping companies change to our Long Life light sources, they save a lot on maintenance, but also waste, transportation etc.

The newly developed compact fluorescent lamps are mainly used in office environments, shops and storerooms as well as outdoor lighting. They have an average life time of 42,000 hours which in a normal office environment, means they last approximately nine years. In comparison, a standard product lasts about three years. As with all fluorescent lamps, compact fluorescent lamps are low energy lamps, which means they use less energy than incandescent lamps to provide the equivalent amount of light.

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### Aura Light International AB

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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 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](http://www.auralight.com).*