



Press Release

Aura Light launches new web calculator to highlight significant CO2 reductions with Aura Long Life

The lighting company Aura Light is launching a new calculation tool on its website. The tool demonstrates both the cost and the CO2 savings achieved by installing Aura's Long Life Lighting Solutions.

Aura Light has developed the unique Long Life concept for light sources that are guaranteed to last three times longer than a standard product, saving both money and the environment. With the company's focus on green lighting solutions it is important to highlight the significant benefits and savings, why the company is now launching a new web tool for savings calculations.

"We want to help our customers understand the environmental and monetary saving potential of our lighting solutions. With this tool it has now become easier to explain the advantages of our Long Life concept to everyone," says Simon Taylor, Company Director (UK).

The calculator is an easy-to-use flash application which has default values that can be adjusted if necessary. The results are displayed clearly comparing Aura products to corresponding standard life products with only a few clicks.

For example a building with 1,000 lamps shows a potential saving of £45,428 over the lifetime of the lamp. The energy saving for the same period is £46,200 GBP and the reduced amount of CO2 emissions is a staggering 248 313 kg.

The calculation tool can be found at www.auralight.com.

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Aura supplies Long Life light sources that are guaranteed to last three times longer than a standard product, 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, Italy, The Netherlands, Norway, Spain and Germany, 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.