

Press Release

Aura launches new Long Life light sources

Aura launches compact fluorescent lamps as yet another product group within the range of Long Life light sources. Now, it is also possible to acquire compact fluorescent lamps with a guaranteed life time that is at least three times as long as that of standard products. Thus, the environmental impact is reduced to a third when it comes to production, transportation, waste, etc.

Aura supplies Long Life light sources that are guaranteed to last at least three times as long as the standard products on the market. As a result, the users can save both money and the environment, since only a third of all changes of light sources need to be made.

The same applies for the new products Unique S (Single = with single tube) and Unique D (Double = with double tube). The new products are developed at Aura's own Research and Development department in Karlskrona, which created the first Long Life fluorescent lamp back in 1980. Aura now has over 700 Long Life products.

- By offering Long Life fluorescent lamps, we are contributing to the conservation of the environment while, at the same time, saving the customers a lot of money and resources. Now, they do not need to change the fluorescent lamps as often, resulting in a third as much waste, transportation, etc. says Martin Malmros, CEO and Group Director for Aura Light International. Therefore, it is great to be able to offer yet another environmentally friendly light source.

The newly developed compact fluorescent lamp is mainly used in office environments, shops, storerooms and as outdoor lighting. They have an average life time of 42,000 hours, which, in a normal office environment, should mean that they last approximately 9 years, compared to 3 years for a standard product. As with all fluorescent lamps generally, compact fluorescent lamps are low energy lamps, that is they use less energy than incandescent lamps in order to provide the equivalent amount of light.

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Aura Light International AB

For further information please contact:

Martin Malmros, CEO and Group Director Aura Light International AB, +46 (0)8-564 883 40, +46 (0)730-45 83 40

Matthew Godfrey, General Manager Aura Long Life Lamps Ltd, +44 (0) 1953 452356

Gunilla Danström, Head of Communication Aura Light International AB, +46 (0)8-564 883 49, +46 (0)733-10 99 29

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, The Netherlands, Italy, 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 Euro 50 million. Read more at www.auralight.com.