



THE ORIGINAL

Aura Long Life News No 3 2009

Aura UNIQUE Long Life

Visit **Aura's**
development department

AURA's UK Sales Team

Dear Customers and Partners



Martin Malmros, CEO
Aura Light International

The global changes are affecting us all, usually in ways that we could not have foreseen only some months ago. These global changes will work as strong incentives to develop new lighting solutions to save money and energy.

The ban of the incandescent lamp and the global need to reduce energy consumption are present events that inspire the development of new solutions.

For the light industry it is obvious that we will more and more have to adopt our light solutions to the individual customer's needs where reduced energy consumption and short payback will be key criteria for the solutions provided.

Furthermore, our customers will rely on us as a solutions provider to offer complete solutions including service, installation and financing.

We have an interesting time ahead and here at Aura we have worked diligently to be the partner that our customers can turn to for a complete solution. We will not aim to develop every required light component ourselves. We will instead secure and guarantee that all components used will be Long Life and energy efficient in a complete package.

Through the spring and summer we have carried out some very exiting projects together with our customers for schools, hospitals, retail and street lighting. In this edition of The Original Long Life News we would like to share some of these projects and present how we work to develop new customer driven light products and light solutions.

Join us in our efforts to become ecological and economical heroes.

A handwritten signature in black ink, appearing to read 'Martin Malmros'. The signature is stylized and written in a cursive-like font.

Martin Malmros

New office in the Midlands

Aura Long Life Lamps Limited, have moved into their new offices in the Midlands, the first floor office located in Central Park, Telford allows Aura to be close to the UK's major road networks making access to and from easily available for customer visits, training and conferences. Simon Taylor, Company Director for Aura Long Life Lamps ltd. commented.

– The relocation of the offices from Norfolk to Telford has made us more accessible. The Midlands area has some key consultants and contractors and our presence will now allow us to build strong business relationships with the local organisations, as we have in other areas of the country.



The solutions of the future evolve here

At Aura's R&D Department in Karlskrona, future energy efficient, longlife lighting solutions are developed. So far this year, Aura has launched three new ECO-solutions in the cold room/refrigeration, street lighting and sign lighting segments.

The development work is led by Mikael Severinsson, R&D Manager, who has worked at Aura for over 15 years. The group consists of Michael in addition to seven engineers all with different backgrounds. The R&D Department is responsible for all development, investigations of any complaints and to set requirements and test specifications for all Aura Products. This is a very important part of Aura's ongoing work to manufacture and sell products of highest quality. Right now the focus is on developing different types of energy-saving solutions, which combine Aura products with electronic equipment in order to achieve significant energy savings.

– We work intensively here to find more energy and climate smart solutions for our customers. You can be sure that there will be a lot of exciting products and solutions from Aura within the next few years, says Mikael.

Product development based on customer needs

– Many of our new products and solutions are developed in close cooperation with our customers, explains Mikael. Our customers come to Aura with their needs and together we develop a solution that suits them.

– Often, we have other customers with similar needs who are interested in the same solution, says Michael. We suggest that you contact Aura so that we can help you investigate potential energy savings for your company.

– Your idea could be one of Aura's future energy-saving solutions, concludes Mikael.



Michael Severinsson, R&D Manager at Aura urges all our customers to turn to Aura with their needs. Your problem could become the energy saving solution of the future.



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We have expanded the business - Meet the new UK team

2009 has seen many changes within the UK business, with the recruitment of Simon and his team. We would now like to introduce the team properly.

Simon having been in the lighting industry for over 13 years, having worked for the Lighting Association Laboratories, Mouchel, Balfour Beatty with roles ranging from a Test Engineer, Design and Technical Manager through to General Manager. Simon has worked in both the UK and UAE.

Paul Williams has an extensive history within the exterior lighting industry working with some of the country's leading Street Lighting contractors, such as DW Lighting and Balfour Beatty as Procurement Manager, Paul was a qualified Engineer.

Suzanne Johnson has been working in Finance since leaving university in 1996 and she qualified as an accountant in 2001. Having previously worked for Peritemps for over 9 years, she was Financial Controller for one of their divisions and more recently dealt with acquisitions and mergers for the Group.

Richard Fletcher joined Aura Long Life lamps in September of this year, taking over from Alex Humphries, having previously worked in the Street lighting sector with great success. Richard has been in various senior level sales roles and prides himself on his service and honesty.

Malcolm Dryburgh has now been working with Aura for the last 7 years, prior to being an agent for the company in Ireland. Malcolm has a vast amount of experience within the Pharmachem and Oil and Gas sectors.



Locum AB operates, among others, lighting at the Karolinska Hospital. The hospital has 415,000 m² of floor space with Auras Long Life products in use.

Now Karolinska Hospital is a Long Life building

Karolinska Hospital is the largest hospital in Sweden and a long-time user of Aura's Long Life fluorescent lamps. They now also use Aura's compact fluorescent lamps - Aura UNIQUE Long Life.

Locum AB is owned by Stockholm County Council and is one of Sweden's largest property managers with a property portfolio of 2.1 million m² in Stockholm. One of its tenants is Karolinska Hospital, where Locum provides maintenance including lighting.

Continuous operation is essential

Mikael Olsson is Operations Manager for Locum and he says:

– A hospital is a facility that is ever-changing. It is rebuilt and rearranged, and this often occurs during regular activities.

A hospital must always function around the clock, all year round. This places high demands on our operational activities and the contractors that we work with.

Environmental initiative at Locum

– The long lifetime of Aura's products strengthens operating safety and minimizes operating costs. Moreover, Aura's products are environmentally friendly which fits with the environmental focus at Locum.

Michael continues.

– Since we already use Auras Long Life fluorescent lamps on the property, we feel very positive about Aura's range of compact fluorescent lamps. By replacing our light bulbs with Auras UNIQUE-compact fluorescent lamps, we save both time and money while saving the environment, says Mikael.



Together with the Property company HUGÉ, Aura has researched how the lighting in Kvarbergs School can be made more energy efficient. The research shows that there is great potential for energy savings.

Huge Real Estate thinks about the future

Huge Real Estate has the vision to build a municipality that everyone can be proud of. Environmental thinking permeates the business and when they needed help with energy efficiency, they turned to Aura.

Huddinge municipality is the second largest municipality in Stockholm. The municipality's property manager Huge owns and manages the municipal real estate and has the objective to integrate environmental thinking in all of its activities. One of its environmental objectives is to increase energy efficiency and reduce energy consumption while maintaining or increasing benefits for its tenants.

Major energy efficiency improvements

Here is where Aura comes into the picture. In the spring of 2009, Huge along with Aura have taken a broader approach to look over the lights in Kvarbergs School, one of Sweden's largest secondary schools.

To arrive at the best possible energy savings, lighting calculations were made and two final proposals were presented to Huge. The first was a proposal with an energy savings of 12%, a low investment and a short pay-back. The second proposal gave an energy savings of a full 55% but with higher investment cost and a longer pay-back. These two proposals will be used as a starting point for future energy efficiency investments in Huddinge schools.

Positive response to Auras report

Ann Lindkvist, environmental manager at Huge welcomes Aura's report.

– Aura's energy savings report is of great interest to us and it will be the basis for how we think when we implement an energy savings project in the autumn. To become energy efficient and think about the environment, while we are saving taxpayers' money is exactly what we stand for with our environmental policy concludes Ann.

Replace your compact fluorescent lamps only every ninth years

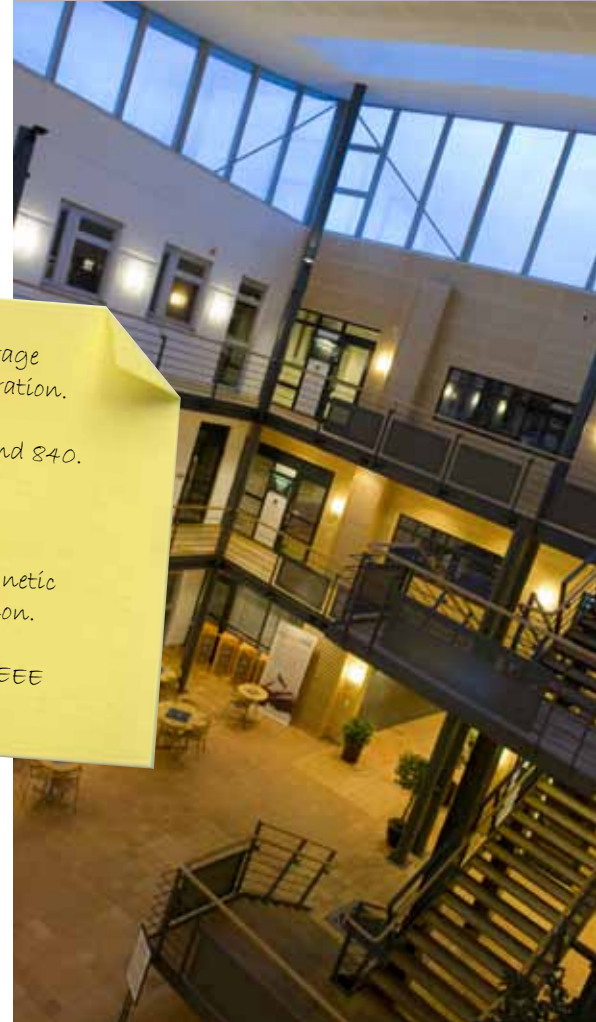
Did you know that Aura has a whole line of Long Life compact fluorescent lamps? The UNIQUE-family are energy efficient compact fluorescent lamps with a lifespan of more than nine years.

– We are proud to offer compact fluorescent lamps in a Long Life version. Aura's UNIQUE-family, are the unique compact fluorescent lamps with a very long life and very low lamp failure rate. They give you lower maintenance costs and significant savings in group changes, says Mikael Severin, R&D Manager at Aura.

Through their long life and high energy efficiency, Aura's compact fluorescent lamps UNIQUE -S/-D and T offer a very good environmental option; two of three light bulbs never need to be manufactured, packaged, transported or recycled. Imagine how much you can do with the money and the time you save!

Aura's UNIQUE Long Life compact fluorescent lamps are designed for general lighting and ceiling lighting and they are suitable for use in all areas where ordinary compact fluorescent lamps are installed.

- The market's longest life; average lifetime 42,000 h with HF operation.
- Available in colors 827, 830 and 840.
- High color rendition.
- Available both as 2-pin for magnetic ballast and 4-pin for HF operation.
- Complies with the RoHS and WEEE directives.



Light School - Sustainable lighting

In this edition of the **Light School** we give suggestions on how you can adapt your lighting to fit a sustainable society.

Did you know that 20% of all electricity consumption goes to lighting? The most environmentally friendly and sustainable energy is the energy that does not need to be produced, the energy saved through increased energy efficiency. How can your organization change its practices and purchasing procedures to obtain sustainable lighting?

- **Select energy-efficient solutions**

Both in new installations and existing facilities. New technology provides large energy savings.

- **Choose light sources with long life**

See light sources as installations and not as expendable. Sustainability means to reduce the amount of throwaway products. Recycle light sources at end-of-life.

- **Customize the lighting as needed**

With use of a control system the amount of light can be adjusted to the necessary level for the different spaces.

Combine modern luminaires, light sources and control systems for maximum savings.

- **Minimize hazardous materials**

Minimize mercury by choosing light sources that are energy efficient because the energy production generates mercury. Select the light sources which has a long life and low mercury content, which therefore generate less mercury per burning hour.

- **Start now!**

There are many sustainable solutions you can use in existing luminaires and you can save energy, money and our planet starting today. Don't wait for new technologies that will solve all problems. New technology will give us new opportunities in the future, but our planet is here now.



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