

THE ORIGINAL

Aura Long Life News No 1 2009



New Eco Lighting Solution
ClimateCare Project in China

**Aura Goes From Products
to Solutions**

The Preem Light Project
Arcushallen bathed in Light

Dear Customers



Martin Malmros, CEO
Aura Light International

Most companies are now facing a market climate that could at best be defined as adverse. Despite this Aura continues to grow and it is our one hundred percent commitment to provide solutions that both save costs and the environment, that help us do so. I like to share some customer insights with you that I hope will inspire you to learn more about Aura and how you can use our solutions to your advantage.

In December we gained a large German car manufacturer as a new customer. This surprised me since if it is one industry that now has a very difficult time it is the automotive industry. I asked why they had chosen Aura at this particular time and the answer was very clear.

– We are aggressively managing resources to take advantage of others' weakness. When we see an opportunity to achieve sustainable cost saving through investments with pay-back below three years then these are even more interesting in hard times.

On my way back to Stockholm I met another new customer by coincidence. As we waited for our flights to be announced we had some tea and coffee and I asked him what the plans were for the global

food chain company that he works for with regards to investments for 2009.

– We will build less new stores and invest this money in improving the profitability of our existing stores and this will be good for you Mr Malmros, he told me and smiled.

Once again a bit surprised but nevertheless very pleased with this information I continued to probe him on the thinking behind this decision.

– It is quite simple, he stated.

– In times when cash is scarce large corporations like ours do not like to increase our reliance on external funding. We like to decrease or debt and increase our profitability. Hence why light solutions that do not require massive investment in totally new store layouts, but still provides real cost savings and increase profitability becomes strategic rather than tactic.

On the plane back home I felt that regardless of the amount of negative news I read in the newspaper companies still apply sound business principles and as long as my team and I can make them easily available to customers the future looks bright.

A handwritten signature in black ink that reads "Martin Malmros". The signature is written in a cursive, flowing style.

Martin Malmros

One of the offers mentioned above:

Eco Lighting reduce - We replace your current fluorescent tubes with the worlds most energy effective tubes and with the longest life time. Typical cost saving versus 1000 pieces standard T8 58 Watt is 30 000 Euro over the lifetime of the installation.

From Products to Solutions

Lighting today stands for approximately 25% of the world's energy consumption. The unfortunate truth is that we throw away most of the energy due to energy inefficient products. The banning of the incandescent bulb, using only 4% of its energy consumption for light – the rest is heat, is one step in the right direction for the energy bill as well as for the environment.

This is the background for Aura's increased focus on energy saving for lighting. As a result of our ambition we launched the worlds most energy efficient T8 fluorescent tube called T8 ECO SAVER Long Life during the autumn of 2008.

Now Aura is in the process of introducing a number of Eco Lighting Solutions, where Aura combines the Long Life light sources with electronic equipment in order to enable energy savings of up to 50 percent. Basic calculation clearly shows that ROI and payback becomes much more attractive. So not only are Aura supplying light sources that minimise maintenance and the environmental impact to a third, now the energy consumption can also be reduced with up to 50 percent, thus reducing the energy costs and carbon footprint even further.

Considering ecology, while improving your economy - what could be better?





New Eco Lighting Solution for Outdoor Illuminated Signs

The new Aura lighting solution will offer the chance to save 50% in energy and related CO₂ emissions. In addition to that it improves visual communication by eliminating the problems associated with conventional lighting systems.

– You can now select the optimum light level for signs yourself. The system automatically keeps this level constant despite of external influences such as temperature or supply voltage variations, tube aging etc. Combined with the heavy duty outdoor design of the product, it will help to manage light installations more efficiently, says Anders Berg, International Key Account Manager Signage at Aura Light International.

Exchanging current conventional systems to the Aura solution results in the following benefits:

- Reduction of overall energy consumption by 50%.
- Second to none reliability and robustness.
- Full protection against humidity, corrosion and vibration.
- Constant light output.
- 10 years maintenance-free light.

Together with the Aura Elmetec Ballast EBH 2000 range and the Aura Elmetec Controller EBC 1001, the Aura T8 Long Life lamps will ensure a smooth and maintenance-free operation. Depending on the ambient temperature of the application the SIGNETTE, THERMO or ULTIMATE lamps will provide an excellent fit. All components combined form the perfect lighting solution for various outdoor illuminated signs, billboards as well as any other demanding industry application.



Climate Care Installs Wind Turbines in China



To play our part in tackling climate change, we have teamed up with ClimateCare to offset the greenhouse gas emissions from Aura Light. ClimateCare will fund projects in energy efficiency and sustainable energy around the world to reduce global carbon emissions on our behalf. One project ClimateCare is involved with is wind farms in Qingdao, China.

The Qingdao Huawei wind farm sits on the coast approximately 60km from Qingdao City in Shandong Province, NE China, surrounded by long stretches of salt pans and rolling hills. In total there are 15 wind turbines spread across 3 locations in the area. The total generation capacity is 16.35 MW.

The annual electricity generation is expected to be approximately 30,000 MWh per year, which is equivalent to the annual supply of more than 7,000 UK households with clean renewable electricity. This power will be supplied

directly to the heavily coal dominated North East China Power Grid, and will contribute to improved livelihoods in many ways.

The local community have benefited from the wind farm through an annual payment made by the wind farm company to a specially designed community fund which is used to pay for village infrastructure, such as improving roads and drinking water systems. This money is making a significant difference in the local community, where the land is rocky and unfertile and people struggle to make a living.

The Qingdao wind farm is also contributing to stimulating the wind power industry in China. The wind farm also attracts quite a few visitors each month boosting the local economy. And last but not least, The Qingdao wind farm generates clean renewable electricity in a country dominated by coal-fired generation. This will result in a reduction in greenhouse gas emissions and other pollutants such as SO₂ and soot compared to a business-as-usual scenario.



Preem Light progressing in Sweden

The Preem Light project is currently underway at all of Preem's petrol stations in Sweden. A project involving the replacement of fluorescent lamps, the washing of signs and installation of new starters at all of Preem's 470 stations throughout Sweden.

Preem is able to save both time and money by executing group replacements using Aura Long Life. The Preem Light project has been in progress since the autumn of 2008. When the project is complete, all of Preem's stations will have new lighting in their signs and ceilings.

– The plan was that we would be finished in 2008, but winter arrived too early in northern Sweden and as you cannot wash signs in sub-zero temperatures we had to wait until the spring, says Lennart Karlsson, Property Engineer and Project Manager for Preem Light.

Preem has 470 petrol stations throughout Sweden. Each station has on average around 100 fluorescent lamps divided up over signs, ceilings and other lighting. The total number of fluorescent lamps involved in the Preem Light project is 50,000 Aura THERMO Long Life.

– The last time we implemented a similar project was in 2002 when we bought fluorescent lamps directly from Aura. The difference this time is that we have recommended our contractors to purchase Aura Long Life.

– We have been using Aura Long Life since 2002 which has worked extremely well; we keep down the costs of replacement and we enjoy the reliability the solution brings, says Lennart Karlsson.

The overall cost of replacing all the lamps at a petrol station is 1.33 GBP. As Preem has 470 petrol stations in Sweden, this equates to a total cost of replacement 625 000 GBP each time. As Aura Long Life last at least three times as long as standard products on the market, this means that we eliminate two out of every three changes. Naturally this is money we would prefer to utilise elsewhere.”

– The cost of replacement using hydraulic lift platforms and the assembly of scaffolding costs more than the actual lamps, which is why Aura Long Life is the best solution in the long run. Aura Long Life gives you the option of carrying out group replacements which saves us large sums of money, Lennart Karlsson concludes.



Lars-Gunnar Johansson, Project Manager at YIT and Jan Hjärtberg, Administrator at Luleå Municipality.

Arcushallen Now Bathed in Light

Previously, when fairs were organised at Arcushallen, complaints regarding the poor quality of light came thick and fast. Fair exhibitors actually thought that the light distorted the colour of the products they were displaying.

As a result, Luleå Municipality in Sweden decided to deal with the problem. Aura Light provided the solution.

Following a tender process, electrical contractor YIT Sverige was awarded the municipal contract and the old high-pressure sodium lighting from the 1980s could finally be replaced. It was obvious that the new fluorescent lamps would be the Long Life type.

– It is a huge advantage not having to replace fluorescent lamps quite so often. It also saves money and is good for the environment, says Lars-Gunnar Johansson, Project Manager at YIT.

Environmental focus in Luleå Municipality

And the environment is one of the areas of focus for Luleå Municipality, explains Jan Hjärtberg, Administrator at Luleå Municipality. The municipality's environmental work is based, in part, on working towards a long-term sustainable society with healthy people and unspoiled nature

as a goal. As part of this work, the municipality is working actively with suppliers and chooses products in accordance with agreed environmental goals.

Investment creates huge savings

Arcushallen currently contains 940 new T5 fittings and 1,880 new Aura SUPREME T5 Long Life fluorescent lamps. As the municipality uses Long Life fluorescent lamps instead of standard fluorescent lamps, huge savings can be made. Lars-Gunnar explains as follows.

– As Aura's Long Life fluorescent lamps use considerably less energy than the old lighting and the lamps do not need to be replaced as often, the municipality's costs are as much as SEK 11 million less during the life of the lamps, and that's not to be sniffed at!

Jan concurs.

– Thanks to the new lighting, we can save both money and the environment.

And the fair exhibitors, what do they think?

– They seem pleased. We've had no complaints lately. The lighting is great, really clear and bright, and it is clearly a more pleasant environment for those taking part in sport in the hall, replies Jan.

The Light Bulb is Being Phased Out

On 8 December 2008, the EU's Ecodesign Regulatory Committee adopted a decision to phase out traditional light bulbs.

The phase-out, as proposed, will be accomplished according to the following timetable:

Clear Bulbs

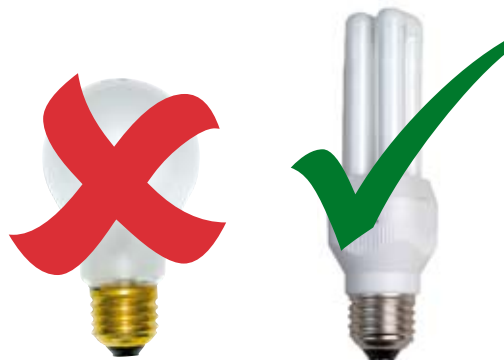
- **1 September 2009**
Ban on 100 W clear light bulbs.
- **1 September 2010**
Ban on 75 W clear light bulbs.
- **1 September 2011**
Ban on 60 W clear light bulbs.
- **1 September 2012**
Ban on 40 and 25 and 15 W clear light bulbs.
- **1 September 2013**
Tougher performance requirements for low-energy lamps and LED lamps.
- **1 September 2016**
Tougher requirements for halogen lamps and all lamps > 60 lm.

Pearl Bulbs

- **1 September 2009**
Ban on all pearl light bulbs.

Exceptions, e.g.

- All types of reflector lamps.
- Halogen lamps with G9 and R7S sockets (Energy class C in stage 6).
- Lamps for special applications, e.g. oven lamps.



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