

CASE STUDY

ClearChannel

AURA
THE ORIGINAL LONG LIFE LIGHT

ClearChannel is an example of a company at the forefront of outdoor advertising in Sweden. The media company has been developing billposting options for many years, everything from large billboards and bus shelters to advertising in subways and shops. In total there are 25,000 advertising spaces from Ystad to Kiruna, illuminated by close to 100,000 fluorescent lamps.

Aura Long Life - the most economical choice

Christer Lantz at ClearChannel tells why they use Aura Long Life:

– We used to use normal fluorescent lamps and were forced to replace them every other year. But about five or six years ago we tested Aura Long Life, which worked out very well for us. Aura Long Life has a significantly better service life and is the best solution from a financial perspective, so after we had done our investment estimates, we decided to buy Aura fluorescent lamps.

Money Talks

– Aura Light has a good product, which is why we bought it. There is nothing to match it on the market. We would rather spend a few extra kronor on our lamps because the most expensive thing is not the lamp but replacing it. Using Aura Long Life means we don't have to replace the lamps so often. Money talks!, says Christer.



About Aura

Aura supplies Long Life light sources and solutions. With a lifetime that is at least three times longer, you can reduce your maintenance costs and environmental impact by a third. With our T8 Eco Saver and Eco Lighting Solutions, you can also reduce your energy consumption dramatically, thus reducing your energy costs and carbon footprint further.