

CASE STUDY

JCDecaux, Sweden



JCDecaux is one of Sweden's largest media companies. The group is established in more than 3,500 cities and is the largest operator outdoors in Europe and number two globally. They sell advertising space outdoors, at airports, railway stations and in shopping centres and hypermarkets. The group has a worldwide agreement with Aura.

JCDecaux in Sweden uses Aura's Long Life fluorescent lamps and Aura ELMETEC ballast. We have talked to Torbjörn Jönsson, Electrical Manager at JCDecaux in Sweden, and he explains that they have been using these ballasts for six or seven years.

Energy savings with robust ballasts

"We are very pleased that the ballast is robust as this is a great benefit to us. Our signs are often placed along busy roads and as the ballast can withstand vibrations and damp this means they can handle all the stress. With the reduction in maintenance work this brings, we are able to spend more time on developing the business instead," Torbjörn explains. JCDecaux used to use conventional ballast, but by converting to Aura's ballast they now enjoy energy savings of close to 25 %. Energy saving is an important issue for JCDecaux.

Reduced environmental impact

"We hold ISO 14001 environmental certification and are constantly looking to reduce impacts on the environment. In our business, lighting is one of our biggest environmental culprits, which is why we are always working to reduce energy consumption," says Torbjörn.

Another measure that JCDecaux has taken to reduce environmental impacts is to use Aura's Long Life fluorescent lamps. They use products like Aura SIGNETTE Long Life and Aura THERMO Long Life. The light flow of these fluorescent lamps is strong even in cold temperatures.

"The fact that the sign's message is clearly visible even when it is cold outdoors is extremely important, after all this is what our customers pay for," Torbjörn emphasises.

Speedy deliveries

"Everyone knows that Aura's deliveries are quick. Thanks to our reliable deliveries and the generous guarantee, we do not need to keep products in stock. It is also easier to maintain a maintenance budget when you use Aura's products which makes calculating maintenance costs easier," Torbjörn concludes.

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 solutions, you can also reduce your energy consumption dramatically, thus reducing your energy costs and carbon footprint further.

