

CASE STUDY

OK-Q8, Sweden

AURA
THE ORIGINAL LONG LIFE LIGHT

OK-Q8 AB was formed on 1 January 1999 and is Sweden's largest petroleum company with more than 900 stations. It is a Swedish limited company with two owners, who each own half of the shares. One is the OK business association, the largest of Sweden's OK associations, which in turn is owned by 1.3 million members. The other is Kuwait Petroleum International, a Kuwaiti state oil company.

Stipulates Aura Long Life

Per Hanö, construction and start-up manager at OK-Q8, talks about OK-Q8's nationwide rebranding following the merger between the two oil companies.

"In the new signs, we invested exclusively in Aura Long Life fluorescent lamps and we have not regretted it. We made a good choice and now stipulate Aura Long Life in our manuals. It is very expensive replacing lamps, as we have over one thousand petrol stations all over the country. On main roads, where the signs are twelve metres above ground, you have to handle a sign front of 12 m² and the labour costs for a replacement are SEK 12,000. Since we switched to Aura, we have avoided three out of four replacements," summarises Per with satisfaction.

Excellent service and good cooperation

The oil company merger and the re-signing have gone far beyond expectations. OK-Q8, which is investing in accessibility and a "motorist profile", has steadily increased its market share.

"The fact that the lamps are sound and frost resistant is valuable for our brand. It would be unthinkable if half the sign was not lit or flickering. Aura also represents perfect service and good cooperation," says Per.

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.

