

# CASE STUDY

## Cadbury - Bournville



Cadbury is a leading global confectionery company with a portfolio of chocolate, gum and candy brands. Since February 2010 Cadbury is part of Kraft Foods which is the world's second largest food company.

### Purple Goes Green with Aura

Cadbury have a "Purple Goes Green" initiative that sets a vision to tackle climate change and shrink global environmental footprint by many initiatives. One initiative is to reduced energy usage. To help achieve this objective Cadbury chose Aura Long Life lights.

The Purple Goes Green initiative is Cadbury wide, and at the moment Aura lamps are being used in the manufacturing areas in the Bournville plant, where they are changing old T8 fittings for more energy efficient T5.

"Aura Long Life will help us to reduce emissions through a reduction in energy usage, lower maintenance costs and reduced WEEE generation", says Karl Bowen, Environmental Manager at Cadbury UK.

### Aura ECO SAVER for the environment

Before Cadbury decided to go with Aura lamps they compared other manufacturers.

"We felt that Aura's profile was the best fit for our vision of reducing the impact on the environment", explains Karl Bowen.

Cadbury chose to install Aura T5 ECO SAVER Long Life lamps. T5 ECO SAVER reduces energy consumption and is the most environmentally friendly T5 lamp on the market.

"Used in conjunction with low energy gear trays we can realise energy savings of at least 45% per twin T5 fitting compared to our standard T8 fitting. We will also realise financial benefits due to a longer mean time between failure thus reducing our maintenance and disposal costs", says Karl Bowen.



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### 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.