

CASE STUDY

Ge-Kås, Sweden

AURA
THE ORIGINAL LONG LIFE LIGHT

Ge-Kås in Ullared has been the most visited tourist destination in Sweden for many years. Last year no less than 3.4 million people walked through the doors of the budget store. They arrived by coach and by car and bought clothes, food, electronics, toys and other items for a total of SEK 2.1 billion.

Aura Long Life - tubes to trust

Ge-Kås has been buying Aura Long Life since 1992. Christian Henriksson explains:

"First we were curious to know if you could get fluorescent tubes that burned so long without losing their intensity, but this has really been proven."

In connection with our switch to Aura Long Life we began with group replacements and electronic safety starters.

"We are really pleased - it is a great benefit having fluorescent lamps that burn for a long time and that we don't have to replace. We have a large store of 15,000 square metres and there is nothing worse than a flickering fluorescent lamp."

"We buy one Aura fluorescent lamp instead of three standard lamps. They are cost effective and environmentally friendly. I don't want lighting that suddenly goes out here and there. I want my employees to enjoy being in their workplace – every day. Aura Light gives us fluorescent lamps that we can really rely on."



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.