

CASE STUDY

IKEA, Kungens Kurva, Sweden



Six decades ago, IKEA started its business in a small town in Sweden. Today IKEA has stores in some thirty countries across the world. IKEA wants to offer a wide range in the form of functionally sound home furnishings at the lowest possible price allowing as many people as possible the chance of buying them.

Win-win situation

Håkan Ledin at IKEA in Kungens Kurva, Sweden explains why they use Aura Long Life.

– Ingvar Kamprad wants all units to lower their energy consumption by 25 %. This is a win-win situation for us, because we are lowering our energy costs while reducing the waste of the earth's resources at the same time.

The IKEA plant in Kungens Kurva has around 6,000 T5 fittings and 276 8W emergency light fittings.

– Obviously we would like to see financial savings on the overall lighting energy use. By implementing group replacement with Long Life fluorescent lamps, we get a lifecycle in our plant three times greater than we would have had using standard lamps. He continues:

– Aura Light offers products that ensure an excellent light environment; good colour reproduction and not least financially beneficial lighting for our customers and for our own personnel in our store.

Aura Long Life for the environment

– I am worried about changes in the weather. We see daily examples of extreme weather conditions as a result of climate change. I feel that we must all take responsibility and not waste the earth's resources. By choosing Aura Long Life, I feel that I have made a contribution, says Håkan.

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.

