

A green field with a spotlight effect on the grass. The background is a dark green gradient, and the foreground is a field of grass with a bright green spot in the center.

We eco-enlighten you.



The time has come to eco-enlighten your future.

When it comes to environmental care and making best use of limited resources, you have to look at the big picture. So consider this: Aura Long Life light sources last at least three times longer than standard light products.

This means that Aura Long Life does the work of three standard light sources – giving you significant financial benefits. Yet cost savings is just the beginning. With the Aura Long Life concept, you also help minimize environmental impact. This is good for you and everybody else who shares our planet.

We produced the first Long Life fluorescent lamp way back in 1980 – more than 20 years ahead of our competitors. This says a lot about the experience and know-how we have gained over the years. Most of all, it says a lot about our focus and commitment. We care about generations to come.

Considering ecology, while improving your economy. What could be better?

You can find Aura Long Life light sources in The London Underground's Arena Station.



Raise your hand if you want to change 12 billion lamps for no reason!

With a service lifetime guaranteed to be at least three times longer than standard products, Aura Long Life means a huge reduction in the number of replacements. Imagine the potential savings throughout the world, each year. The cost of carrying out these unnecessary replacements is astronomical.

As you know, replacements in high or difficult-to-access locations, such as in warehouses and industrial facilities, at airports or along motorways can be very expensive in terms of man-hours. It's also hazardous work. Add to this the cost of lost production or a slowdown in service while the replacement is being made, and you're looking at considerable savings with Aura Long Life.

Changing street and traffic lights can also cause traffic jams and long queues, as well as increase the risk of accidents. With Aura Long Life, you can keep these problems to a minimum.

*You can find Aura Long Life light sources
in the 16,9 km long St. Gotthard Tunnel in
Switzerland.*



745 million truck-miles – that’s 30,000 times around the world!

Reducing the number of transports is good for the environment. No surprise here. But for our world to be properly lit, the required lamps have to be delivered to the right place – and this requires trucks. The challenge is to keep these transports to a minimum. Here, Aura Long Life is making a big contribution.

With a guaranteed lifetime that is three times longer than standard light sources, Aura Long Life reduces the need for road transport by two thirds. This means a 67 percent reduction in fuel consumption, which drastically reduces CO₂ emission and the release of other harmful substances that pose a serious threat to health and climate. All of this, while lowering costs for wear and tear on vehicles and roads alike.

So if you want to help reduce the effects of road transports, choose Aura Long Life.



Imagine throwing away 1,2 million tonnes of light sources and packaging. That's 300,000 elephants!

We're talking about a very heavy burden on you, but perhaps more importantly on the environment. Every time you use one Aura Long Life instead of three standard products, you eliminate the need for two packages that have to be produced and recycled. Over time, this adds up to a huge amount.

And then there are the significant environmental benefits that come with a more efficient use of raw materials and energy during the manufacturing and recycling of the light sources. Whatever light source you choose, be sure to recycle. But why not minimize the number of light sources that need to be recycled in the first place?

The financial gains are easy to calculate. Yet it's the ecological benefits that are most important. Here, the slogan **Less is more** says it all.

*You can find Aura Long Life light sources
in the Dubai Airport.*



We've got you covered.

Go with the original. No other supplier can come close to offering you the wide range of Long Life light sources that Aura can give you. With over 700 Long Life products, we can cover all imaginable requirements in almost all industries and applications. In fact, our products are right now operating successfully in every possible climate – from the cold of Antarctica to the heat of Dubai.

Working together with you, we can identify the Long Life solution that's best for you – financially and environmentally. When you choose Aura, the original Long Life, for your lighting requirements, you are supporting a more sustainable future. This is good for you, your company or organization, society as a whole and of course future generations.

So why wait for tomorrow? Get in touch with us today for all the eco-enlightening details!

Aura has a symbol for Long Life. The figure in the symbol shows how many times longer the product lasts compared to standard light sources. If you select light sources with the Aura symbol, you maximise service life and minimise impacts on the environment.





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**AURA**
THE ORIGINAL LONG LIFE LIGHT