



**MOTIVATION OF THE JURY**  
**for the attribution of the Small and Medium Company Price**  
**(« Prix PME 2009 »)**  
**to Aura Light France**

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Aura Light France, the subsidiary of Swedish Aura Light International AB in Karlskrona, specializing in long lasting lighting products, was established in France in 2007 on a market dominated by two powerful international groups and a number of competitors, essentially from Asia.

With its notoriety and without any network for mass distribution, Aura Light France, in close cooperation with the R&D department of its Swedish parent, chose to position itself as a provider of environment friendly high quality lighting solutions to closely meet the specific needs of companies and municipalities, seeking long life solutions and eco lighting economics.

This customization of the service resulting in important reductions of CO2 emissions and the reduction of the energy lighting consumption by 30-80 % has already seduced many important clients, such as EDF, the European parliament, community transports in Lyon, the airport in Mulhouse, the Lille and Toulouse metros. The rapid progress of the activities and the results of Aura Light France is promising for its continued successful development in the France.

In attributing the “Prix PME” for excellence to Aura Light France, the Jury beyond recognizing the extremely high quality of the Aura ECO lighting products, which clearly distinguishes themselves from the competition, wishes to compensate the company’s contribution to a sustainable development, permitting substantial energy and maintenance savings, its courageous work in the difficult French market place, and its customized strategic approach answering to the specific needs of each client, concerned about the environment and seeking long life cost efficient solutions.