

CASE STUDY

Milano Metro



Project: Milano Metro
Client: Azienda Trasporti Milanesi (Italy)
Product: Long Life Fluorescent tubes
Segment: Metro
City, Country: Milan, Italy
Contact: Silvia Perniceni, Azienda Trasporti Milanesi S.p.A

Established in 1931, since 2001 the Azienda Trasporti Milanesi is a Public Limited Company belonging to the Municipality of Milan that manages the public transport system in the urban area and in 87 Municipalities in the Province, serving a territory with an overall population of about 3 million inhabitants. Over the years, the spectrum of the company's activities has been extended progressively to the sector of design and management of transport services, in Italy and abroad.

Aura Long Life for the Metro Lines 1, 2 and 3

The lighting company Aura Srl has won a new deal to supply ATM (Azienda Trasporti Milanesi S.p.A) with Long Life fluorescent tubes for the Metro Lines 1, 2 and 3. The contract is worth approximately 800,000 Euros. The negotiation was done in cooperation with Lyte & Lyte energy solutions who is a distributor of Aura Srl.

Environmental benefits with Aura's products

Silvia Perniceni tells why they choose Aura Long Life:

- The lifetime of the Long Life fluorescent lamps bought for Metropolitana Milano is five times longer than standard products on the market and will last about 10 years. The replacements started in February and will be carried out through 2009.
- Metropolitana Milano has an environmental approach and sees economical and environmental benefits with Aura's products.

Silvia continues:

- We have decided on Aura's Long Life light sources since they will reduce the number of replacements to one instead of four, thus saving us maintenance costs. Furthermore, reducing the environmental impact by 75% is also an important benefit for us.

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.

