

AURORA[®]
VALUE BEYOND ILLUMINATION™

R&H

R E T A I L & H O S P I T A L I T Y



“The core values and East-West partnership upon which Aurora was founded continue to underpin the company today. Our entrepreneurial spirit and passion for inspirational lighting solutions has seen us successfully transition from a traditional lighting organisation to one at the forefront in the development of smart connected lighting.

- Andrew Johnson, Founder & Group CEO

We are all experiencing a paradigm shift as technology brings disruptive changes to our industry. Aurora is optimising its brands, strategy and product portfolio to develop the next generation of Lighting 3.0 and deliver **Value Beyond Illumination™**. Our license agreement with Gooee to use its IoT lighting ecosystem is the first milestone towards achieving our goals as we look forward to 2016 and beyond.”

Lighting 1.0

SEPARATE POWER,
LIGHT SOURCE & LUMINAIRE

ILLUMINATION

Luminaire + CDM lamp

2009



Lighting 2.0

INTEGRATED
LED LUMINAIRES

ENVIRONMENTAL
OCCUPANCY ENERGY

Integrated LED Luminaire

2013



The Aurora Group

The Aurora Group is an international, LED lighting organisation and specialises in the design, manufacturing and distribution of innovative, smart energy-saving solutions for projects, trade and OEM/ODM customers across more than 70 countries.

Creative product ideation, innovative engineering, rigorous testing, groundbreaking technology, award winning marketing and an unparalleled global sales and distribution team work together at the heart of our business.

Winners of the 2015 LUX Manufacturer of the Year Award, Aurora owns thirteen international facilities and more than 440,000 sqft. allocated to luminaire manufacturing, research and development, engineering, testing and technological development in communications and sensing. Eleven showrooms showcase the full range of Aurora products.



Manufacturer
of The Year
LUX
Awards 2015
WINNER

The Microlights to Aurora Journey



Microlights was founded in 1984 to serve the UK retail lighting market, inspired by the founders' ideas to miniaturise stage lighting for the retail environment and unravel a brand's story through the power of light, providing customers with a vibrant, entertaining shopping experience.

- Gary Bennett, Managing Director - Aurora Projects

Over the last 30 years the team perfected the design of the signature "Hot Spot" reflector for the latest light source technologies, enabling customers to achieve lighting goals with either fewer luminaires or a 50% energy saving. A winning and personalised product solution combined with a UK manufacturing base created the ideal footprint to service the Retail & Hospitality sector.

Lighting 3.0

CONSCIOUS,
CONNECTED LUMINAIRES

ILLUMINATION +
IoT ECOSYSTEM

2016

Integrated comms & sensing connected to IoT lighting ecosystem

GOOEE Inside



75,000 sq.ft. Manufacturing R&D & Engineering



Aurora Swindon



Global Manufacturing



Sales & Design Centre

Microlights Journey

Since its establishment, Microlights has gained a wealth of expertise and developed an international framework with offices established in Dubai, France, Spain and Lebanon and an international team for all other overseas projects.

In 2009, Microlights became part of the Aurora Group. Through this union, Microlights gained access to a wide

portfolio of LED lighting products, innovative technology and support from Aurora's lighting design, marketing, digital and after sales teams.

Focused on the future, Microlights was fully integrated into the Aurora Group in 2016 to develop a new business strategy that delivers Value Beyond Illumination™,

providing an even wider capability in terms of product, services and technology. The core of the Microlights' values and retail lighting process, however, remain the same. With Lighting 3.0 - the next generation of lighting - Aurora is embarking on a journey to deliver innovative, intelligent and sustainable lighting solutions for retail and hospitality installations.

Lighting 3.0 - Delivering Value Beyond Illumination in Retail & Hospitality



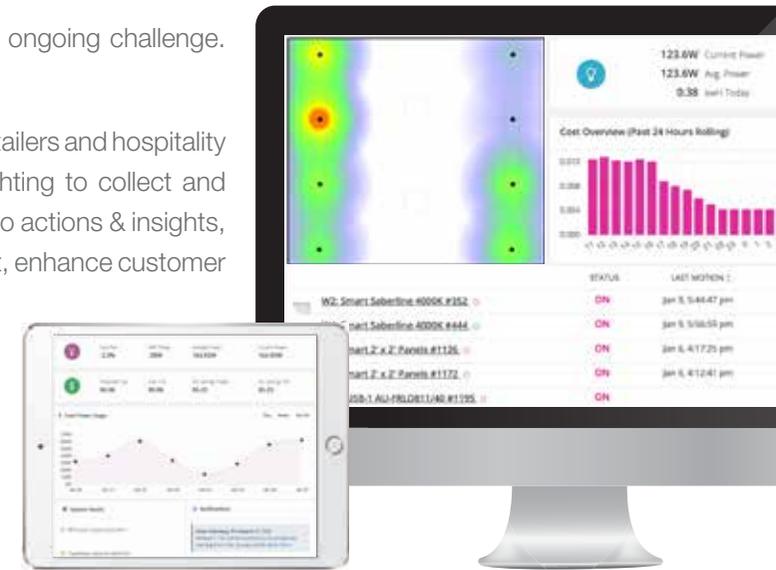
Focused on the future, our new business strategy is to deliver Value Beyond Illumination™, providing an even wider capability in terms of product, services and technology.

Creating an outstanding customer experience and exceeding their overall expectations is a priority in this industry. Maintaining estates, optimising process and

- Neil Salt, Managing Director - IoT Division

reducing operational costs are an ongoing challenge. Can these problems be solved?

Lighting 3.0 will be our solution. Retailers and hospitality companies will be able to use lighting to collect and provide data, that, when turned into actions & insights, create an outstanding environment, enhance customer engagement and reduce costs.



The IoT Lighting Ecosystem **GOOEE** inside

FUTURE STATE

Lighting 3.0

The Single Essential Network

- Unified solution
- Everything as a Service
- Low installation cost
- No additional hardware
- Easy retrofit



building intelligence

- Control & Scene Setting
- Energy Management
- Predictive LED Maintenance
- Daylight Harvesting
- Occupancy



human engagement

- Mobile Marketing
- Employee Security
- Automated Checkout
- Layout Optimisation



asset tracking

- Direct Brand to Consumer
- 360° Product Lifecycle
- Democratising Data

Lighting 3.0

Imagine a world where a single network of intelligent, conscious endpoints monitor, sense and engage with human behaviour in their built environments like never before.

A single, essential network that eliminates the need for additional occupancy sensing, control solutions, and energy management whilst providing Everything as a Service.

Machine learning algorithms will discover insights and deliver scheduling recommendations to the user via a rules engine to reduce costs and enhance their experience within a residential, hospitality, retail, commercial or industrial application.

Lighting 3.0 is this future single network, and Aurora is on a journey to turn the vision into a reality, delivering Value Beyond Illumination™.

Lighting is the most ubiquitous and pervasive element in the built environment. As an existing, essential infrastructure element, lighting systems can readily form the backbone of an intelligent network of endpoints.

Understanding the requirements of developers, architects, large organisations and retailers, Aurora, at an early stage, identified the need for an interoperable, scalable, smart ecosystem.

Collaborating with 'best in class' partners was fundamental to driving innovation beyond legacy architecture solutions.

Gooee is the world's first 'full stack' interoperable ecosystem of hardware and software components that will enable an LED lighting company to add intelligence to its product range and connect it to the Internet of Things.

The Aurora Group was the first of many manufacturers to sign a long-term licence agreement to join Gooee alliance. The integration of Gooee's smart-enabling technology into **Aurora branded products takes us a step closer to the next generation of lighting - Lighting 3.0.**

Aurora's journey in lighting started when everything required switches on walls to turn on luminaires (Lighting 1.0).

Focused on reinvention and futuristic design, Aurora progressed into Lighting 2.0 — integrated LED luminaires controlled by third party, on-premise solutions.

With Lighting 3.0 and Gooee Inside™, Aurora will globally deploy a conscious, connected network of lighting endpoints. Interoperable and openly accessible with third party systems or as a standalone installation, the benefits fall into three key categories:

Building Intelligence Services Focused on energy management, predictive maintenance, LED performance and occupancy detection.

Human Engagement covers individual recognition, beneficial for consumer interaction within a retail store as well as home or building security management.

Product & Asset Tracking is beneficial for retailers and FMCGs because products can be tracked from the minute they're produced or purchased to the time they are disposed, giving 360° life cycle visibility.

Follow Aurora as we discover the future of Lighting 3.0





Perfectly Formed

Perfectly formed, the EDDI™ is a high performing, compact and unobtrusive fitting with an adjustable head. Its petite size and classic shape are discreet enough to complement interior design components and create the intended ambience for customers. The EDDI™ range provides two options: a lens ideal for hospitality and a reflector featuring a 'Retail Hot Spot' and 'Halo,' optimised for retail. Lumen packages range from 1,000lm up to 3,000lm, and each product is available in any custom RAL colour. Available for track mounting or recessed in the ceiling, this range comes with a 5 year warranty.

Specification

- Ra80 as standard and Ra90 to special order
- Available in 2700K, 3000K, 3500K and 4000K
- Fully adjustable to provide exact focussing



Impact

TOP 3 CRITERIA

- Compact size 82mm diameter
- Colour consistency with SDCM <3
- Colour temperature choices to create the desired dramatic lighting scheme

Fashion is a defining factor for many people and used to express who they are. It's a very personal affair and portrays our personality, status or role in society. This is why fashion brands are going the extra mile to get the brand's message and image exactly right in their stores.

The right lighting solution can help underpin the brand message by creating drama, applying appropriate colour temperatures, using a high Colour Rendering Index and brand matching luminaire design.

project: **Timberland** location: **Regent Street London**

Crispness



TOP 3 CRITERIA

- Efficiency of up to 125lm/W
- High Colour Temperatures of 4000K
- High lumen output for illumination of merchandise

Convenience stores are focused on delivering their promise - customers will be in and out of the store in a matter of minutes. This requires a crisp and clear store design where customers can quickly find what they are looking for.

Lighting plays an important part in delivering this promise. High colour temperatures and light output paired with dedicated optic design that directs light on to shelves rather than floors and ceilings create a crisp and easy-to-navigate space.

project: **NISA** location: **Fairfield**



Highly Optimised

Veevo™ has been optimised for bi-symmetric lighting applications such as supermarkets, convenience stores and petrol stations where lighting is required on shelves rather than floor areas. Veevo's bi-symmetrical beam directs the majority of the light onto the vertical planes rather than the floor. This helps to create improved illumination on shelving and merchandise when compared to a standard LED light panel resulting, according to Aurora's Anna Enright Product Marketing, in "more light on the verticals with fewer fittings and a reduced total system wattage".

Specification

- Available in 3000K and 4000K
- Lumen output up to 6800lm
- Bi-symmetric optics



Efficacy

Diverse Performance

Draw attention to every detail in a retail space with the customisable MOVI™ range for effective accent lighting. Highly adjustable, the MOVI™ features interchangeable 'Hot Spot' reflectors and optics designed to create impact within a retail environment across different areas, including fresh produce, wine and spirits sections. A variety of mounting or recess options ensure that all areas of a supermarket can be lit to bring out the most of merchandise on display.

Specification

- High efficacy exceeding 100lm/W
- Low maintenance for maximum cost savings, L80 at 50,000hrs
- Interchangeable reflectors and mounting options available



Bakery Fruit & Veg Fish counter Butcher counter



TOP 3 CRITERIA

- Energy efficiency for general lighting to keep cost down
- Accessories including colour filters to light fresh produce areas
- Comprehensive range, track and recessed product

Supermarkets contain a number of areas including aisles, fresh produce sections, bakeries, butchers, fishmongers, check-out counters and more.

Whilst general lighting in supermarkets need to be energy efficient, all dedicated areas have other specific requirements

that lighting solutions can help fulfil, whether it is colour filters to enhance look of bread, meat or fish, or low glare solutions over check-out areas.

project: **Casey Eurospar** location: **Ireland**



Brightness

- TOP 3 CRITERIA**
- Energy efficiency to keep cost down
 - Accessories to create different beam angles
 - High lumen output

High ceilings can be found in many retail estates such as DIY and mega stores. To create sufficient illumination, high light output is required as well as a set of accessories to provide appropriate beam angles that meet store requirements.

The use of highbay luminaires is both functional and fashionable as they create a industrial look within a space, whilst delivering technical lighting requirements.



Fashionably Functional

Highly efficient, bright with a fresh modern look - attributes that have made the Ostia™ a luminaire of choice for many retailers. They easily provide a large amount of light even when installed in a ceiling which is double the usual height, whilst maintaining a modern in store design. With a light output of up to 20,000lm, the Ostia™ is ultra slim in design and its gun-metal finish creates a fashionable industrial look and feel, very popular in today's retail environment. Available with a range of reflectors and mounting options, this range fulfils versatile lighting scheme requirements.

Specification

- Efficacy of up to 100lm/W
- 60, 90 and 120 degree beam options
- Light output of up to 20,000lm

project: **Arboretum** location: **Ireland**



SIGNAGE



Branding



Brand Emphasis

Retailers know the significance of branding and therefore spend a significant amount of time and money on it. To maximise retail brands, delivering the perfect signage, both interior and exterior, is essential. Aurora provides a complete and personalised signage solution, seamlessly integrated with decorative and retail lighting for a best-in-class customer experience.

Specification

- Custom made signage solution
- Integrated lighting solutions
- Furniture design
- Full project management from planning to execution

TOP 3 CRITERIA

- Interior and exterior brand communication
- Lighting and signage solution that complement each other
- Custom made, individualised solution

Decision making is such a seamless brain process that we are usually unaware of it. However, every second our brains evaluate the influences around us and determine a result and action. When shopping, we often look for a certain store or get drawn in by something that catches our attention.

High quality exterior signage is the key to brand recognition and enhancement, whilst internal signage and store design helps customers locate their desired items and make a purchase.

project: **Relay** location: **Paris**

Ambience



Subtle Illumination

Perfectly formed, the EDDI™ is a high performing, compact and unobtrusive fitting with an adjustable head. Its petite size and classic shape are discreet enough to complement interior design components and create the intended ambience for customers. The EDDI™ range provides a lens ideal for hospitality installations. Lumen packages range from 1,000lm up to 3,000lm, and each product is available in any custom RAL colour to perfectly adapt to its surroundings.



Reflectors



Lenses

Specification

- Range of lens options to create 21, 31, 49 and 79 degree beam angles
- Colour filters and honeycomb accessories available to further enhance the scheme
- Wide range of adjustable fittings to ensure the targeted focusing

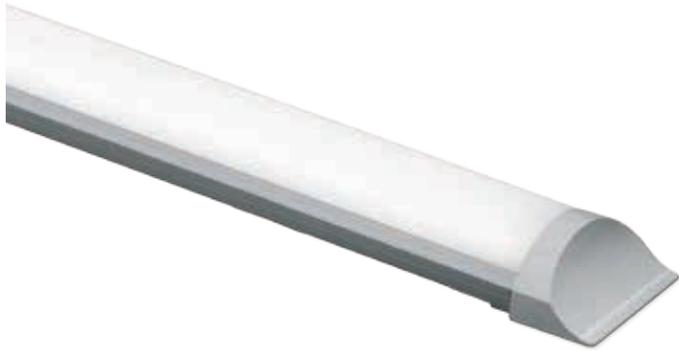
TOP 3 CRITERIA

- Wide choice of beam angles and accessories
- Dedicated lenses for maximum sparkle and minimum glare
- Adjustability enables light directed the right places

Hospitality spaces are all about ambience to entice people to stay for another drink, come back another time and simply enjoy the experience in the space. Lighting in Hospitality applications is key to delivering a desired mood, created

by applying light and shade, that ultimately creates an intimate environment. Dedicated lenses and optics, colour temperatures as well as dimming options are essential to delivering this solution.

project: **Dean & Deluca** location: **Dubai**



Subtle Efficacy

Behind the scenes, lighting is all about functionality. Contor's unobtrusive slim design allows it to provide the required light levels and quality whilst drawing little attention to the actual fitting. With a high lumen output and efficacy of up to 76lm/W, energy savings & reduced maintenance compared to linear fluorescent technology can be substantial.

Specification

- Colour temperature choices of 3000K and 4000K
- Diffused light for low glare
- Light output of up to 3,400lm

Functional



TOP 3 CRITERIA

- Sleek modern design
- Surface mount or suspended
- Replace T8 fluorescent

Behind the scenes, retail stores, bars, restaurants and hotels use a large part of their property for back of house operations such as storage rooms, administration offices or filing cabinets. In these areas, it is essential that spaces are appropriately lit for employees to navigate quickly and safely.

A low energy back of house LED lighting solution helps keep running costs down and provides plenty of bright light for employees to be able to complete their tasks and ultimately deliver a better front of house experience.

project: **Aurora** location: **Rotterdam**

Aurora Global Clients

With an international framework of offices on every continent, Aurora has acquired a wealth of expertise in servicing retail clients on a global scale over the past 30 years.

Working with several recognised brand names, from multinational retailers to national supermarket chains, Aurora offers a truly personalised and quality lighting solution and service for retail and hospitality clients.

Managing lighting design and production for every retail environment, including in-store, exteriors, restaurants, head offices and warehouses, we provide a one-stop global solution.

Following initial meetings, we work together closely with each client to meet requirements of each brief, focusing on the detail that results in a unique outcome. Our retail applications are designed to bring to life products and services that focus on delivering an experience specific to each brand.

Our extensive product range is tailored to meet regulations and requirements for each market and our international teams provide the service to ensure each installation is fitted in line with the rest of the portfolio.



Case study - Debenhams



DEBENHAMS

Location Middle East
Product Retail Spot
Trunky 4A
Micropan 00

A household name, Debenhams is a leading international, multi-channel brand with a proud British heritage that trades out of over 240 stores across 27 countries.

Debenhams gives customers a unique, differentiated and exclusive mix of own brands, international brands and concessions. To highlight the store in a style that reflects Debenhams' own look and feel, a mix of recessed and track accent luminaires were installed to create the dynamic accent lighting, while wall washers and downlights were used to provide the ambient lighting.

Attention to detail on all aspects of the lighting design was completed by focusing the store prior to opening to generate contrast, creating impact to ensure maximum sales.



Case study - Timberland



Timberland 

Location Bluewater, UK
Product MOVI Circ LED
Moon Slim 2 LED
Easi 4

Timberland designs, engineers, markets, distributes and sells premium quality footwear, apparel and accessories for men, women and children, so it requires a flexible and focused retail lighting scheme.

This high street retailer located in Bluewater Shopping Centre in Kent, UK, selected the MOVI range because of its flexibility, versatility and premium performance. Available in track-mounted or recessed versions, the portfolio is highly flexible, and once focused in store, delivers an incredible lit appearance.

MOVI uses a Citizen COB LED chip driven by Phillips Xitanium gear and has an incredible 50,000 hours at L90, meaning the stores stay brighter for longer.



Case study - Calvin Klein



Calvin Klein

Location Cardiff, UK
Product Gimbal Mini 1 Way

One of the largest global fashion apparel companies in the world, Calvin Klein sought a retail lighting scheme that maximised its brand potential and consumer reach.

Strong messaging within the Cardiff, UK, store necessitated powerful accent lighting with good colour rendering to highlight its women's and men's designer lifestyle brands. The Gimbal Mini met these needs perfectly, ensuring the design reflected the client's brand identity.

Highly adjustable Gimbal products deliver focused light and future-proof the installation allowing for changing store layouts over time.



Case study - Dean & Deluca



DEAN & DELUCA PURVEYORS OF FINE FOOD, WINE & KITCHENWARE

Location Dubai
Product Moon Slim 2
dSeries™
mSeries™
Twist & Lock™

Dean & Deluca is an international restaurant chain founded in Soho, New York in 1977. The celebration of food is at the heart of this brand.

The proposed lighting solution for Dean & Deluca in Dubai was a complete LED scheme that could be easily controlled.

To create the desired ambience during breakfast, lunch and dinner a dimming control system was installed and commissioned. While breakfast and lunch featured brighter light levels, a romantic ambience with low light levels and a warm colour temperature was created for an evening setting. This combination of product selection, dimming and scene setting provided the client with an enhanced customer dining experience.



Case study - Evans Cycles



Location London, UK
Product EDDI™ range

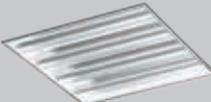
Evans Cycles offers bikes for everyone, from the extreme downhill junkie to your casual Sunday afternoon Hyde Park cruiser, and a bright but attractive scheme was desired.

The small EDDI™ fitting with 3,000 lumens was proposed for this client because it was suitable and highly efficient for the lighting levels required within the store. Anything more would have been ineffective and overpowering.

In response to the completed project the Evans Store Project and Design Manager, James Duguid said: "I would definitely use Microlights in the future. Would I recommend them to other retailers? No ... because I want the head start!"



PRODUCT RANGE - OVERVIEW

							
EDDI GP 1	EDDI GP 2	EDDI GP 3	EDDI SR 1	EDDI SR 2	EDDI SR 3	EDDI DOWNLIGHT	EDDI DOWNLIGHT TILT
							
EDDI T1	EDDI TS	EDDI TR	MOVI DOWNLIGHT	MOVI DEEP RECESSED	MOVI CIRC 1 WAY	MOVI CIRC 2 WAY	MOVI SPOT
							
GIMBAL CIRC LED	GIMBAL MINI LED 1 WAY	GIMBAL MINI LED 2 WAY	GIMBAL MINI LED 3 WAY	SKETCH CIRC	SKETCH 1	SKETCH 2	TWIST&LOCK DOWNLIGHT
							
AIM ADJUSTABLE	AIM LOW GLARE	AIM FIXED	m10™ FIXED	m10™ ADJUSTABLE	RETAIL SPOT MINI LED	RETAIL SPOT LED	VERSA 3 LED
							
TRAX	SOLIS	LED FLEXI STRIP	SQUARE LOW PROFILE	VEEVO	HETEROLUX 60 LED	OSTIA	VERSITILE

30 Years of Expertise - Understanding Your Needs

Custom Solutions

In both retail and hospitality, attention to detail is essential to ensure the lighting design and products specified meet both scheme and aesthetic objectives.

To satisfy our customer needs, Aurora are proud to offer a bespoke Engineering Service through our team of highly qualified and experienced design engineers based in Swindon, UK.

Projects can be varied and could require a slightly different finish or mounting arrangement, maybe the output needs modification or the scale of a component changed. Our engineers work closely with customers via the sales and production teams to ensure that the specialist product is delivered on time and to budget.

Combining our bespoke design service with the decorative luminaires featured here provide many options... Imagination is the only limit, contact us now to discuss your requirements.



The Importance of Colour

Colour Rendering

Whilst the human eye is able to see true colours under natural daylight, our eyes often struggle indoors, particularly when trying to differentiate between black and navy or reds and pinks. This phenomenon is often caused by low colour rendering index and can lead to a disappointing shopping experience, particularly in fashion retail.

For best results, a luminaire with CRI90 or higher should be used in store to reflect the true nature of the colours on display. CRI90 can be ordered across our key ranges, including our popular EDDI™ range.

Colour Consistency

Whether in a retail or hospitality space, luminaire appearance and colour performance over life need to be consistent across the entire installation.

For best results, a luminaire with SDCM ≤ 3 should be chosen. Our portfolio across retail and hospitality presents a variety of luminaires with SDCM ≤ 3 available, including EDDI™, MOVI™, Gimbal and many other ranges.



30 Years of Expertise - Understanding Your Needs

Geographical Reach

Over the years, we have worked together with a number of brands that have seen a significant expansion of their global reach. To support our clients around the world, we have adapted our organisation and portfolio to meet the needs of global brands.

Organisation

Not only do we service local brand requirements through all our international hubs in the UK, Europe, USA, South Africa, Middle East and Australia; we also have a dedicated 'International Business' team, looking after the needs of customers who are planning to expand into global territories.

Globally approved Product Ranges

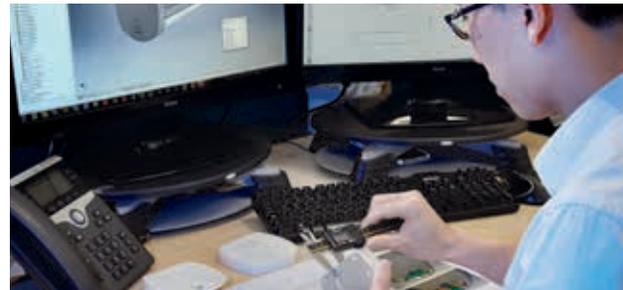
As our clients enter into new global markets, we work together to develop the right product to suit country and application requirements, including appropriate certification. Over the years, we have developed core portfolios that are sold worldwide, including Europe, USA and Asia. Available certifications across our portfolios include CB, ErP, EMC, RoHS, UL, DLC and TUV.



Manufacturing



Manufacturing is at the heart of the group's core capabilities. Decades of experience span generations of lighting. Ongoing investment in people, infrastructure and production capabilities keep our product ranges at the forefront of market requirements. A large part of our portfolio is **made in UK**.



Engineering

Over 50 Global R&D, mechanical and electronics engineers work across power, control, lamps and luminaires. Our team manages the ever-changing dynamics of LED technology to maintain compatibility of individual components and deliver world class lighting solutions.



Testing & Compliance

Ensuring our products meet the highest quality standards requires world class testing capabilities. Our Ji'an megacentre has been officially approved as a NEMKO qualified laboratory operating alongside in-house photometric centres in Asia and the UK.

A Partnership Approach - There For You All The Way

Services

Through international infrastructure, innovative product ranges and specialist expertise, Aurora successfully delivers premium project solutions that achieve vision and expectations, on time, every time and regardless of scope or scale.

The core of Aurora's project experience is founded on exceptional design consultancy, project and programme management, whilst delivering state-of-the-art products that meet the requirements of each industry. Through a step-by-step process and early identification of customer requirements, Aurora achieves effective and efficient delivery of international roll-out lighting schemes across Retail and Hospitality.

Services include interpreting the brief, designing lighting schemes, CAD plans, technical product information, logistics management to deliver on time, and aftersales service.

Providing personalised solutions for any lighting scheme using application-centric products makes Aurora a global partner for any size of project.

Consultation

Starting with in-depth understanding of client requirements and vision, our turnkey service meets their requirements throughout the entire process.



- Lighting surveys
- Energy audits
- Product trials



Lighting Design

Utilising the latest software, our experienced team, with a proven track record, successfully designs and produces lighting schemes for a variety of clients.



- Dialux & Relux
- BIM and Revit files
- IES and LDT photometric files



A Partnership Approach - There For You All The Way

Project Management

Working with all parties involved in the delivery and installation of lighting, Aurora's project management team ensures that all programs are consistently delivered on time, to brief.



- Dedicated key account manager
- Dedicated engineering support
- Regular client reviews



Focusing

Multi-functional teams work together to support individual customers on all project requirements to ensure they are met and exceeded, from start to completion. For example, in-store retail focusing ensures the scheme delivers on design.



- At installation
- On request
- Staff training



After Care

Client relationships are at the core of Aurora's philosophy. Following every project, we ensure client satisfaction by providing a thorough after-care service. Expert field based maintenance and support, enabling one stop shop for design and maintenance of lighting schemes.



- Installation
- On-site warranty
- Maintenance & disposal



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