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Lighting company double finalist in Telstra awards

Energy efficient lighting provider Ilum-a-Lite has been announced as a finalist in the 2008 Telstra Business Awards in both the Social Responsibility and Micro-Business categories.

Over the past financial year, Ilum-a-Lite's lighting products saved 5860 tonnes of CO₂ and \$700,000 in electricity costs for customers including hospitals, councils, universities and businesses across Australia. It also contributed to worldwide energy efficiency with export sales to Asia and Europe.

This, combined with the company's \$50,000 tree planting program, has earned Ilum-a-Lite a place as a finalist in the new Social Responsibility Award category, which recognises businesses that have contributed to the environment and the community.

The company's incredible growth rate of more than 30% per annum over the last three years puts it in the running for the Micro-Business Award for businesses with five or fewer employees.

Mark Rutherford, managing director of Ilum-a-Lite, said the company had been a pioneer in promoting energy-saving technologies before climate change and global warming became such mainstream issues.

"Back in 1996 we were ahead of the pack, developing products to save energy, cost and greenhouse gas before it became popular to do so. Today we're still ahead of the pack, developing innovative solutions that keep us in front of our competitors," Rutherford said.

"For more than 10 years we have been donating a native tree for every tonne of CO₂ saved by our product installations — well before airline and car companies thought it would be a good idea to offset their emissions.

"Much of our recent growth is the result of being in the right place at the right time. Global concern about climate change is fuelling a need for our products at home and overseas as nations face carbon constraints and energy reduction targets," he said.

Ilum-a-Lite is one of 21 businesses from NSW to be named as finalists, chosen from more than 4500 entries across the country. Winners will be announced on Friday 5 September 2008 at the Hilton Sydney.

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