

L'innovazione diventa sostenibile

Gerald Katzler



Sostenibilità - valore aggiunto per tutti, oggi

Customer Benefit

Saving money

- B2C Example: Replacing a 75 Watt incandescent lamp with a 14 Watt energy-saving lamp will save you over EUR 100 in electricity over a service life of ten years while correspondingly cutting down on CO2 emissions.

- B2B Example: Retrofit of the SAS Radisson Hotel in Frankfurt to 5,000 OSRAM HALOGEN ENERGYSAVER lamps saves over 30.000 Euros on the annual electricity bill



Enviromental Benefit

Less CO2 emissions

- Over 1/3 of the electricity used worldwide for lighting can be saved. These savings of over 900 billion kWh of electric power would lead to a reduction in global emissions of more than 450 million tons of CO2.



Ed. Rochaverá. São Paulo.

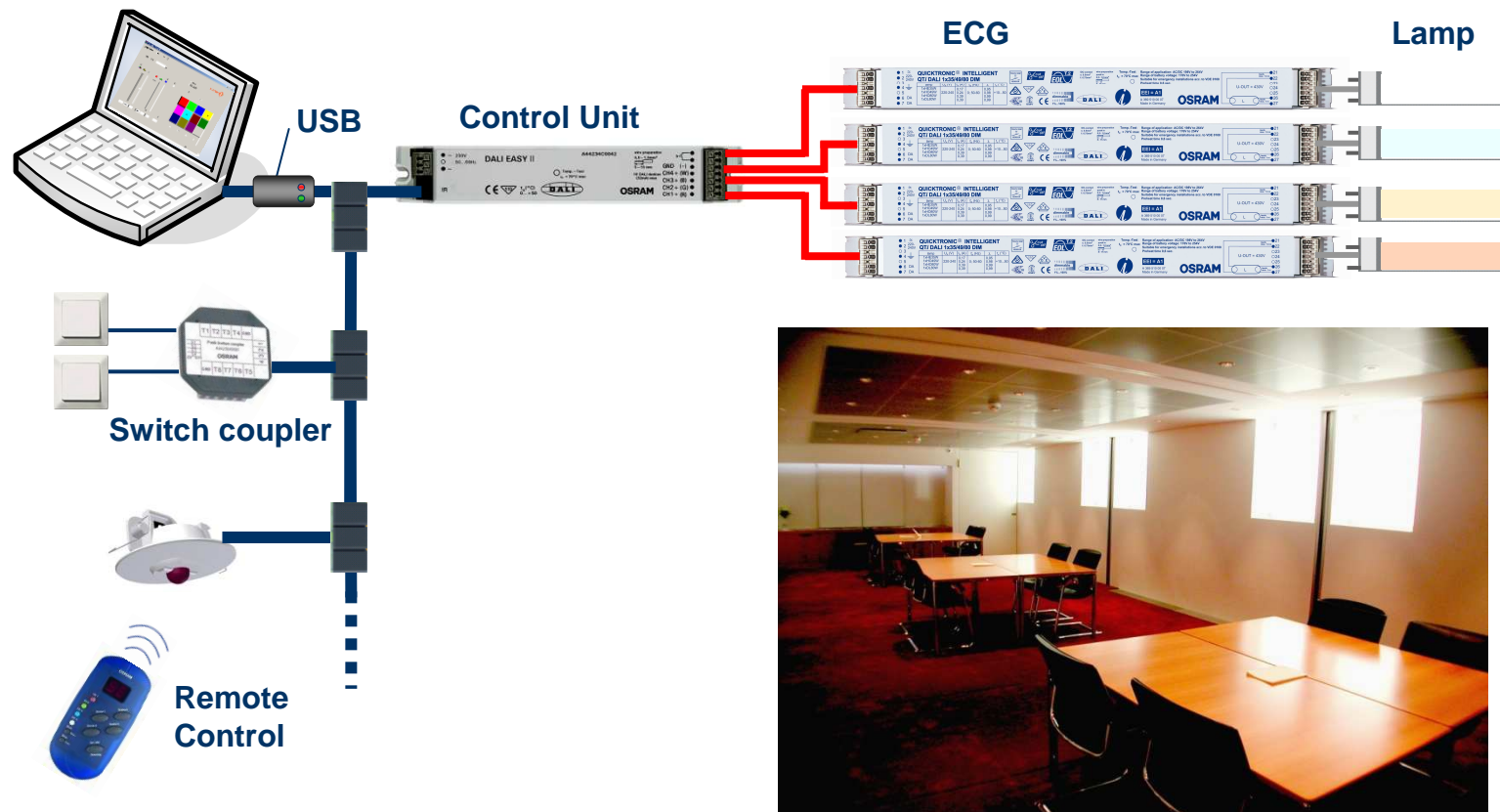
Benefit OSRAM

Increasing sales

- Quality and innovation are key factors for continuous and profitable growth in energy efficient product segments.



Innovazione Ampliare l'offerta dal prodotto al sistema



Innovation has to be evolutionary.

Building up on existing products, enlarging the offer for the customer.

Innovazione Nuove tecnologie - nuove sfide



Source: AIDAdiva

Innovation has to be revolutionary.
Emerging trends have to be seen as an opportunity.

Grazie



OSRAM

