

Eskom brightens the way at King Shaka International

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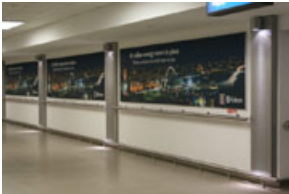
8 Feb 2011

Since the start of Eskom's National Power Lightbulb Exchange Programme, 43 million old lightbulbs have been replaced with new energy efficient lights, creating a nationwide energy usage saving of 1 800 Megawatts. That's enough electricity to power Durban!



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To thank everyone who played their part in saving energy, Eskom commissioned Provantage to applicate 70 panels in the arrivals corridor of King Shaka International Airport. To keep it "green" Provantage chose to do the branding in biodegradable fabric as opposed to the traditional vinyl or pvc applications. After all, the campaign aims to beat the energy crisis, in keeping with environmentally friendly solutions. Travellers will be privy to the campaign until March.



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