

BÄRO

Retail
Lighting

Fresh Light *for* Fresh Products

BAKERIES / CONFECTIONERS

Spotlight





Since 1967 BÄRO has been presenting bakeries and confectioners in the right light. Light is the most important intermediary between your products and your customers. Fresh bread and pastries combine craftsmanship, flavour and aroma. We humans like to experience things with all our senses. It's all about enjoyment, but also orientation and trust.

50 years of quality – Made in Germany.



50 YEARS OF THE LIGHT
FOR TOMORROW

50 YEARS BÄRO

Everything in the right light. Well-conceived lighting for every area.

BAKERY AND CONFECTIONERS LIGHTING:
EMOTIONAL. EFFECTIVE. EFFICIENT.

The smell of fresh bread is irresistible. And with the right light your bakery or confectioner's is an experience for all senses. Why is good light essential? Because it has a decisive influence on how the premises and the products are perceived. A pleasant atmosphere and optimal product presentation promote sales and ensure loyal customers. At the same time, energy-efficient lighting technology and intelligent planning reduce costs – for a store that is an all-round success.

Special light colour
GoldenBread

GoldenBread is among the product-specific LED spectrums with a correlated colour temperature of 2,500 K. In particular it produces a saturated rendering of rich golden-brown colours. The spectrum is ideal for illuminating fresh bread and bakery products.



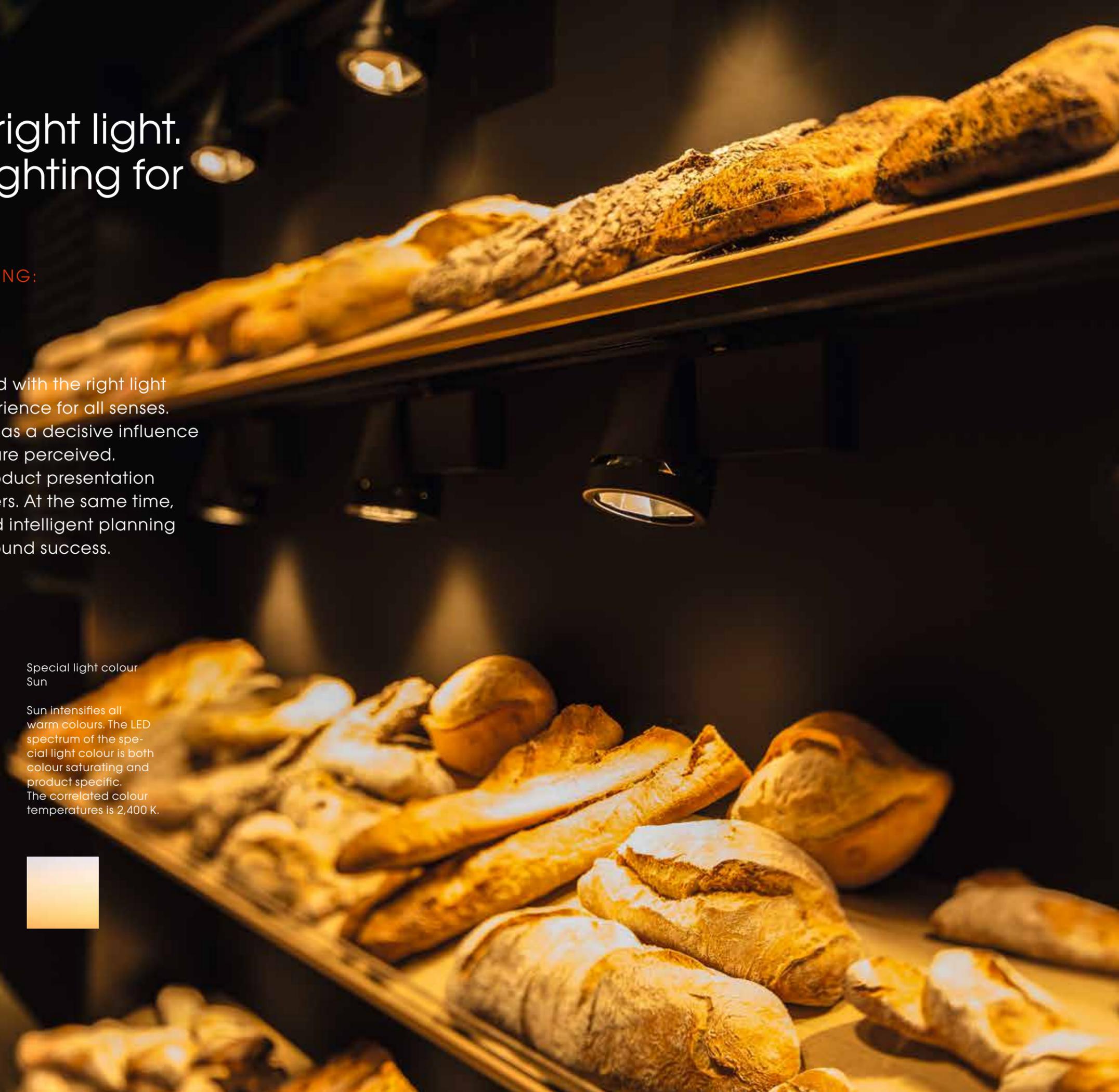
Special light colour
PearlWhite

The LED spectrum of the special colour is below black body. It has a colour-intensifying effect and produces an elegant quality-enhancing colour impression. The correlated colour temperature is 3,100 K.



Special light colour
Sun

Sun intensifies all warm colours. The LED spectrum of the special light colour is both colour saturating and product specific. The correlated colour temperatures is 2,400 K.





PÂTISSERIE BAMAS, BIARRITZ (FR)
 Principal: Sylvie & Thierry Bamas
 Architect: MoMa architecture & design, Lyon
 Refrigerated units: Jéka AG, Arlesheim

INVITING

Shop window and entrance.

The entrance and shop windows of a bakery are much more than just the facade and the way in. They are the store's calling card; they attract customers and welcome them. The right light gets them in the mood for the shopping experience. The first impression counts!

LIGHT ATTRACTS FROM AFAR:

- Illuminated facades and advertising panels are visible from afar and ensure that the store is easily recognisable.
- A "welcome mat" with high illuminances in the entrance area attracts attention.
- Brilliant accent lighting presents decorations in the shop window.

RECOMMENDED LIGHT COLOURS

927, 830, PearlWhite

RECOMMENDED LIGHT DISTRIBUTIONS

NarrowSpot, Spot, Medium



CONFISERIE BACHMANN, LUZERN (CH)
 Principal: Confiseur Bachmann AG
 Architect: Marc Jöhl, Dipl. Architekt HTL / FH, Luzern
 Retail design & shopfitting: Schweitzer Ladenbau AG, Rebstein

Counter and showcases.

Golden brown crusts, colourful fillings and glazes, appetising aromas: the bakery counter is a feast for all the senses. There are many regional specialities to be sampled – and they taste best fresh out of the oven.

LIGHT PRESENTS THE BAKERY TRADITION:

- Bread and biscuits need warm, saturated lighting.
- Powerful, well-directed light presents the products on display in a contrasting and vivid way.
- Light with very good colour rendering presents the inherent colours of fruits and decorations, for example, naturally with all their nuances.

- Furthermore, LED light with matched spectrums is free of IR and UV and therefore gentle on the products.

RECOMMENDED LIGHT COLOURS
927, PearlWhite, GoldenBread

RECOMMENDED LIGHT DISTRIBUTIONS
Flood, Medium, Spot



DAT BACKHUS, HAMBURG (DE)
Proprietor: Heinz Bräuer
GmbH & Co. KG, Hamburg
Shopfitter: Freund GmbH, Leinefelde



BÄCKEREI VREUGDENHIL, ROTTERDAM (NL)
Principal and operator: Christiaan Vreugdenhil
Architect: KING KONGS, Eindhoven
Shopfitter: Staalduinen Interieurs, Maasdijk

Back wall and bread shelf.

The back wall of the shop traditionally has a double role in bakeries: bread is presented on shelves while boards and signs have a communication function. Always in the field of vision, it is a key element in the look of the bakery.



LIGHT DEFINES SPACES:

- Homogeneous flooding with light emphasises the wall surface as a vertical, visual boundary.
- Asymmetrical wallwashers are suitable for uniform vertical lighting.
- The homogeneous product colouring predestines bread shelves for illumination with special light colours that emphasise the natural colours of the loaves.
- Additional accent lighting highlights individual objects and draws attention to decorations or lettering.

RECOMMENDED LIGHT COLOURS

GoldenBread, PearlWhite, 927

RECOMMENDED LIGHT DISTRIBUTIONS

WallWash, WallBeam, Medium, Spot

BÄCKEREI WAHL, BESTENSEE (DE)
Principal: Bäckerei Konditorei Wahl GmbH
Shopfitter: Contour Ladenbau GmbH, Dresden



BÄCKEREI VREUGDENHIL, ROTTERDAM (NL)
Principal and operator: Christiaan Vreugdenhil
Architect: KING KONGS, Eindhoven
Shopfitter: Staalduinen Interieurs, Maasdijk

Bakery.

Transparency is a trump card. This is why many modern bakeries offer insights into their bakehouse: craftsmanship at work. Here it is important to offer employees good working conditions while presenting an attractive scene to customers.

LIGHT SHOWS WHERE BAKERY PRODUCTS COME FROM:

- Open concepts allow a combination of decorative and technical light.
- Contrasts and lighting accents guide the customer's gaze.
- A modern design also takes into account the regulations for work-places.
- Closed luminaires such as recessed luminaires in IP54 facilitate care and hygiene.

RECOMMENDED LIGHT COLOURS

927, 830, 835

RECOMMENDED LIGHT DISTRIBUTIONS

WideFlood, Flood, Medium, Spot



BÄCKEREI WAHL, BESTENSEE (DE)
Principal: Bäckerei Konditorei Wahl GmbH
Shopfitter: Contour Ladenbau GmbH, Dresden





LINGER

Café and food service.

Food and beverage service is a natural addition to any bakery – as an espresso bar, bistro area or a conventional café. A harmonious design whets the appetite and invites customers to linger.

LIGHT CREATES AN ATMOSPHERE:

- Soft, warm lighting creates a pleasant atmosphere and sets the café area apart from the sales area.
- Luminaires with an individual design underline the design concept in the seating area.
- With modern concepts such as front cooking and self-service counters, coordinated light colours make the food on offer look appealing.

RECOMMENDED LIGHT COLOURS

PearlWhite, 927, 830

RECOMMENDED LIGHT DISTRIBUTIONS

Flood, Medium, Spot, NarrowSpot



DAT BACKHUS, HAMBURG (DE)
 Proprietor: Heinz Bräuer
 GmbH & Co. KG, Hamburg
 Shopfitter: Freund GmbH,
 Leinefelde

Tell your story with light!

We believe that there is a difference between lighting and light. And that light has the power to touch people, to inspire them and to activate them.

This means that there is not one light for everything. But precisely the right light for every individual requirement – so that every product is shown in the best light.



In the right light: BÄRO special light colours:

Light that is optimised for the natural colours of products is one of the most effective, but also one of the most sophisticated retail lighting tools. BÄRO has the corresponding products and technologies – and advises customers based on decades of experience.

TURN YOUR BRAND INTO SOMETHING SPECIAL WITH US.

Do not hesitate to contact BÄRO and take advantage of the company's expertise and experience if you would like to use light optimising natural colours. Request a demonstration of the lighting effect on your premises.



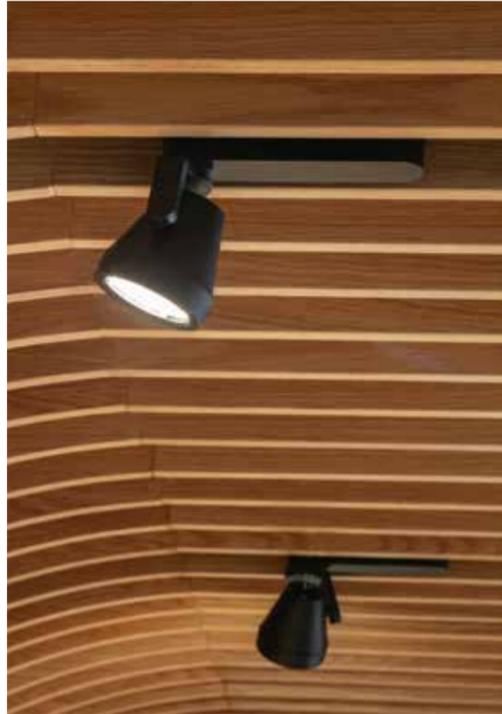
In the right look: Individual design.

The functionality and the design of our products are the result of an in-depth examination of the key factors of lighting efficiency, system intelligence and energy expertise. But we are also pleased to realise custom solutions.

FULFIL YOUR PERSONAL PRODUCT WISHES WITH US.



The extensive options available include painting in the colours of your choice, galvanised surfaces, customisable fabric shades, distinctive metal shades or translucent acrylic rings.



In the right layout: Creative light planning.

An attractive room impression is created when the lighting takes into account the different uses of surfaces and areas. Intuitively controllable luminaires are predestined for areas where contents and placements change frequently. Light control systems support an energy efficient, effective and emotional spatial feeling.

**SURPRISE YOUR CUSTOMERS WITH
A DYNAMIC PRESENTATION.**

The interplay of light colours and light distribution, light intensities and luminaire design enables an individual, expressive light balance to be created for every premises.

With the right lighting solutions.

Are you planning to invest in a modern lighting system for your new premises or in the course of modernisations? Or do you want to replace an existing lighting system to achieve greater energy efficiency? A balanced light concept considers your individual requirements and spatial conditions.

**BÄRO – YOUR LIGHTING PARTNER.
RIGHT FROM THE START.**



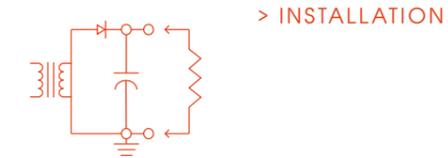
> ADVICE

A fundamental aspect of our advice is to convey to all those involved in the project the huge potential and the many nuanced possibilities of expression offered by the medium light today thanks to LED technology.



> PLANNING

Light can be designed in many different qualities and dimensions. Sophisticated light planning not only supports the dramaturgy of the shopping experience; it also allows the lighting to be perfectly tailored to the different visual tasks and product groups.



> INSTALLATION

BÄRO supports you in the installation and alignment of luminaires on site – so that your customised lighting concept rapidly takes shape and unforeseen issues are quickly resolved.



> SUPPORT

Our products boast long-lasting quality and functionality. Nonetheless, our service does not end when your lighting system is put into operation. BÄRO is available to answer your questions and provide services even after completion of the project.



> LEASING

We are pleased to advise you on a leasing concept that suits your specific needs. Contact us. We're pleased to assist you.

> CONTACT

Tel.: +49 (0)800 799 1000, E-Mail: service@baero.com

CONTACT

Personal BÄRO service:
We're pleased to provide you with
free advice on lighting for bakeries and
confectioners



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