

# BÄRO

Retail  
Lighting

# Fresh Light *for* Fresh Products

SUPERMARKETS

# Spotlight







Since 1967 BÄRO has been presenting supermarkets in the right light. Light is the most important intermediary between your products and your customers. Food is both a pleasure and a delight. Appetisingly presented products appeal to the senses. Sensuality, orientation and trust are key aspects of food retailing.

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.

SUPERMARKET LIGHTING: EMOTIONAL. EFFECTIVE. EFFICIENT.

Consumer studies confirm that light is a decisive element in the supermarket shopping experience. Why is good light essential? Because it has a decisive influence on how the premises and the products are perceived. A pleasant atmosphere and perfect product presentation increase sales and customer loyalty, while energy efficient lighting technology and intelligent planning reduce costs – for a store that is an all-round success.



1. INVITING: the entrance
2. ORIENTATION: the main entrance, product aisles, rear walls
3. SPECIAL FRESHNESS: fruit, vegetables, cheese, meat, cold cuts, fish, chilled products, bread, bakery products, confectionery
4. FOR MOMENTS OF PLEASURE: wine and spirits
5. EVERYTHING IN VIEW: the check-out area
6. LINGER FOR A WHILE: restaurant/café area

# The entrance.

The supermarket entrance is much more than the way into the salesroom. It is the visiting card; it welcomes customers and puts them in the mood for the shopping experience with the right light. The first impression counts!

## LIGHT CREATES A "WELCOME MAT":

- Illuminated facades and advertising panels are visible from afar and ensure that the store is easily recognisable.
- Vertical light in the entrance area emphasises the openness and transparency of glass facades.
- High illuminances in the entrance area attract attention.

**RECOMMENDED LIGHT COLOURS**  
830, 835, 840

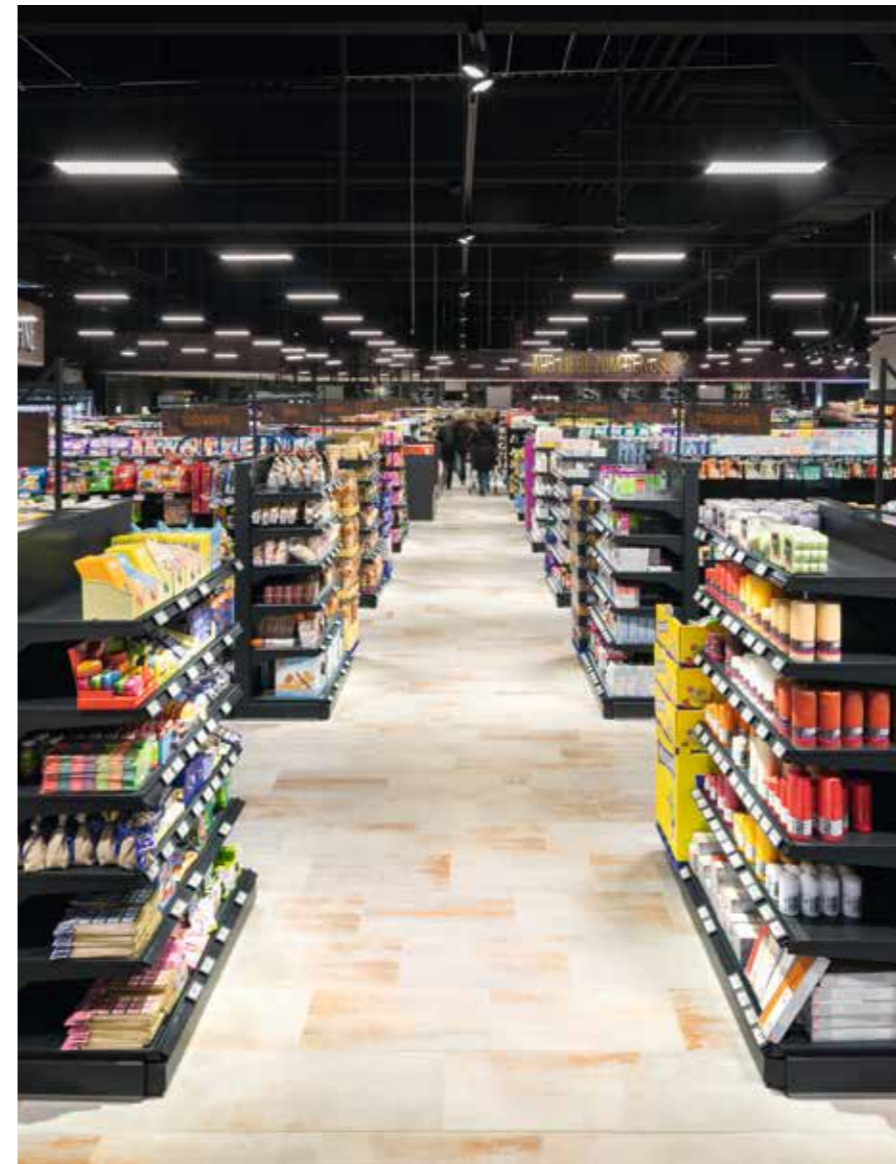
**RECOMMENDED LIGHT DISTRIBUTIONS**  
WallWash, WideWing, Spot, NarrowSpot



MARKTHALLE, KREFELD (DE)  
Operator: real, SBWarenhaus GmbH  
Light planning: start.design GmbH, Essen

# Main aisle.

The main aisle is the central traffic route in the supermarket. It guides customers through the store. It defines the rhythm and provides clarity and structure.



## LIGHT GUIDES THE FLOW OF CUSTOMERS:

- The design of the luminaires is integrated in the overall retail design concept.
- Accentuating light draws attention to gondola heads and promotional areas.
- Flexible light solutions like spotlight track systems support the structuring of the retail architecture.

**RECOMMENDED LIGHT COLOURS**  
830, 835

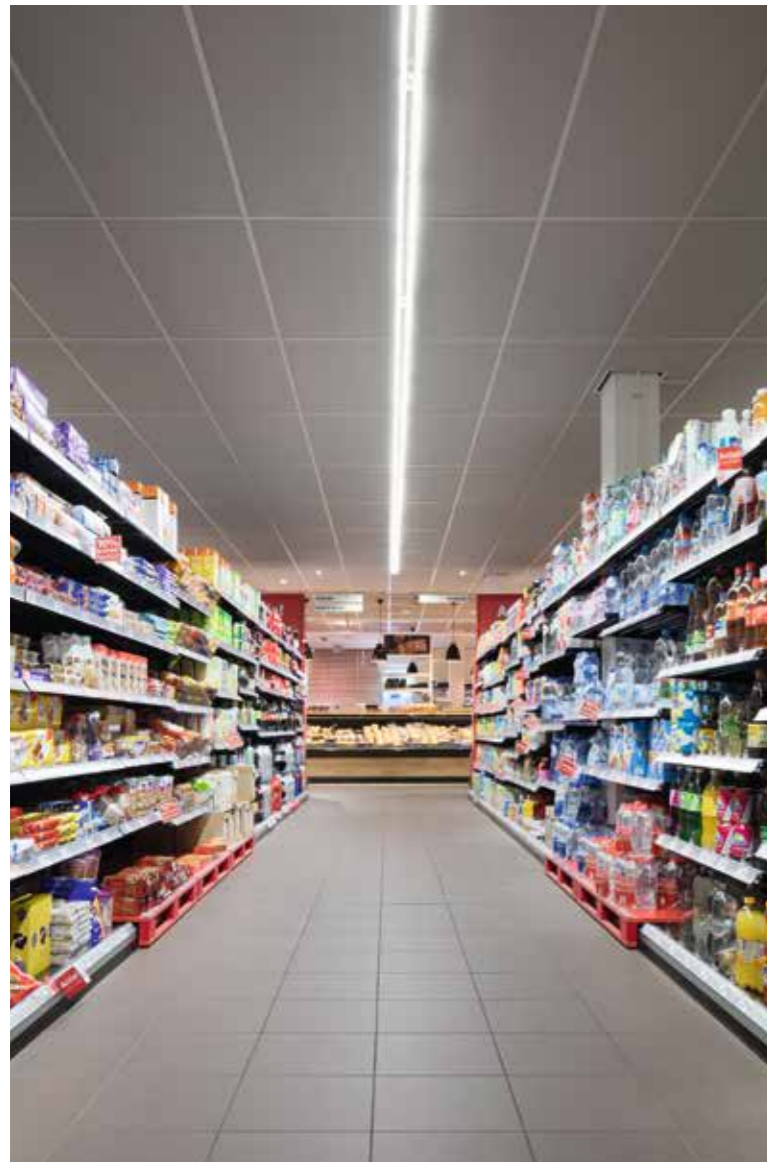
**RECOMMENDED LIGHT DISTRIBUTIONS**  
Spot, Medium, Flood

EDEKA HONSEL, DORSTEN (DE)  
Principal and operator: Ralf Honsel KG, Dorsten  
Architect: Rainer Thieken GmbH, Dorsten  
Retail design: Shop Zwo, Düsseldorf  
Shopfitter: Upel by Familie Heger, Essen



## Product aisles.

A large number of products from different manufacturers and brands fill the shelves of the product aisles. Good lighting ensures that customers have a clear overview of the assortment and quickly find what they are looking for.



JAN LINDERS, MIERLO-HOUT (NL)  
 Proprietor: Jan Linders B.V., NC Nieuw Bergen  
 Retail design: Sandenburg Concept + Creation, Amsterdam  
 Shopfitter: Van Keulen Interieurbouw, Nijverdal

### LIGHT CREATES CLARITY:

- As the most important product carriers, shelves need vertically aligned lighting.
- In addition, there is balanced general lighting for product illumination.
- The criteria for the light are uniformity and good colour rendering.



EDEKA HONSEL, DORSTEN (DE)  
 Information on customers and project partners:  
 see page 7.

**RECOMMENDED LIGHT COLOURS**  
 830, 835, 840

**RECOMMENDED LIGHT DISTRIBUTIONS**  
 BatWing, double-asymmetrical with a horizontal component

## Rear walls.

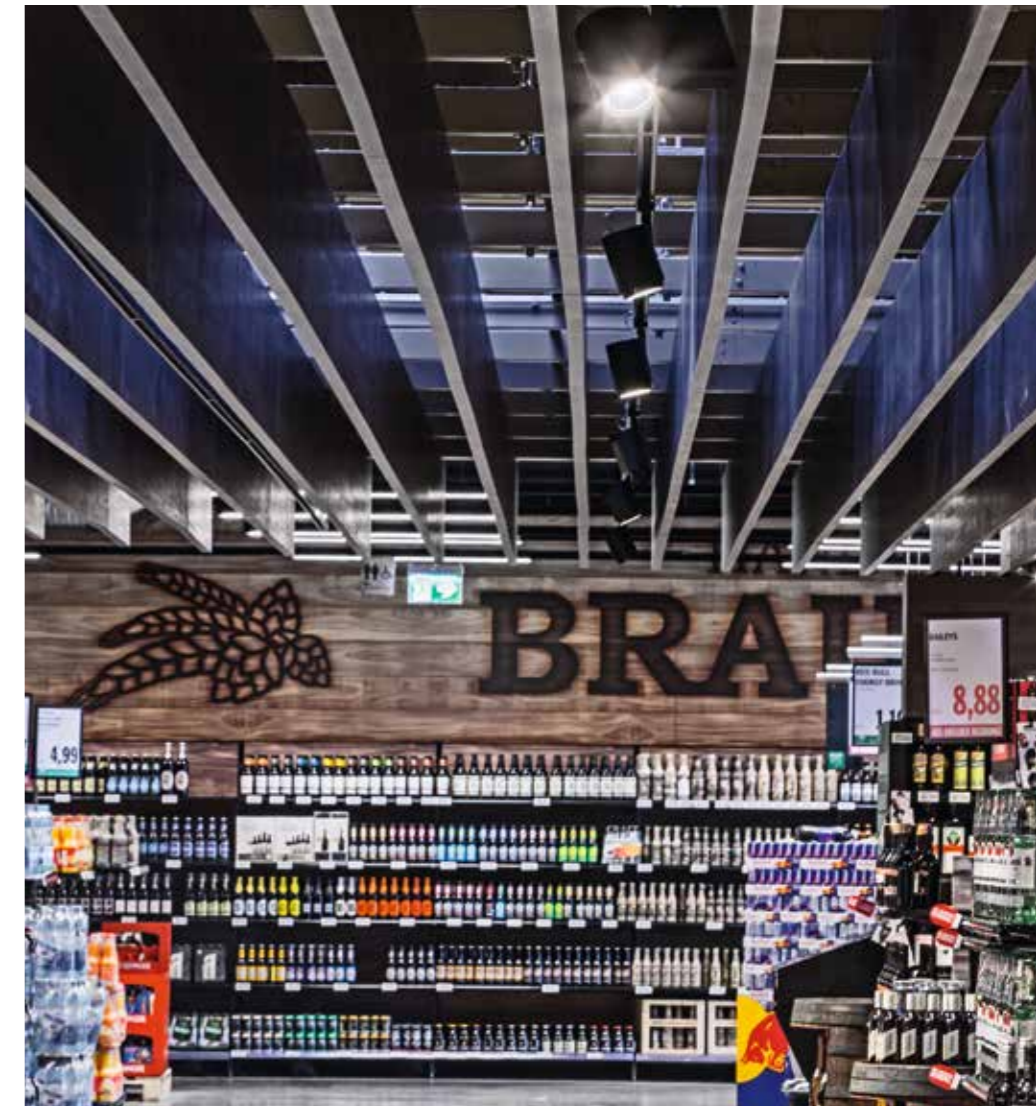
They form vertical surfaces that make a big impact from a distance: visible from almost everywhere in the store, rear walls attract attention and support orientation – as spatial boundaries and conveyors of information.

### LIGHT CREATES A FEELING OF SPACIOUSNESS:

- Homogeneous flooding with light emphasises walls as a visual boundary.
- Additional accent lighting highlights individual objects and draws attention to high-up decorations.
- Asymmetrical wallwashers are suitable for uniform vertical lighting.

**RECOMMENDED LIGHT COLOURS**  
 830, 835

**RECOMMENDED LIGHT DISTRIBUTIONS**  
 WallWash, WallBeam, Spot, Medium



MARKTHALLE, KREFELD (DE)  
 Information on customers and project partners:  
 see page 6.



# Fruit and vegetables.

In many supermarkets customers start their shopping in the fruit and vegetable department. The best chance for a perfect presentation and a brilliant first impression: intensive, bright colours from the red and yellow spectrum contrast with fresh green.



### COLOUR VARIETY MODELLED BY LIGHT:

- Brilliant, directed light showcases the products and adds attractive highlights.
- Suspended luminaires produce balanced general illumination and their design defines the atmosphere in the area of the premises they are fitted.
- Product-specific spectrums make fruit and vegetables look fresh and appetising.

### RECOMMENDED LIGHT COLOURS

Sun, 927, 830

### RECOMMENDED LIGHT DISTRIBUTIONS

Spot, Medium, Flood

### Special light colour Sun

Sun intensifies all warm colours. The LED spectrum of the special light colour is both colour saturating and product specific and its optimal application is the illumination of fresh fruit and vegetables or in comparable non-food sectors. The correlated colour temperature is 2,400 K.



LANDWAART CULINAIR, MAARTENSDIJK (NL)  
Principal: Wim Landwaart  
Retail design & shopfitting: Frigomil, Meise



EDEKA HONSEL, DORSTEN (DE)  
Information on customers and project partners:  
see page 7.





CARREFOUR EXPRESS, ROME (IT)  
 Operator: Gianni Cassandra, CDK Srl, Latina  
 Retail design & shopfitting: F&F Studio, Turin

### 3. SPECIAL FRESHNESS

## Cheese.

Many foodies believe that the selection and presentation of the cheeses available says a lot about the quality of a supermarket. But “normal consumers” also appreciate it when their favourite kinds are presented in a fresh and appetising way in the cheese counter.

#### LIGHT UNDERLINES THE CHARACTER:

- A medium lighting level is gentle on the heat-sensitive product cheese.
- Thanks to modelling illumination, the colours appear particularly fresh and rich, from cream cheese to ripe hard cheese.
- Perfect presentation of warm product colours from white to yellow-orange with product-specific light colours.

#### RECOMMENDED LIGHT COLOURS

PearlWhite, 927, 830

#### RECOMMENDED LIGHT DISTRIBUTIONS

OvalBasic, Flood, Medium

#### Special light colour PearlWhite

The LED spectrum of this special light colour is below black body. PearlWhite has a colour-intensifying effect and creates an elegant, quality-supporting colour impression. The correlated colour temperature is 3,100 K.





# Meat and cold cuts.

Finding the right lighting for meat is a particular challenge. The red colour of meat should shine, but the white of the strip of fat or marbling should still appear white. And the sensitive products must be preserved so that they do not discolour.



### LIGHT HIGHLIGHTS QUALITY:

- Uniform light protects products.
- A moderate lighting level prevents premature greying.
- The effect of product-specific light colours is particularly pronounced on meat and cold cuts.

### RECOMMENDED LIGHT COLOURS

SpecialMeat, FreshMeat, Fish&Seafood

### RECOMMENDED LIGHT DISTRIBUTIONS

OvalBasic, Flood, Medium

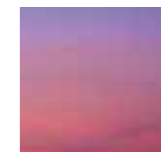
### Special light colour SpecialMeat

SpecialMeat is the special light colour for the illumination of fresh meat and cold cuts and can be regarded as a modern LED successor to the proven BÄRO food light / patented filter variant. The LED spectrum has a correlated colour temperature of 1,900 K.



### Special light colour FreshMeat

FreshMeat gives the white parts of meat and cold cuts a neutral appearance whilst saturating their red component. This product-specific LED special light colour is also ideal for illuminating fresh seafood. The correlated colour temperature is 3,100 K.



REWE RICHRATH, COLOGNE (DE)  
Principal: REWE Richrath Supermärkte GmbH + Co. OHG, Bergheim  
Architect: aal design, Essen  
Shopfitter: Adolf Rademacher GmbH, Gelsenkirchen



# Fish.

The fish must shine and the ice must sparkle. Nowhere is freshness more clearly perceived, nowhere do buyers look more closely: for store operators an opportunity to make a clear statement.



SILPO, KIEV (UKR)  
Proprietor: LLC FozzyFood, Kiev  
Architect: ARS Design, Odessa

### LIGHT PRECISELY RENDERS FRESHNESS:

- Brilliant, targeted light highlights fish and ice and makes their freshness visible.
- An increased lighting level engages with modes of visual perception and expectations.
- Product-specific cooler light colours emphasise the products' natural colours.

### RECOMMENDED LIGHT COLOURS Fish&Seafood, 835

### RECOMMENDED LIGHT DISTRIBUTIONS Medium, Spot

#### Special light colour Fish&Seafood

Fish&Seafood is among the product-specific LED spectrums with a correlated colour temperature of 4,000 K. The chromaticity point is specially coordinated to the presentation of seafood. Due to the high red component this special light colour is also suited to the illumination of fresh meat and cold cuts.



# Refrigeration.

The demand for convenience foods and high-quality, fresh products is growing. Both needs are met in the burgeoning refrigerated and frozen product areas of supermarkets. Refrigerated units are becoming ever more attractive and energy efficient.

### LICHT CREATES ATTRACTIVENESS:

- Products in refrigerated shelves and freezers are perfectly showcased when external lighting supplements the integrated interior lighting.
- Gentle LED light is largely free of IR components, enabling higher spot illuminances on chilled products.
- Cool light colours strengthen associations with "freshness" and differentiate corresponding areas in the salesroom.

### RECOMMENDED LIGHT COLOURS BeCool, BeColor, 835

### RECOMMENDED LIGHT DISTRIBUTIONS Flood, Medium, Spot



REWE DORNSEIFER, GUMMERSBACH (DE)  
Operator: Dornseifer Group, Wenden  
Planning, realisation: Linde shopfitting, Bad Hersfeld

#### Special light colour BeColor

The colour-intensifying LED spectrum of the special light colour is below black body. The surfaces appear both rich and brilliant. The correlated colour temperatures is 3,500 K.



#### Special light colour BeCool

BeCool is a special light colour with an LED spectrum below black body. The colour-intensified impression of the surfaces or body colours illuminated appears cool and saturated. The correlated colour temperatures is 4,200 K.





# Bread and bakery products.

Golden brown crusts and an appetising smell: the bakery counter is a feast for all the senses. The wide range of bread and bakery products includes regional specialities using all kinds of different ingredients.



MARKTHALLE, KREFELD (DE)  
Information on customers and project partners:  
see page 6.

### LIGHT PRESENTS THE BAKERY TRADITION:

- Bread and bakery products need warm, saturated lighting.
- Powerful directional light presents the products in a contrasting and vivid way.
- Light with very good colour rendering quality also enables the nuances of confectionary products to be perceived.

### RECOMMENDED LIGHT COLOURS GoldenBread, 927

### RECOMMENDED LIGHT DISTRIBUTIONS Flood, Medium, Spot

### 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.



# Confectionary products.

A touch of luxury in everyday life: the finest chocolates, pralines or truffles promise sensuous moments and unforgettable enjoyment. For store operators this is an opportunity to stand out with a high-quality and multifaceted assortment.



### LIGHT SHOWCASES CULINARY DELIGHTS:

- Warm light with very good colour rendering saturates chocolate brown colours just as well as the intensive colours of fruit and glazes.
- A medium lighting level is gentle on the sensitive, often handmade products.
- Soft, homogeneous light supports the high-quality impression of the products.

### RECOMMENDED LIGHT COLOURS PearlWhite, 927

### RECOMMENDED LIGHT DISTRIBUTIONS OvalBasic, Flood, Medium

### Special light colour PearlWhite

The LED spectrum of the special light 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.



Edeka Zurheide, Düsseldorf (DE)  
Proprietor: Heinz Zurheide  
Planning: Instore Design Italia GmbH, Naturns  
Shopfitter: Schweitzer Project AG, Naturns



# Wine and spirits.

Fine wines deserve a classy presentation: connoisseurs' appetites are whet when the light sparkles on the dark glass of the bottles and the ambience is like that of a high-quality wine cellar.



## LIGHT CREATES AN ATMOSPHERE:

- Brilliant, targeted light accentuates, sculpts and creates vivid contrasts.
- The ambience is characterised by a combination of diffuse vertical light and spotlights with subdued brightness.
- Individual decorative luminaires serve as eye-catchers.

## RECOMMENDED LIGHT COLOURS

927, 830, PearlWhite

## RECOMMENDED LIGHT DISTRIBUTIONS

NarrowSpot, Spot, WallBeam, WallWash

MARKTHALLE, KREFELD (DE)  
Information on customers and project partners:  
see page 6.

# The check-out area.

This is where the shopping experience is completed. High demands are made on the lighting at the check-out area as a workplace as this is where customers sort their money, read or sign the till receipt.

## LIGHT PAYS OFF:

- Bright lighting at the check-out can be seen from a distance and assists customers with orientation.
- Luminaires with changing light colours from warm white to daylight white promote wellbeing and employee vitality.
- Brightness (at least 500 lux) and glare limitation (in accordance with DIN EN 124641 for work-places) are ensured by selecting appropriate luminaires

## RECOMMENDED LIGHT COLOURS

830, 835, Tuneable White

## RECOMMENDED LIGHT DISTRIBUTIONS

Flood, WideFlood, direct/indirect



REWE DORNSEIFER, GUMMERSBACH (DE)  
Information on customers and project partners:  
see page 17.



## Restaurant/café area.

Restaurant and café areas are a must for modern supermarket concepts. Here the aim is to present the food preparation and the fresh foods themselves in an appetising way – and to create areas for the guests with an atmosphere that invites them to linger and enjoy.

### LIGHT WHETS THE APPETITE:

- Warm special light colours present freshly prepared foods in a particularly appetising and gentle way.
- The character of the lighting and also the design of the luminaires themselves can be customised to suit the type of food offered.
- Typical for areas where food is consumed is a reduced basic brightness with direct, accentuating light with good colour rendering on the tables.

RECOMMENDED LIGHT COLOURS  
927, 830

RECOMMENDED LIGHT DISTRIBUTIONS  
NarrowSpot, Spot, Medium, Flood, OvalBasic



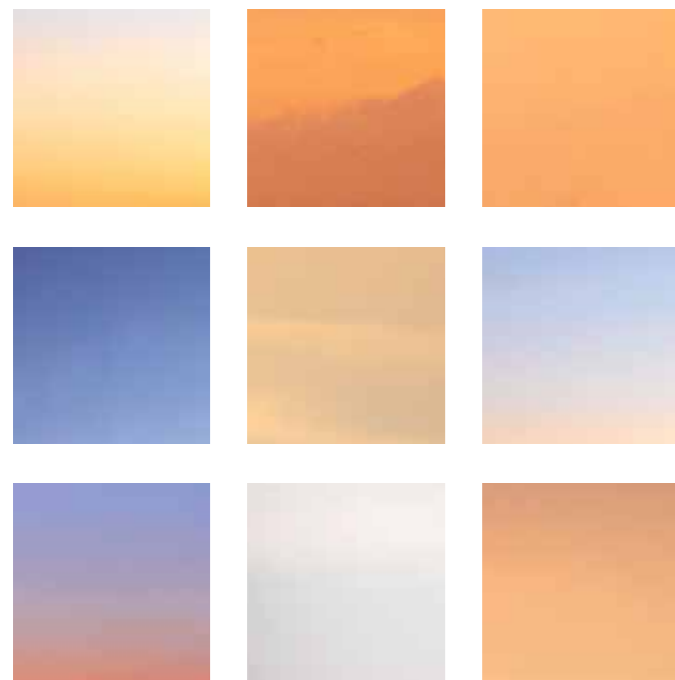
MARKTHALLE, KREFELD (DE)  
Information on customers and project partners:  
see page 6.



# 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 to the natural colours of products is one of the most effective, but also one of the most sophisticated tools of retail lighting. BÄRO has the corresponding products, technologies and the expertise needed – 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.

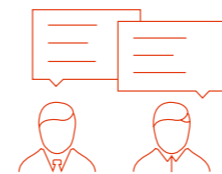
**SURPRISE YOUR CUSTOMERS WITH  
A DYNAMIC PRESENTATION.**

The interplay of light colours and light distribution, light intensities and light control 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.**



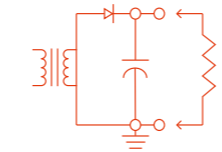
> **ADVICE**

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.



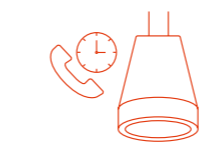
> **PLANNING**

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 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. It is not without good reason that we give a 5-year LED guarantee on our products.



> **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](mailto:service@baero.com)



CONTACT

Personal BÄRO service:  
we're pleased to provide you with free  
advice on lighting for supermarkets



T +49 (0)800 799 1000  
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