

BÄRO

Retail
Lighting

Fresh Light *for* Fresh Products

BUTCHERS' SHOPS

Spotlight





Since 1967 BÄRO has been presenting butchers' shops 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.

LIGHT IN BUTCHERS' SHOPS: EMOTIONAL. EFFECTIVE. EFFICIENT.

Fresh meat and high-quality cold cuts whet the appetite. And with the right light your butcher's shop 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
SpecialMeat

SpecialMeat is the special light colour for the presentation of fresh meat and cold cuts and can be seen 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
Fish&Seafood

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





GROENEVELD BUTCHER'S SHOP, WASSENAAR (NL)
Principal: Henk Van 't Slot
Architect: Just Haasnoot, Wassenaar
Shopfitter: Emond-KMI, Apeldoorn

INVITING

Entrance and shop window.

The entrance and windows of a butcher's shop are much more than just the facade and the way in. They are the shop'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

SpecialMeat, 830, 835

RECOMMENDED LIGHT DISTRIBUTIONS

Spot, Medium, Flood



MILLEVACHES BUTCHER'S SHOP, ANTWERP (B)
Principal: Slagerij Atelier Millevaches
Retail design & shopfitting: Frigomil, Meise

Sales counter.

From bacon to beef, from pork to pastrami – the variety of products on offer in the butcher's counter is both impressive and tempting. The typical colour spectrum of the products from white to pink and dark red benefits enormously from product-specific lighting.

LIGHT ENABLES QUALITY TO BE EXPERIENCED:

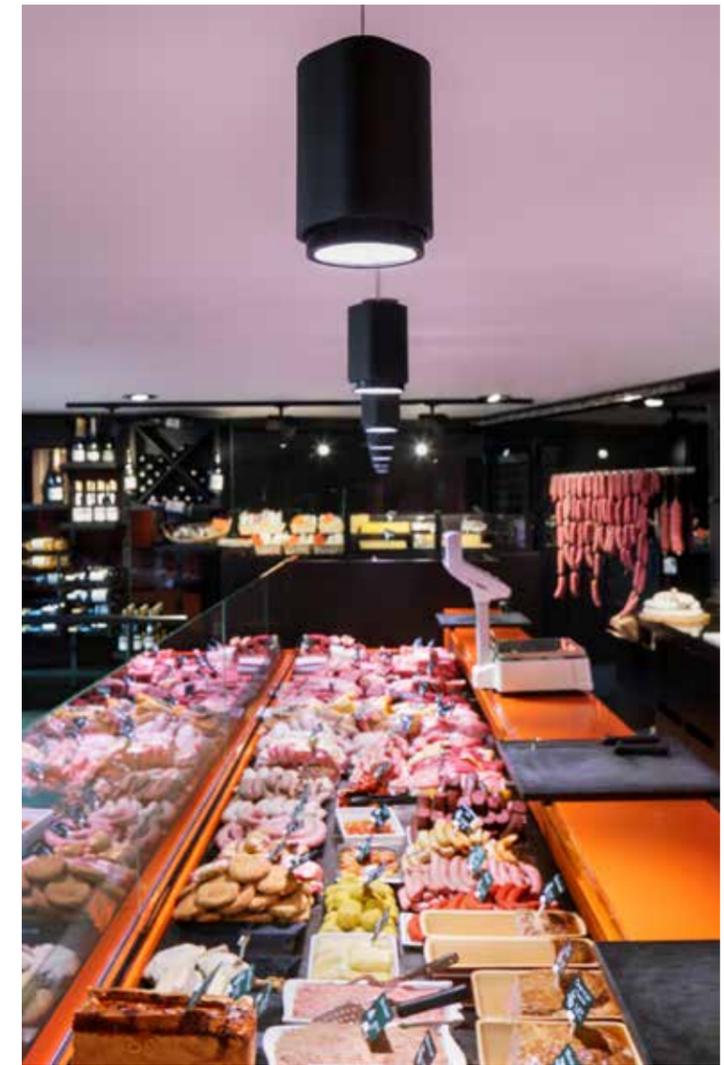
- Uniform light is gentle on products.
- A moderate lighting level prevents premature greying.
- The effect of product-specific light colours is particularly pronounced on meat and cold cuts.

RECOMMENDED LIGHT COLOURS

SpecialMeat, Fish&Seafood

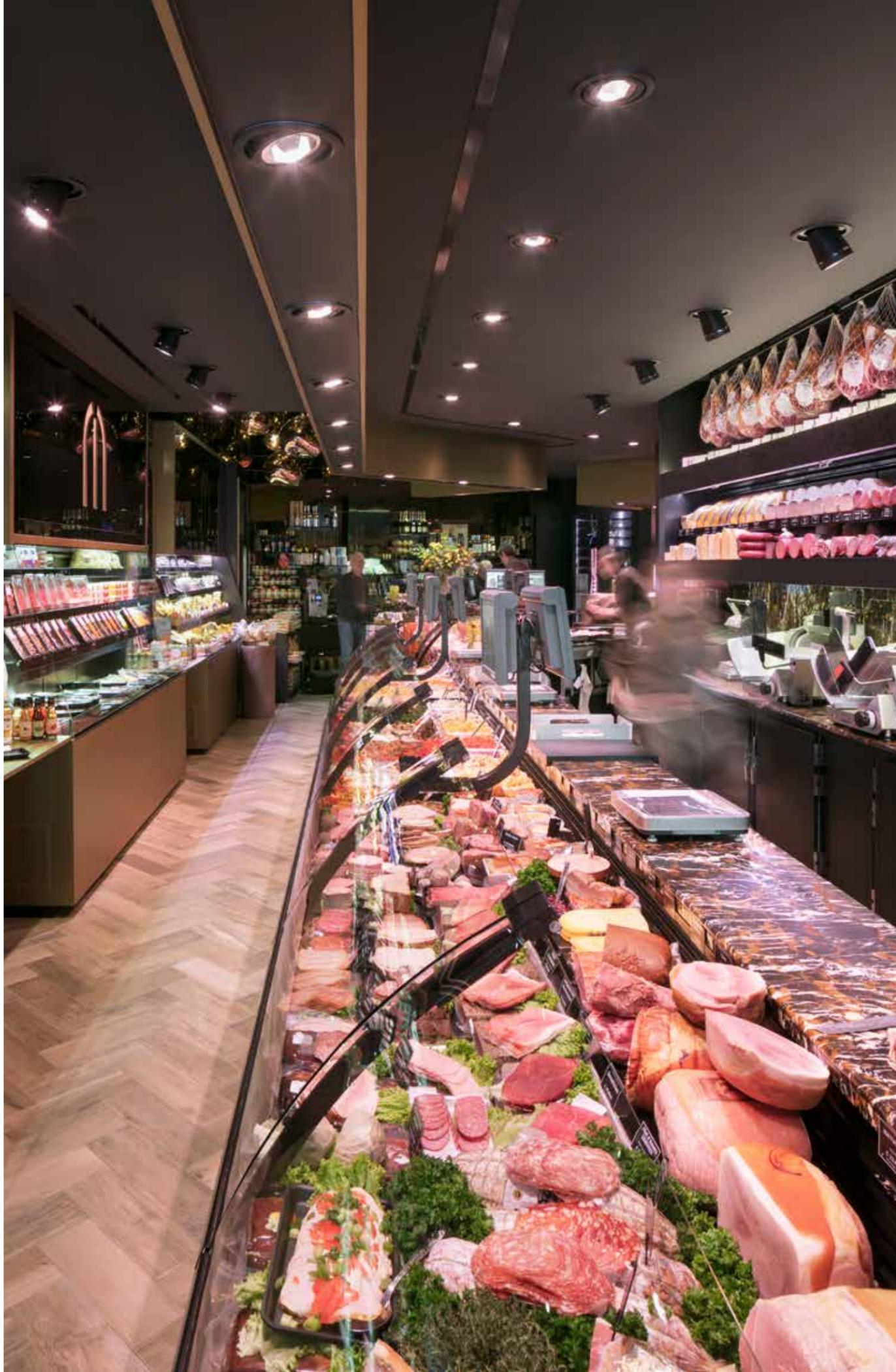
RECOMMENDED LIGHT DISTRIBUTIONS

OvalBasic, Flood, Medium



BUTCHER'S SHOP CHARCUTERIE DE LA MANDALLAZ,
LA BALME-DE-SILLINGY (FR)
Principal: Jérôme Lhomme
Architect: MoMa architecture & design, Lyon

MICHELSEN BUTCHER'S SHOP, ANTWERP (NL)
Principal: Keurslager Michielsen
Retail design & shopfitting: Frigomil, Meise



Rear walls.

The back wall of the salesroom traditionally has a double role in butchers' shops: it is used for communication with lettering and offer boards, and at the same time it showcases non-perishable products such as cured ham or smoked sausages in a prominent position. Always in the field of vision, it plays a decisive role in the look of the butcher's shop.

LIGHT DEFINES SPACES:

- Homogeneous illumination emphasises the wall surface as a vertical, visual boundary
- Asymmetrical wallwashers are suitable for uniform vertical lighting.
- Additional accent lighting highlights individual objects and decorations and draws attention to products on the rear wall with the right special light colour.

RECOMMENDED LIGHT COLOURS

SpecialMeat, Fish&Seafood, 830, 835

RECOMMENDED LIGHT DISTRIBUTIONS

WallWash, WallBeam, Medium, Spot



NOORDIJK BUTCHER'S SHOP, SINT-GILLIS-WAAS (BE)
 Proprietor: Mark Noordijk
 Interior designer, shopfitter: architecture firm
 Integral SA, Eeklo

VAN MELIK MAKADOBEEK BUTCHER'S SHOP (NL)
 Principal: Bufkes, Makado-Beek
 Interior architect: Ralph Vankan
 Shopfitter: KMI Apeldoorn B.V.



The butcher's shop.

Transparency is a trump card. This is why many modern butchery concepts offer insights into the production and preparation: craftsmanship at work. Here the demands on attractive product presentation and ergonomic workplace lighting come together.

LIGHT SHOWS WHERE PRODUCTS COME FROM:

- Open concepts allow a combination of decorative and technical light.
- Contrasts and lighting accents structure the room and guide the customer's gaze.
- Compliance with regulations for workplaces, e.g. minimum illuminance levels.
- Closed luminaires such as recessed luminaires in IP54 facilitate care and hygiene.

RECOMMENDED LIGHT COLOURS

SpecialMeat, Fish&Seafood, 830, 835

RECOMMENDED LIGHT DISTRIBUTIONS

WideFlood, Flood, Medium, Spot



GROENEVELD BUTCHER'S SHOP, WASSENAAR (NL)
Principal: Henk Van 't Slot
Architect: Just Haasnoot, Wassenaar
Shopfitter: Emond-KMI, Apeldoorn

Snacks and food service.

Food service has always been part of the concept of butchers' shops – in the form of hot food counters, snacks or bistro areas. 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 food consumption area apart from the sales area.
- Direct light with good colour rendering accentuates the tables.
- An individual luminaire design can emphasise the catering theme.

RECOMMENDED LIGHT COLOURS

PearlWhite, 927, 830

RECOMMENDED LIGHT DISTRIBUTIONS

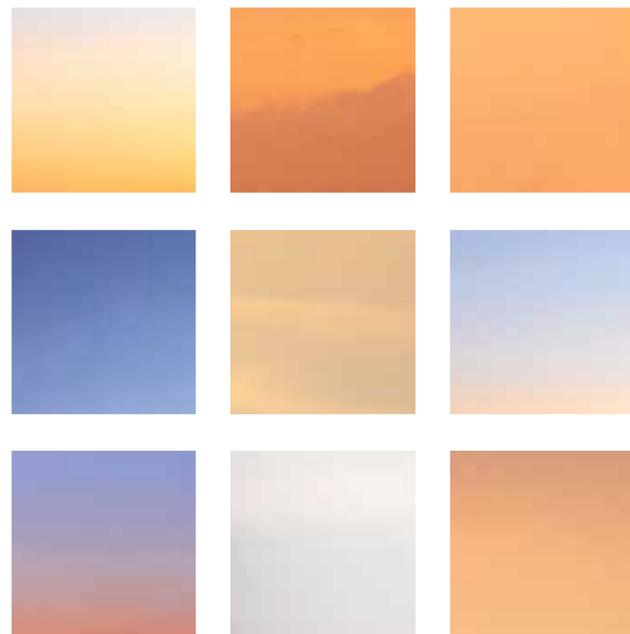
NarrowSpot, Spot, Medium, Flood



WERNER BUTCHER'S SHOP, COLOGNE (DE)
 Proprietor: Klaus Werner, Werner's
 Metzgerei GmbH & Co. KG
 Refrigerated counter: bfm Ladenbau, Lorch

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.



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 in your projects – as a retailer, retail designer or a lighting planner. Request a demonstration of the lighting effect on your premises.



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.



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.

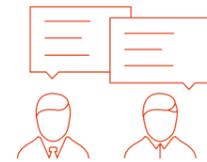
**SURPRISE YOUR CUSTOMERS WITH
A DYNAMIC PRESENTATION.**

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.**



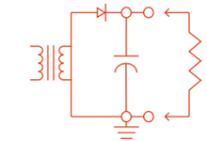
> **ADVICE**

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 butchers' shops



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