BÄRO
Retail
Lighting

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PRESS RELEASE

BÄRO Individual: Make a statement in shop design – with customised luminaires in bespoke quality

In retail design lighting technology always assumes several functions at once: light ensures that products are perfectly presented and perceived, as a design tool it makes a decisive contribution to the atmosphere in the room – and last but not least the luminaires themselves add highlights to the room as design objects. The ideal lighting partner is a retail lighting expert who is extremely well acquainted with all these approaches and requirements and is able to implement appropriate, customised solutions. BÄRO ticks all the boxes here.

Across all retail sectors and areas – the increasing customisation of brand presentations is a megatrend. BÄRO has extensive experience in developing a signature lighting and colour balance for every project and every brand together with its customers. Thanks to a modular system with different light characteristics and a particularly wide range of standard and special light colours, the specialist for retail lighting from Leichlingen in Germany is able to offer lots of creative scope for lighting concepts – even with its standard products. This is taken a step further with luminaires with a customised design for specific projects. Expert advice is decisive when it comes to choosing the right partner. The manufacturer BÄRO combines its wide offering of customised products under the name 'BÄRO Individual'

From corporate colours to fine metal surfaces

For example, with BÄRO Individual suspended luminaires from the XR or ID families cannot only be ordered in the standard colours strato black, silver or white; they can also be ordered in special colours. The whole RAL colour palette and colours from the NCS range are available. However, selected products appear even more exclusive with the new metallic surfaces. Nickel matt, nickel velour, burnished copper, glossy copper, chrome or gold alloys are available in the BÄRO Individual programme. Suspended luminaires with these classy surfaces are not only ideal for shops and stores fitted out in a trendy retro look; the elegant Pendiro IC and ID suspended luminaires in a metallic look are also finding their way into top-class restaurants, lounges, hotels and even homes.

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A strong presence in the room: customised fabric shades

Luminaires with shades designed for a specific project are a further way of adding an individual touch. Based on the Pendiro EC suspended luminaire, customised fabric shades add design highlights to the interior and their strong presence draws the attention of customers in retail premises. BÄRO Individual is based on a production system with a network of premium small-scale enterprises in Europe who pool their expertise. BÄRO customers receive advice, planning, customisation, delivery, installation and service from a single source.

BÄRO consultants as a personal point of contact are also pleased to advise building owners and planners regarding further individualisation wishes, for example the technical modification of production luminaires or special developments for a specific project – this is all part of the BÄRO service. Because ultimately customer satisfaction is what counts – and success on the market with a customised lighting and interior concept.

Photos: BÄRO / Reprint free of charge / File copy requested

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01, 02 With BÄRO Individual, any colour from the RAL or NCS range can be selected as a paint finish for the luminaires. (Fig.: Pendiro ID)

03 And the design options are expanded even further with metallic surfaces such as chrome, copper or gold. (Fig.: Pendiro ID, IC)

04, 05 Suspended luminaires with these classy surfaces are not only ideal for shops and stores fitted out in a trendy retro look; the elegant Pendiro IC and ID suspended luminaires in a metallic look are also finding their way into top-class restaurants, lounges, hotels and even homes. (Fig.: Pendiro IC)

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