

## PRESS RELEASE

### **A focus on brand and design: BÄRO is a new foundation member of the German Design Council**

**Clear commitment to design as a strategic instrument of brand management: BÄRO, the specialist for retail lighting and Clean Air Technologies, has been accepted as a foundation member of the German Design Council. The company is now one of the sponsors of the most important German design and brand authority.**

The German Design Council was initiated in 1953 by the German Bundestag and sponsored by German industry. It represents the interests of companies that understand and use design as a success factor for their brand management.

This applies to BÄRO in two respects: on the one hand, because BÄRO clearly positions itself as a brand with a clear, fresh presence and has products with a high-quality design in line with this. And also because BÄRO lighting solutions in turn help other brands to tell their stories successfully in the retail sector, to implement them in store design and in this way to raise their profile. Various awards that BÄRO has received in recent years for its brand and design underline this goal: the German Brand Award, iF Design Award, German Design Award, Red Dot Award and Iconic Awards Interior Innovation.

"Becoming a foundation member of the German Design Council provides us with a platform to exchange ideas with other design and brand-conscious companies," says Dr Sandra von Möller, Managing Director of BÄRO. According to Dr Sandra von Möller, membership is regarded as a commitment to design as a strategic instrument. The foundation members of the German Design Council not only assume social responsibility for better design in all areas of life, but are also committed to strengthening Germany as a centre of business activity and its economy with its many small and medium-sized enterprises.

## About BÄRO

BÄRO is a leading specialist in the fields of retail lighting and clean air technologies with global operations. The medium-sized family business based in Leichlingen is managed by the married couple Dr Sandra von Möller and J. Manuel von Möller. With the slogan "Fresh Light for Fresh Products" BÄRO offers professional lighting solutions for all formats in the retail world. Furthermore, in 1996 BÄRO launched its Clean Air Technologies division and creates integrated solutions for the restaurant and catering industry, canteens and the food industry. The careful use of energy and social responsibility are important to BÄRO here. As a signatory of the "Diversity Charter" the company is committed to diversity and cultivates a culture of respect for every individual. In addition BÄRO supports the charity KIDsmiling that was founded in 2003 as a private initiative by Dr Sandra von Möller to help socially disadvantaged children.

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## BÄRO is a foundation member of the German Design Council



01 "Becoming a foundation member of the German Design Council provides us with a platform to exchange ideas with other design and brand-conscious companies," says Dr Sandra von Möller. She and her husband J. Manuel von Möller manage BÄRO as managing directors and owners.



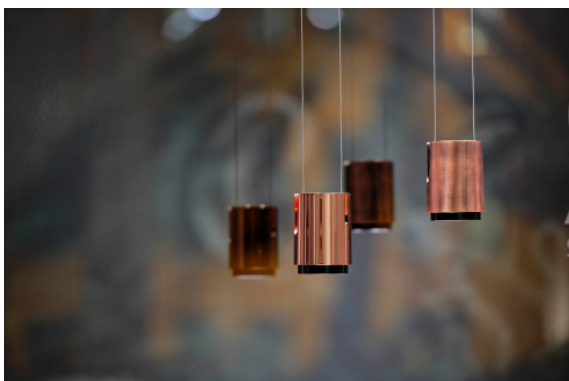
02 Retail lighting from BÄRO strengthens brands in the retail sector because good lighting tells a story, creates a profile and promotes sales. (Image: Patisserie Bamas, Biarritz/F)



03 BÄRO products received awards at the iF Design Award, German Design Award, Red Dot Award and the Iconic Awards Interior Innovation. (Image: BÄRO ID luminaire series)



For the successful development of the brand BÄRO was chosen as "Winner" in the lighting category of the German Brand Award 2017. (Images 04, 05: BÄRO reference magazine Cases, brochure for XR luminaire series)



06 As a high-performance suspended luminaire and an unusual design object, Pendi IC from BÄRO provides atmospheric lighting. (Image: Becker Interior, Cologne)



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