



New products



## Product lighting is our business

For more than 40 years the name BÄRO has stood for professional, trend-setting product lighting in the food and non-food sectors. Intensive research and development, future-oriented innovations and first-class lighting concepts provide retailers with a stage for boosting sales with successful product presentation.

BÄRO lighting technology means high quality products, constant further technical development and attractive design. We are committed to achieving a balance between economy and ecology, and to striving for better energy efficiency and sustainability.

## Perfect retail lighting for food and non-food products alike

Light plays a major role in presenting food and non-food product assortments atmospherically, stimulating sales and creating a “feel-good” atmosphere for customers. BÄRO offers perfect lighting concepts that do just this.

The BÄRO credo is quality – and this is expressed in recessed, surface-mounted and suspended luminaires that are characterised by functionality, economy, maximum energy efficiency and an individual design.



Perfect retail lighting:  
ecological, economical and sustainable

Careful use of energy is the great challenge of our times. This is why BÄRO's research and development work focuses on ensuring environmental compatibility, conserving energy resources and energy efficiency – to benefit both the environment and our customers.

One result is modern progressive LED technology which needs much less energy than other forms of lighting and moreover boasts a very long service life of 40,000 hours on average. A further development and success on the market: our well-proven Batwing lighting technology allows large spacings to be realised between luminaires whilst also reducing the number of luminaires and lamps needed.

LED lighting technology from BÄRO: well-proven,  
wonderfully bright and tailored to specific product groups

BÄRO LED technology heralds a new era of product lighting. The advantages of this technology are presentation of products in their true colours, an extremely long service, maximum product protection and exemplary energy efficiency. The high quality BÄRO LEDs achieve excellent colour rendering of more than 90%, corresponding to colour rendering class 1A. The products illuminated are showcased in their natural colours and even the finest nuances, for example of textiles or leather goods, are clearly visible.





## The LED food light concept

The unique BÄRO LED food light concept illuminates fresh foodstuffs with light tailored to the specific products. As LEDs emit neither UV nor infrared rays and barely any heat, they are gentle on products with the added advantage that less energy is required for air conditioning. With average operation of 40,000 – 50,000 hours BÄRO LED luminaires have an extremely long service life. No lamps need to be replaced during this time. A further major advantage is the energy efficiency associated with LED lighting technology as LEDs need up to 50% less energy – and this is immediately noticeable in the form of greatly reduced operating costs.

## Advantages of BÄRO LED technology:

- Unique, sales-promoting lighting that optimises the natural colours of fresh products (LED food light concept)
- Excellent colour rendering
- Very good product protection as no heat is emitted
- No maintenance thanks to an average service life of 40,000-50,000 hours (cost saving as lamps do not need to be replaced, particularly in high buildings or in outside areas that are difficult to access)
- No warm-up phase: 100% luminous flux as soon as the lamp is switched on
- Ideal for refrigerated and freezer units and for outdoor use thanks to constant high luminous flux, even in extremely low ambient temperatures
- No dazzle and reflection thanks to special reflector technology
- Protection against wasps and bees on account of radiation-free light spectrum (does not attract insects)
- Switching frequency does not affect the service life
- No loss of light over the whole lifetime by LED food light concept





### BELEDI trough-shaped reflector with LED lighting strip

The BELEDI trough-shaped reflector with an integrated LED lighting strip from BÄRO is the best alternative to conventional fluorescent lamps in refrigerated counters and shelves. The decisive advantage is that the connected load has been reduced from 40 to 20 watts per metre and yet it delivers almost the same lighting level. This greatly reduces the heat load and electricity costs. A silver reflector is available that creates a cool and light lighting atmosphere that is ideal for illuminating cosmetics and non-food products, for example. Fresh foodstuffs can be illuminated to suit the product in question with different reflector surfaces (pink for meat and sausage products, gold for bread and bakery products). With the BELEDI trough-shaped reflector lamp breakage is a thing of the past. In this way contamination of products with broken glass, phosphor and mercury can be effectively prevented. The BELEDI trough-shaped reflector fits in existing and new luminaire trims. It has an average service life of 40,000 hours.



### INTARA-RELEDA recessed luminaires, round & square

INTARA-RELEDA is available in a round or square design as required. It is ideal for gentle and sales-promoting product presentation. Both LED luminaires have excellent colour rendering in both cool white and warm white light. The round design can be pivoted and adjusted by 15° and the square INTARA-RELEDA can be adjusted by 30°. Both luminaires are available in the standard colour strato silver and also in all RAL colours on request – to suit the respective shop fitting concept.



### PENDIRO-PELEDO suspended LED luminaire

High ceilings in particular are the perfect areas of application for suspended luminaires. The PENDIRO-PELEDO LED product innovation is characterised by clean lines. The luminaire is available in the light types cool white or warm white. The standard colours are strato silver and RAL 9010 (white) and the luminaire is also available in all other RAL colours on request.



ONTERO-CHORS



ONTERO-RA



## Chic & trendy: ONTERO-CHORS and ONTERO-RA surface-mounted luminaires

ONTERO-CHORS and ONTERO-RA are new luminaire families for varied food and non-food applications. The luminaires come in different sizes (small, medium and large) and are dimensioned to meet all customer requirements. Fitted with BÄRO Food Light, Batwing or Bright Star lighting technology they create diffuse or brilliant precisely directed light scenarios in the desired light intensity. ONTERO-CHORS and ONTERO-RA luminaires make the products on display look even more attractive. The luminaires are equipped with pivoted and adjustable reflectors and with or without UV filters as required. Luminaire colours available: strato silver, black, white, special colours on request.



## Textile lampshades create interior design highlights and a feel-good atmosphere

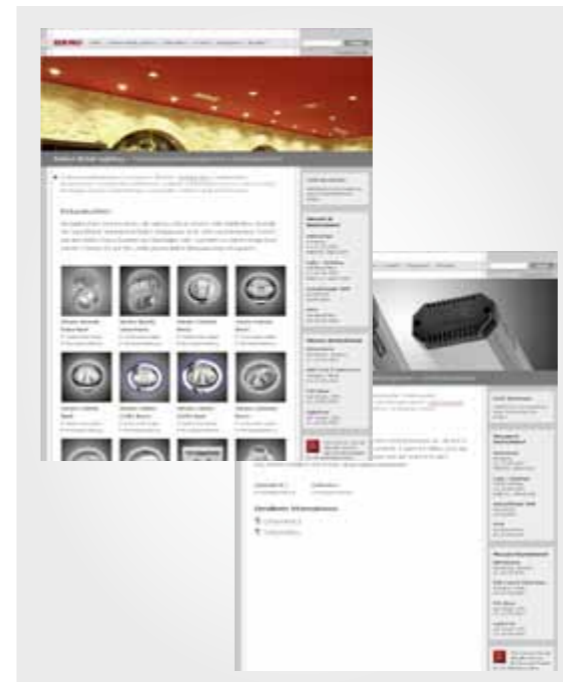
From square to round to oval, a single colour, multi-coloured, patterned, with a logo or customised to the design of the store: fabric lampshades from BÄRO – in line with the corporate design – perfect the interior design of the salesroom, resulting in an atmosphere par excellence.



## BÄRO BBS – now also available in 100 Watt

The new BBS (BÄRO Bright Star) metal halide lamp as a 100 Watt version has clear advantages:

- Brilliant white light, appealing presentation of products in their true colours
- Luminous flux 11,000 lm, very high luminous efficacy: 110 lm/W
- Excellent colour rendering (Ra >90)
- Reliable and long service life, average operation of 15,000 hours
- Excellent colour stability and luminous flux stability over the whole lifetime of the lamp
- Lamp glass with UV blocker filter function ensures maximum product protection
- Creates a pleasant shopping atmosphere, especially when used with BÄRO Batwing technology
- Low operating costs thanks to a long service life and high luminous efficacy
- BBS lamps are environmentally friendly and sustainable products



Full service from a single source – only from BÄRO

BÄRO is the only supplier in Europe to offer retailers a full range of lighting services. From in-store consultation to the planning of customised lighting concepts and the installation and regular servicing of lighting systems – retailers and small traders can take advantage of a full range of services.

baero.com:  
your direct route to better lighting

For further information on lighting technology from BÄRO, practical examples of lighting solutions from all kinds of different sectors, the dates of lighting seminars held in Leichlingen and much more visit: [www.baero.com](http://www.baero.com).

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