

## **PRESS INFORMATION**

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### **State-of-the-art lighting technology with superior design: BÄRO at the Euroshop 2011**

Between 26th February and 2nd March 2011 BÄRO will be presenting state-of-the-art lighting technology with energy-efficient and sales-promoting lighting for shops and specialist stores at the EUROSHOP in Düsseldorf. BÄRO's presentation in **Hall 11 stands A13 & A14** will focus on the latest designer luminaires and innovative LED technology.

#### **Ontero-Chors: Group of Luminaires with a futuristic design**

One of the highlights is the new Ontero-Chors family of surface-mounted luminaires. This new luminaire series boasts a sustainable design concept and styling and is available in three different sizes to meet different requirements. The pivotal and adjustable reflector unit of Ontero-Chors enables the luminaire to be easily adjusted to illuminate changing product displays. This offers retailers maximum scope for creative product lighting. For the presentation of fresh foodstuffs the designer luminaires can be fitted with trend-setting LED food light technology which has a light colour tailored to the products on display, enabling their natural colours to be shown to their best advantage, and therefore boosting sales. As the LEDs do not produce any heat or radiation they prevent premature negative changes to the consistency of fresh foodstuffs resulting in a sustained reduction of product losses and wastage.

#### **Further new products: Intara-Releda, LumChannel and Ontero-RA**

Whether round or square - the recessed Intera-Releda luminaire has a striking, modern design. Fitted with BÄRO LED technology it is ideal for illuminating products that are sensitive to light and colour, for example in fashion stores or shoe shops. The LumChannel luminaire support system, which is also on display at the Euroshop 2011, is precisely suspended from special steel cables and is ideal for illuminating large sales areas with high ceilings in an energy-efficient and atmospheric way.

BÄRO is also presenting Ontero-RA, a new stylish family of luminaires which represents a perfect combination of technology and design. Ontero-RA has been developed for illuminating non-food products in retail stores. This luminaire is also available in different sizes in combination with all current reflectors and lighting technologies – enabling maximum flexibility in the illumination of sales areas.

**About BÄRO:**

As a leading specialist and full service provider operating worldwide in the field of professional lighting, for more than 40 years BÄRO GmbH & Co. KG from Leichlingen in the Rhineland region of Germany has developed and realised innovative, energy efficient lighting concepts for wholesalers, leading retailers, small traders, catering establishments and hotels. The company aims to present products in the best possible light to enable customers to achieve both sales growth and cost savings.

**Further information:**

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