

PRESS INFORMATION

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BÄRO GmbH & Co. KG in Leichlingen, Germany takes over former distribution partner BÄRO Lighting Ltd. (UK)

On 1 July 2011 the technology company BÄRO GmbH & Co. KG took over its former distribution partner BÄRO Lighting Ltd. (UK) in Manchester.

Alongside the subsidiaries BÄRO North America and BÄRO France, BÄRO Lighting Ltd. (UK) is now BÄRO Germany's third subsidiary.

Markus Ehrich is the new Managing Director of BÄRO Lighting Ltd. (UK) in Manchester. Since 2005 he has held the position of International Sales Manager at BÄRO GmbH & Co. KG in Leichlingen, Germany. Before coming to BÄRO he spent nine years in national and international Sales at Philips Germany and Rittal GmbH.

Markus Ehrich says "BÄRO Lighting Ltd. (UK) has been on the market for more than 10 years. It has a very good market penetration and is very well known in the customer segments typical for BÄRO."

About BÄRO:

BÄRO GmbH & Co. KG is a successful medium-sized technology company based in Leichlingen, Germany, which is specialised in retail lighting solutions for the optimal presentation of products, and also in products and systems for ensuring air hygiene.

As a leading specialist operating worldwide and a full service provider in the field of professional lighting, for more than 40 years BÄRO has developed and realised innovative, energy efficient lighting concepts for wholesalers, retailers, small traders, catering establishments and hotels. In the field of air hygiene BÄRO has been on the market since 1996. Today BÄRO is one of the leading European suppliers of UV-C disinfection systems for the food industry and the innovative KitTech and PlasmaNorm technologies for grease and odour elimination in canteens, restaurants and the food processing industry.

Further information:

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