

## PRESS RELEASE

### BeNature: The new naturalness of artificial light

**BÄRO is a pioneer in the development of innovative LED spectrums for shop lighting applications. In addition to product-specific and colour-saturating special light colours, there is now a new, universally applicable spectrum: BeNature – for extremely authentic colour rendering and a natural room atmosphere that promotes well-being.**

Just as there is a continuing trend towards natural, sustainable materials and surfaces in interior and retail design, planners and users want a lighting option that creates a sunlight-like, harmonious room atmosphere with authentic rendering of the colours of the ambience – from wood, green plants and natural stone to colourful textiles or packaging and the skin tones of customers and employees. As a specialist for retail lighting, BÄRO is one of the first companies in the industry to make the technology of full spectrum LEDs available and realise it with the light colour BeNature in the practical products SX, CX and IC.

#### Balanced and authentic

"BeNature is an innovative, cross-application light spectrum with particularly well-balanced colour components," says Christof Volmer, Marketing Director and lighting expert at BÄRO: "It enables us to achieve true and authentic colour rendering of the surfaces and body colours illuminated." The correlated colour temperature of BeNature is 3,000 Kelvin, i.e. in the warm white range. The colour rendering index Ra is an excellent 97.

The shop light experts at BÄRO see a wide range of possible applications for the new spectrum, precisely because it is not restricted to a specific product group. It is ideal for use wherever excellent colour vision with clear colour differentiation is desired or even essential, where the surroundings are colourful or decorations and collections change in different colour combinations depending on the season. Lighting concepts that combine diffuse general lighting with accent lighting or that aim to create a natural lighting atmosphere on account of a lack of daylight also benefit hugely from BeNature.

#### A visible difference

In practice, such requirements apply equally to beauty salons, beauty stores, chemists, designer furniture and home accessories retailers, interior furnishing showrooms and shops with particularly colourful goods such as flower shops, patisseries, clothing and textile stores, and also to branches requiring intensive consultation such as telecommunications, travel agencies or other services. This is because the feel-good factor is particularly important for both customers and employees here.

"BeNature gives us a high-quality spectrum for retail lighting that can be used universally", says Dr Sandra von Möller, Managing Director at BÄRO, commenting on the new development: "In turn it means that the quality of light planning becomes hugely more important." For this reason BÄRO is placing an even greater focus on service and consultation – because individual, differentiated brand and retail concepts can only be fully effective if the medium of light is handled sensitively and the optimum spectrum is combined with precise light distribution and finely adjustable light intensities.

Photos 01, 02, 03: BÄRO, Photo 04: Getty Images/Helena Azeredo / Reprint free of charge / Copy requested

## 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 offers 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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**BeNature / Photos 01, 02, 03: BÄRO, Photo 04: Getty Images/Helena Azeredo / Reprint free of charge**



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