

PRESS RELEASE

BÄRO at EuroShop 2020: 16 - 20 February 2020, Hall 9, Stand C24:

Light meets technology – functional and design innovations create new shopping experiences

Light and technology are changing the way consumers interact with brands. This is demonstrated by the new products and product enhancements presented by BÄRO as a retail lighting partner at EuroShop 2020. The leitmotif of the company's presentation at the trade fair is "The Colour of Light".

Three years after the last EuroShop, from 16 to 20 February 2020 the leading international trade fair for the retail sector will once again attract experts, retailers and suppliers from the industry from around world to Düsseldorf. At a stand with an area of around 240 m², BÄRO will impressively demonstrate the possibilities offered by product-specific light colours and spectra in retail projects. Furthermore, new product families and additions to existing series demonstrate how the latest technologies are resulting in ever more compact and powerful luminaires: "More precise light distribution patterns, glare control and new colour qualities provide additional visual comfort," says J. Manuel von Möller, Managing Director of BÄRO: "This expands the design options for creating an individual light balance with recognition value for brands, not only in the retail sector."

Ultra-compact with high-quality lighting technology

One of the new product highlights from BÄRO at EuroShop will be the Intara SX recessed luminaire series. It comprises downlights, wallwashers and directional spots, which combine reduced dimensions such as an installation depth of only 70 mm and a ceiling cut-out of 68 mm with high luminous fluxes to suit practical applications and precisely controlled light distribution patterns – for example, the "wallwash" characteristic that has precision optics developed by the renowned light engineering office Bartenbach. In the new SX design line, BÄRO is also using so-called full-spectrum LEDs for the first time, which come close to natural light in terms of colour rendering and biological effect.

The new IC design line series with its spotlights and semi-recessed spotlights, which recently won prizes at the prestigious German Design Award, will also be on display at the trade fair stand. New additions to the CX, TX and XR product lines demonstrate how BÄRO continuously maintains and updates its luminaire range.

Connectivity for smart shopping

Connectivity, i.e. the networking of luminaires to create intelligent lighting solutions, is also a hot topic. Established standards are being updated, for example DALI is becoming DALI-2. Wireless standards such as Bluetooth Mesh are also highly relevant to retailers. At EuroShop, BÄRO will not only be presenting luminaire models with these features, but will also be looking at the future of smart shopping together with university researchers, for example with a study on the subject of motion tracking in stores. BÄRO always puts the focus on the practical application: "The retailer ultimately wants to enhance the premises with the aim of increasing customer loyalty, attracting new customers and boosting business," says J. Manuel von Möller: "Customised lighting solutions play an extremely important role in this. The light must suit the brand."

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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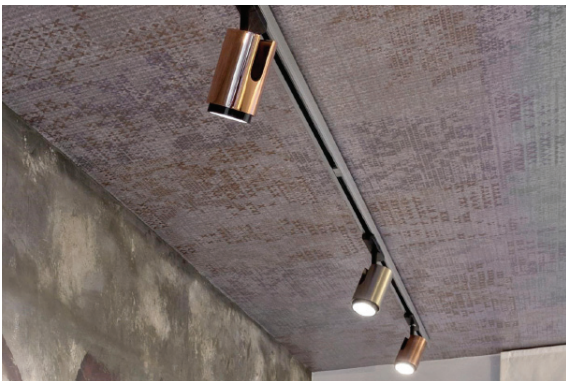
BÄRO at the EuroShop 2020 / Photos: BÄRO / Reprint free of charge



01 One of the new products from BÄRO at this year's EuroShop is the IC design line series with its spotlights and semi-recessed spotlights, which recently won prizes at the prestigious German Design Award 2020.



02 Due to the optimum position of the joint in the centre of the luminaire head, the centre of gravity of the track-mounted spotlight remains centred below the track regardless of how it is aligned.



03 In addition to the lighting effect, the new IC spotlights add design highlights: with their elegant, compact form with the flush in-track adapter and their individual design – for example with striking metal surfaces, as featured in the showroom of Becker Interior in Cologne.



04 With decades of experience as a lighting partner to retailers, a priority for BÄRO was that the XR recessed luminaires should be easy to mount. Ready-to-install, permanently connected luminaire-driver combinations enable quick and simple installation.