

## PRESS RELEASE

### **Compact and powerful ceiling luminaire: Intara SX from BÄRO chosen as a "Winner" at the German Design Award 2021**

**Technology that fits in a hand – yet has the aspiration and the potential to take a leading role among recessed ceiling luminaires in retail projects and in many other architectural segments: the new Intara SX series from BÄRO shows what can be achieved with state-of-the-art LED technology and modern optics. Downlights, directional spots and wallwashers offer exceptionally precise and efficient light distributions with high luminous flux, an extremely compact construction and a product design that adds its own distinctive style to a room – earning it the distinction "Winner" at the German Design Award 2021.**

BÄRO developed the outstanding design of the Intara SX with its long-standing cooperation partner brains4design from Munich. By choosing the luminaire as "Winner" in the category "Excellent Product Design – Lighting", the jury of the renowned German Design Award acknowledged the "outstanding design quality" of the new recessed luminaire series – and indeed the Intara SX is visibly innovative.

One of the most striking design features of the luminaires is their red anodised cooling element. Installed without tools it has a wow-effect – symbolising the high performance of the SX series despite its small size. 40 mm light exit opening, 68 mm installation opening, 70 mm luminaire height, 90 mm installation depth: these luminaire dimensions allow a high degree of flexibility in planning and positioning, making the Intara SX a little miracle of light and space.

Outputs of 7 to 23 watts with luminous fluxes of 700 to 1800 lumen can be achieved from this compact design, demonstrating how LED technology is able to miniaturise lighting systems – also in the interests of sustainability. The shape of the cooling element made of solid aluminium was designed using complex simulations. It ensures a long service life of the LED modules with constant high performance.

#### **Reflector technology from a lighting laboratory**

At the heart of the Intara SX recessed luminaires are their innovative, patented reflector optics, developed by the renowned Bartenbach lighting laboratory. They offer precise light channelling, a complete absence of glare and maximum effectiveness and efficiency coupled with extremely compact dimensions. BÄRO has created downlights and directional spots with these optics for the SX series plus a wallwasher version as a technical lighting highlight. Its special feature: even when installed flush with the ceiling the light is projected from directly under the ceiling and excellent uniformity of illumination is achieved.

In retail architecture and in high-quality interiors of all kinds, such homogeneous vertical light is used to define rooms and make them appear bright and spacious with excellent visual comfort.

## **Wallwash optic underlines the commitment to quality**

A further advantage of the Intara SX wallwashers is that they also illuminate horizontal surfaces with a direct light component. The fitting ring and luminaire insert are connected by a narrow shadow gap, and this well thought-out design also enables the wallwashers to be adjusted by several degrees when installed. This allows users to also optimise the uniformity of illumination in corners of the room or on curved walls. The directional spots have beam angles of 40° (Flood) or 60° (Wide-Flood) and can be easily and precisely aligned with a swivel range of 20° and rotated through 220°.

## **With full spectrum LEDs similar to sunlight**

The LED light colours offered by BÄRO for Intara SX are based on the latest developments that are geared to the growing demands and user awareness of top-quality light. This is why BÄRO's portfolio now includes UV-free full spectrum LEDs with a colour temperature of 3000 K. They reach a new premium level of colour clarity and colour fidelity: not only does their light make surfaces, materials and surroundings appear absolutely natural; they also promote the well-being of people in rooms thanks to the sunlight-like spectral composition. The range is rounded off by four further brilliant light colours: 2700 K, 3000 K, 3500 K and 4000 K, always with very good colour rendering (CRI >90)

## **On request: digital and wireless**

The electronic ballasts of the SX series also meet the requirements of future-proof applications: in addition to the new DALI-2 interface, digital control via Casambi Bluetooth Low Energy (BLE) is available. This means that Intara SX recessed luminaires can be controlled wirelessly, individually or in groups, and integrated into Bluetooth mesh networks – for unlimited convenient and creative lighting scenarios. Thanks to its numerous innovative features, Intara SX is the ideal ceiling-integrated instrument for shop lighting, but also for lighting solutions in restaurants, hotels and classic architectural projects.

Photos: BÄRO / 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.

# BÄRO

Retail  
Lighting

February 2020 / Further information:

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## Intara SX / Photos: BÄRO / Reprint free of charge



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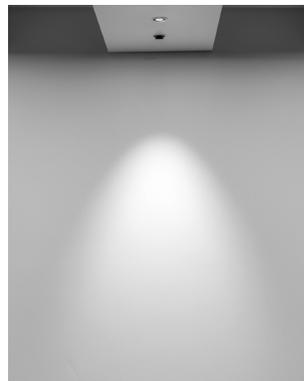


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