

## PRESS RELEASE

### **Silpo supermarket, Gulliver centre, Kiev Enjoyable shopping day and night**

**Silpo is the leading supermarket chain in the Ukraine. One of the retailer's largest and most attractive stores is located in the basement of "Gulliver" shopping centre. It sets standards in Kiev's retail shopping landscape – not only with its high-quality product assortment, but also with state-of-the-art LED lighting technology from BÄRO.**

Silpo supermarket in the Gulliver centre is open around the clock. This reflects the needs of a young clientele who frequent the trendy shopping mall in the centre of the Ukraine capital. Perfect lighting therefore plays a key role in the overall design of the shopping experience. The interior designers from ARS Design from Odessa retained the raw, industrial look with visible ceiling installations for the 2,900 m<sup>2</sup> sales area. As a stylistic feature throughout they fitted irregular light wooden slats to visually mark a ceiling level. For the floor the planners used cement-coloured slabs, for the fixtures and presentation furniture they chose a lot of light-coloured wood.

#### **Energy efficient and focused**

For the lighting the planners and the BÄRO consultants opted for the powerful LED spotlights of the EC luminaire series together with beledi XL light structures from BÄRO in the checkout areas. The lighting concept demonstrates how supermarkets with a modern design no longer need diffuse general lighting nowadays. Spotlights with different light distribution patterns are fitted on suspended tracks; with their directed light they draw the focus of customer attention to the product range. Together with lighting accents on architectural elements such as pillars or back walls, the relatively light floors and the reflected scattered light create a pleasant bright feeling in the room – in a particularly energy-efficient way.

#### **The right spectrum for every product group**

The planners used BÄRO's wide range of LED light colours both for sales-promoting product lighting that optimises the products' own colours and also to zone the room. For this they used several different LED spectrums: in the aisles standard light colours dominate with good and excellent colour rendering and colour temperatures of 2700 K, 3000 K and 4000 K – fine-tuned to the character of the product groups.

Special light colours such as SpecialMeat or FreshMeat are used at the serving counters for different meat products and cold cuts, Fish&Seafood for the presentation of products of the same name and Sun for the warm, rich presentation of fruit and vegetables. The result is a lighting and colour balance that is fine-tuned to the inherent colours of the products in the different zones and product groups – lighting that underpins the high overall standards of the store concept and creates an atmosphere where shopping around the clock is a pleasure.

Store design: ARS Design, Odessa

Photos: BÄRO / Reprint free of charge / File copy requested

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BÄRO GmbH & Co. KG  
Christof Volmer  
Geschäftsleitung Marketing  
Wolfstall 54-56  
42799 Leichlingen  
Tel +49 2174 799 0  
Fax +49 2174 799 799  
christof.volmer@baero.com  
www.baero.com

AR-PR  
Andrea Rayhrer  
Kommunikation & Public Relations  
Alexanderstraße 126  
70180 Stuttgart  
Tel +49 711 6200 7838  
Fax +49 711 6200 7839  
andrea.rayhrer@ar-pr.de  
www.ar-pr.de

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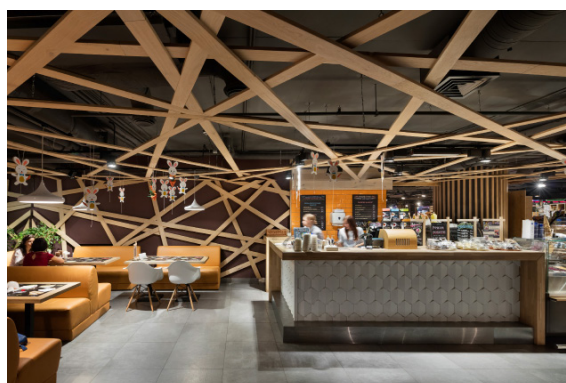
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