



New products



Lighting for meat and sausage products is our business

For more than 40 years the name BÄRO has stood for professional, trend-setting product lighting in the food and non-food sectors. Intensive research and development, future-oriented innovations and first-class lighting concepts give small traders and retailers a stage for boosting sales with successful product presentation.

BÄRO lighting technology means high quality products, constant further technical development and attractive design. We are committed to achieving a balance between economy and ecology and striving for better energy efficiency and sustainability.

Perfect retail lighting for food and non-food products alike

Light plays a major role in presenting food and non-food product assortments atmospherically, creating a “feel-good” atmosphere for customers and stimulating sales. BÄRO offers perfect lighting concepts that do just this.

The BÄRO credo is quality - and this is expressed in recessed, surface-mounted and suspended luminaires that are characterised by functionality, economy, maximum energy efficiency and an individual design.



Perfect retail lighting: ecological, economical and sustainable

Careful use of energy is the great challenge of our times. This is why BÄRO's research and development work focuses on ensuring environmental compatibility, conserving energy resources and energy efficiency – to benefit both the environment and our customers.

One result of many is forward-looking LED technology which needs much less energy than other forms of lighting and moreover boasts a very long service life of 40,000 – 50,000 hours on average. A further development that has been successfully marketed is our well-proven Batwing lighting technology which allows large spacings to be realised between luminaires whilst also reducing the number of luminaires and lamps needed.



BÄRO is a partner of the „Energy Efficiency made in Germany“ initiative of the Federal Ministry of Economics and Technology.



BÄRO is an active member of the U.S. Green Building Council.



LED lighting technology from BÄRO: well-proven, bright light that promotes sales

BÄRO LED technology heralds a new era of product lighting! The advantages are presentation of products in their true colours, an extremely long service life, maximum product protection and exemplary energy efficiency.

The high quality BÄRO LEDs achieve excellent colour rendering of more than 90%, corresponding to colour rendering class 1A. The products illuminated are showcased in their natural colours and even the finest nuances are clearly visible.





The LED food light concept

The unique BÄRO LED food light concept illuminates fresh meat and sausage products with light tailored to this product group. As LEDs emit neither UV nor infrared rays and barely any heat, they are gentle on products with the added advantage that less energy is required for air conditioning. A further advantage: the absence of heat, UV and infrared radiation greatly reduces cutting losses and product losses in the field of meat and sausage products.

With average operation of 40,000 – 50,000 hours BÄRO LED luminaires have an extremely long service life. There is no need to replace lamps during this period. A further major advantage is the energy efficiency associated with LED lighting technology as LEDs need up to 50% less energy. This is immediately reflected in greatly reduced operating costs.



Advantages of BÄRO LED technology:

Unique lighting that promotes sales and optimises the natural colours of fresh foodstuffs (LED Food Light concept)

- Excellent colour rendering
- Very good product protection as no heat is emitted
- Protection against bees and wasps etc. as the light spectrum free of UV and infrared does not attract insects
- Considerable reduction of cutting losses and product losses in the field of meat and sausage products
- No formation of condensation in packaging
- Ideal for fridges and freezer units and for outdoor use thanks to a constant high luminous flux, even in extremely low ambient temperatures
- No maintenance thanks to an average lifetime of 40,000-50,000 hours (Cost savings as there is no need to replace lamps, especially in high buildings or outside areas that are difficult to access)
- No warm-up phase: 100% luminous flux as soon as the lamp is switched on
- No dazzle and reflection thanks to special reflector technology
- Switching frequency does not affect the service life
- No loss of light over the whole lifetime of LED Food Light technology
- Extremely energy efficient operation



BELEDI trough-shaped reflector with LED lighting strip

The BELEDI trough-shaped reflector with an integrated LED light strip from BÄRO is the best alternative to conventional fluorescent lamps in refrigerated counters and shelves. The decisive advantage is that the connected load has been reduced from 40 to 20 watts per metre and yet it delivers almost the same lighting level. This greatly reduces the heat load and electricity costs. A pink reflector is ideal for illuminating meat and sausage products, whilst merchandise and non-food products are best illuminated with a silver reflector and a gold reflector is perfect for snacks and convenience products. The different reflector surfaces offer specific lighting for different product types. As regards safety, with the BELEDI trough-shaped reflector lamp breakage is a thing of the past. Contamination of products with broken glass, phosphor and mercury can be effectively prevented. The BELEDI trough-shaped reflector fits in existing and new luminaire trims. It has an average service life of 40,000 hours.



LED recessed luminaires INTARA-RELEDA round & square

INTARA-RELEDA is available in a round or square design as required. It is ideal for gentle and sales-promoting product presentation. The two LED luminaires have excellent colour rendering in both cool white and warm white light. The round design can be pivoted and adjusted by 15° and the square INTARA-RELEDA can be adjusted by 30°. Both luminaires are available in the standard colour strato silver and also in all RAL colours on request – to suit the respective shop fitting concept.



LED suspended luminaire PENDIRO-PELEDO

High ceilings in particular are the perfect areas of application for suspended luminaires. The PENDIRO-PELEDO product innovation is characterised by clean lines. The luminaire is available in the light colour cool white or warm white. The standard colours are strato silver and RAL 9010 (white) and the luminaire is also available in all other RAL colours on request.



Chic & trendy: ONTERO-CHORS surface-mounted luminaire

ONTERO-CHORS is a new luminaire family for varied food and non-food applications. The focus of all the luminaires in this family is on technology and design. The luminaires come in different sizes (small, medium and large) and are dimensioned to meet all customer requirements. Fitted with BÄRO Food Light, Bright Star or LED lighting technology they create diffuse or brilliant precisely directed light scenarios in the desired light intensity. ONTERO-CHORS makes the products on display look even more attractive. The luminaires are equipped with pivoted and adjustable reflectors and with or without UV filters as required. Luminaire colours available: strato silver, black, white, special colours on request.





Textile lampshades create interior design highlights and a feel-good atmosphere

From square to round to oval, a single colour, multi-coloured, patterned, with a logo or customised to the design of the store: fabric lampshades from BÄRO – in line with the corporate design – perfect the interior design of the salesroom, resulting in an atmosphere par excellence.





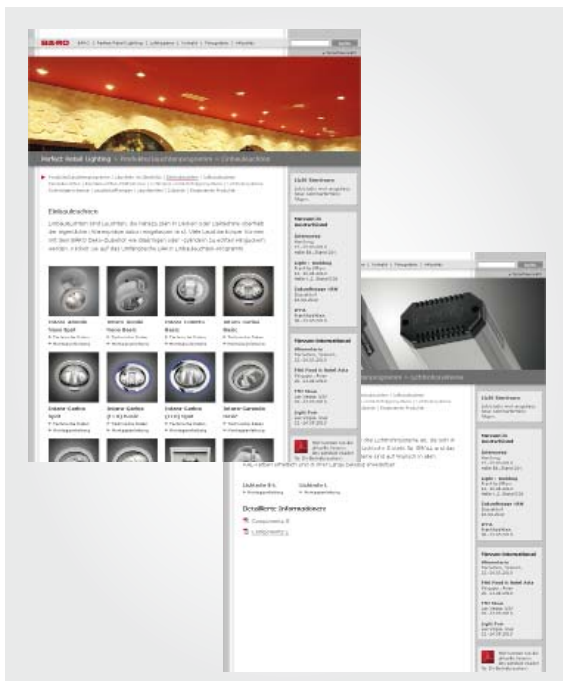
Full service from a single source –
only from BÄRO

BÄRO is the only supplier to offer retailers and small traders a full range of lighting services. From in-store consultation to the planning of customised lighting concepts and the installation and regular servicing of lighting systems – retailers and small traders can take advantage of a full range of services.



baero.com:
your direct route to better lighting

For further information on lighting technology from BÄRO, practical examples of lighting solutions from all kinds of different sectors, the dates of lighting seminars held in Leichlingen and much more visit: baero.com.



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