

BÄRO
PERFECT RETAIL LIGHTING



BÄRO LIGHTING TECHNOLOGY

The right light
for your success





What are the advantages of new lighting?

The right lighting promotes sales!

Lighting is the sales promotion tool number one for retailers and is directly responsible for spontaneous purchases and therefore increased sales. Light attracts customers! Many satisfied customers have told us that they have been able to increase their sales by more than 50% (depending on the location of their store) through new lighting technology alone! Contact us – we'll be pleased to advise you!

The right lighting leads to huge electricity and overhead savings!

Like every other technology, lighting technology is being constantly developed. Light output is getting better all the time coupled with ever-decreasing power consumption. This is to your advantage! Outdated lighting technology usually has un-satisfactory light output, yet requires a huge amount of electricity. Where, for example, 10 fixtures were needed for the illumination of products in the past, 2 – 3 fixtures are usually sufficient today – and they ensure far better illumination of the products into the bargain!

Contact us – we'll be pleased to advise you!

The right lighting preserves products!

No matter what kind of products you sell – meat and sausages, bread and bakery products, delicatessen products or confectionery – fresh and delicate foodstuffs need the right light to ensure that they are perfectly presented to customers. Fading, drying out, colour or consistency changes – the wrong light is often responsible for product spoilage on a large scale. The same applies to textiles, leather goods, cosmetics, furniture or carpets – the wrong lighting can lead to negative product changes. BÄRO light effectively protects your products with patented filter technology, Contact us – we'll be pleased to advise you!

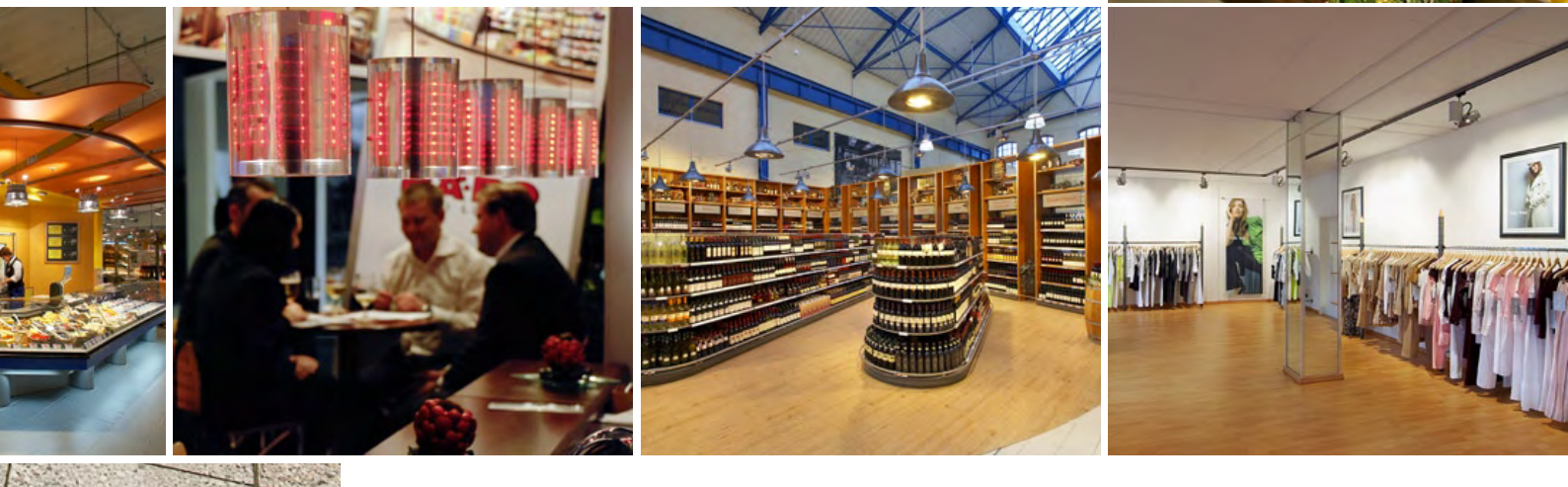




This has obvious advantages for you:

- Fewer fixtures cost less money
= lower investment costs.
- Fewer fixtures need less electricity
= lower electricity costs.
- Fewer fixtures produce less heat
= reduction of the thermal load; creation of a pleasant working and shopping atmosphere.
- Fewer fixtures need fewer lamps
= lamps need to be replaced less frequently.
- Fewer fixtures need less maintenance
= lower maintenance costs.
- BÄRO fixtures usually pay off after a very short time.
And after this you save money and increase your profits.
- BÄRO fixtures produce fantastic light.

Illuminate your products brilliantly with BÄRO light! Request the services of a BÄRO light planner. This service is free of charge and with no obligation and can help you to make big savings, avoid product losses and increase your sales! BÄRO light planners support you with competent advice and look forward to assisting your business.





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We reserve the right to make technical modifications - 10.07/05.08