

Fresh
Light
for
Fresh
Products

CASES





Fresh, healthy, ecological, energy-efficient – our lifestyles and standards are changing. The range of products on offer is becoming more complex, guidance and trust more important. We are constantly searching for new types of lighting technology and are consistently developing new presentation options. For our customers. And our customers' customers.

Fresh Light *for* Fresh Products.



Zurheide!
FEINE FISH



Wolfsbarsch

Schellfisch

Forelle

Lachsfilet

Steinbeisserfilet
1,99
100g

Crevettes Rose
2,99
100g

Schollenfilet
2,49
100g

Welsfilet



CASES

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← The right light.
For every situation.



The right light. For every situation.

ENTRANCE/TILL AREA
Welcome!



The right light welcomes customers from a distance, attracts their attention, removes any potential threshold fear and provides guidance – and when the shopping has been done it provides a clear view of their purse.

MAIN AISLE
This way please!



The main aisle guides customers through the store like a backbone, with promotion areas and gondola heads opening up to the right and left controlling their rhythm to which the lighting is adapted as well.

PRODUCT AISLE
Everything in view.



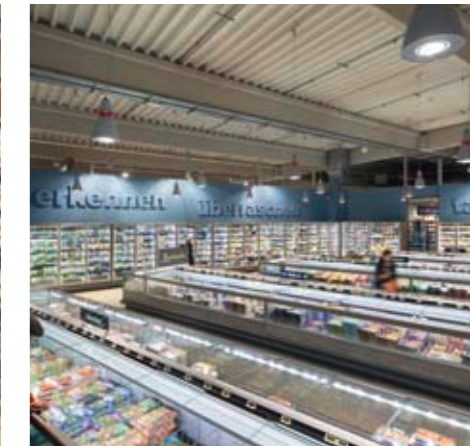
Shelving is the main presentation device for goods. The lighting for them should be vertical and uniform over the entire height of the shelving. The floor should ideally not be illuminated.

REAR WALLS
Effect from a distance.



Vertical surface areas attract attention from a distance. Therefore they should also have appropriate lighting – for example using dedicated accent lighting.

FROZEN FOOD SECTIONS
Ice cold.



Cool light colours intuitively make frozen products seem fresher. In addition, the fact that chest freezers are usually low in height provides lots of space for special shop design, for example with suspended luminaires above the freezers.

FRUIT AND VEGETABLES
Sunny.



The fruit and vegetables section is primarily colourful with yellow lemons, red apples and green salad. A good deal of skill is required to present this range of colours perfectly. A warm, sunny light is ideal for this purpose.

FRESH MEAT, COLD CUTS
Our speciality.



Creating the right lighting for meat is a challenge. The red meat should be perfectly lit but the white parts (fat and marbling) should still be brilliant white. At the same time, the goods should not suffer under the light; they should not turn pale. BÄRO has been a specialist in this sector for years.

FISH
Nothing is fresher.



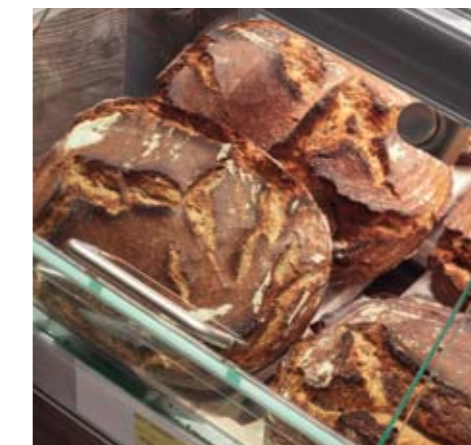
The ice must sparkle, the fish must shine. Nowhere is freshness more important than here. That is why a cool light with a slightly higher brightness is perfect. The light may be slightly warmer for smoked fish.

CHEESE
From mild to strong.



The yellow and cream shades of cheese are shown to their best effect in warm light colours. A nickel-silver filter is a good idea in discharge lamps, while light colours from 2,500 to 3,000 K are suitable for LEDs.

BAKERY
Lovely and crunchy.



Bread is less sensitive to light than cakes and pastries, but a high-contrast, warm light makes bread crusts look particularly appealing and crunchy. Fresh cakes and pastries, on the other hand, prefer slightly cooler light colours.

CONFECTIONERY
Tempting.



Lighting for delicate and sweet confectionery demands as much skill as their preparation: the products are generally sensitive to heat, with dark chocolate, for example, absorbing lots of light making it bloom. This is the perfect environment for LEDs with warm light colours.

WINE/DRINKS
The wine cellar.



Quality wine should be presented in quality surroundings. Light sources reflect beautifully in the dark glass of the bottles. A low lighting level and warm light colours can create associations with a wine cellar.

Inspiring the customer. With fresh produce, a wide selection, excellent quality – and light.

Proprietor: Heinz Zurheide Planning: Instore Design Italia GmbH, Naturns
Shopfitting: Schweitzer Project AG, Naturns

The Edeka-Frischecenter “Zurheide Feine Kost” in Düsseldorf is now the fourth of a total of seven stores in the Rhine/Ruhr conglomeration which the Zurheide family has planned and completed with BÄRO. As is typical for Zurheide, the “Experiencing food” principle was used once again here with a unique shopfitting concept. An in-house pasta production section, a fish counter with associated smokehouse and an in-house coffee bean roasting facility – the multi-award winning “Supermarket of the Year 2011” is home to a fascinating, lively range of food

and dining covering a floor area of over 6,000 m². Lighting technology plays a leading role in the whole concept. On the one hand, it helps create a pleasant overall atmosphere while on the other, it palpably separates the various sections from each other. A separate lighting concept was created for each department, using different light colours and illumination characteristics, which

is the subject of continuous development with BÄRO. Some of the sections such as the marketplace and the serving counters for meat, fish and cheese have been upgraded to the latest LED technology with the general lighting being reduced from 150 W to a new, more efficient BBS 100 W. ***





Meat products serving counter and self-service section with glass maturing area - upgraded to the latest LED technology



Fresh produce. Fresh light.

Proprietor: Thomas Pauli Shopfitting: maßwerk GmbH, Duisburg

The “Hofgarten” shopping centre opened in autumn 2013 in the middle of Solingen city centre on the site which formerly housed Karstadt. The new E-Center owned by Thomas Pauli is part of this wide-ranging retail world which includes retail, services and restaurants. The largest EDEKA store in Solingen to date has a floor area of around 2,300 m² and takes particular pride in its extensive range of fresh produce. The fruit and vegetables section with associated salad bar is around 250 m² in size

while the serving counters for fish, meat, cold cuts and cheese together are around 23 metres long. So much fresh produce requires suitable fresh lighting. The entire store was fitted as requested with LED technology, with the new EC luminaire series in the fruit and vegetables section, the Intara RD 191 in the sections for bread and

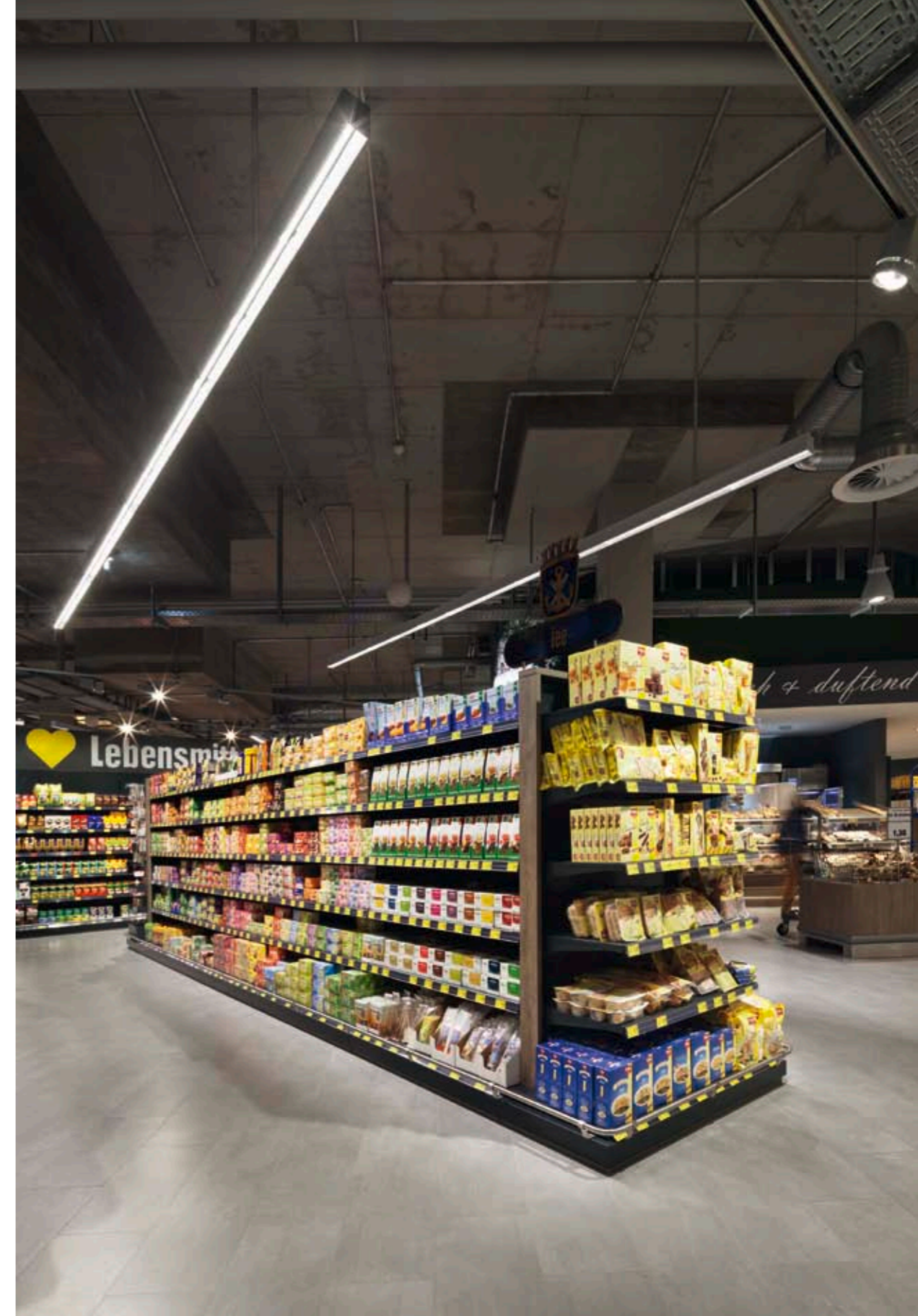
wine and the new LED beledi light strip also being used in various sections. ***

Fruit and vegetables section:
EC luminaires in 2,700 K





Bread shelves and serving counters
with Intara RD 191 with 2,700 K



The new beledi LED light strip with
BatWing reflector, Ontero EC 123 for
gondola heads with Flood reflector
at 3,000 K

La Bio, je peux. Organic food need not be expensive.

Operator: M. Fischer George

Biocoop is the first organic supermarket chain in France. With the name “La Bio, je peux” (Organic food need not be expensive), it stocks 150 low cost everyday organic items. A further 300 items stand for fair trade in France and fair remunera-

tion for farmers. The chain was founded in 1986 and now has over 300 stores throughout France. Another was added in 2013, not far from the Place de la Bastille in the heart of Paris, fitted out with BÄRO lighting – of course. Biocoop has been

working with BÄRO since 2010. ***



Luminaires: Ontero CS 170, Pendiroy HY 250

Reflector colours: nickel-silver throughout to create a warm light with silver reflectors only being used in the cosmetics section since their cooler light has a more hygienic effect.

Reflectors: OvalBasic for general lighting, BatWing for aisle lighting, WideWing for the internal elevations



Bigger, more attractive, more efficient. And all without closing down.

Proprietor: Thoralf Schwinning

REWE Schwinning is located on Mündelheimer Strasse in Duisburg. In 2011, proprietor Thoralf Schwinning decided that the store needed a general refurbishment. The biggest challenge was that the work was carried out in stages while the store

remained open. The supermarket was extended from 400 to 1,800 m², with some technical and optical upgrades. Improved customer guidance, a larger fresh produce section, energy modernisation and modern refrigerators – every phase of the project was com-

pleted with BÄRO with the existing lighting being included in the lighting concept. ***





Since the refurbishment involved the removal of the false ceiling, the LumChannel support system was used throughout the store.

The Wienerwald story. Continues.

Operator: Serdal Ebcin Corporate Architecture: Ippolito Fleitz Group, Stuttgart
Architecture: Stefan von Brand, Schondorf

Wienerwald was synonymous with roast chicken until the company disappeared from the market in 1982. In 2007, the brand rights were bought back by the founding family. Since then, the original idea has been revived and gradually updated with a modern concept.

And the investment is clearly paying dividends – in 2011, the corporate architecture received the Red Dot Award. One of the current total of around 30 restaurants was opened in May 2013 in Cologne-Kalk. This unit was fitted out in full with LED luminaires from

BÄRO – with 2,700 and 3,000 K. ***

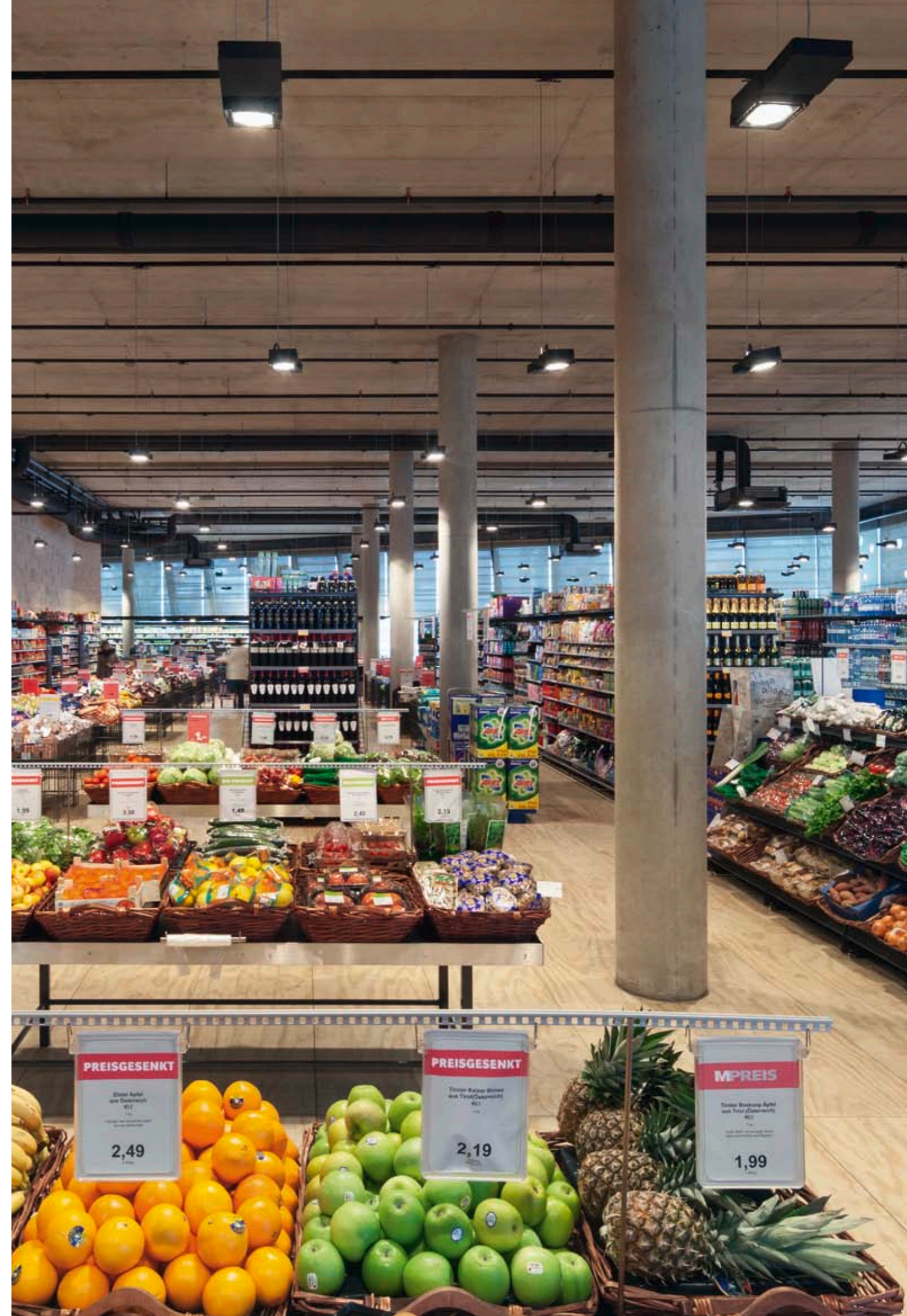
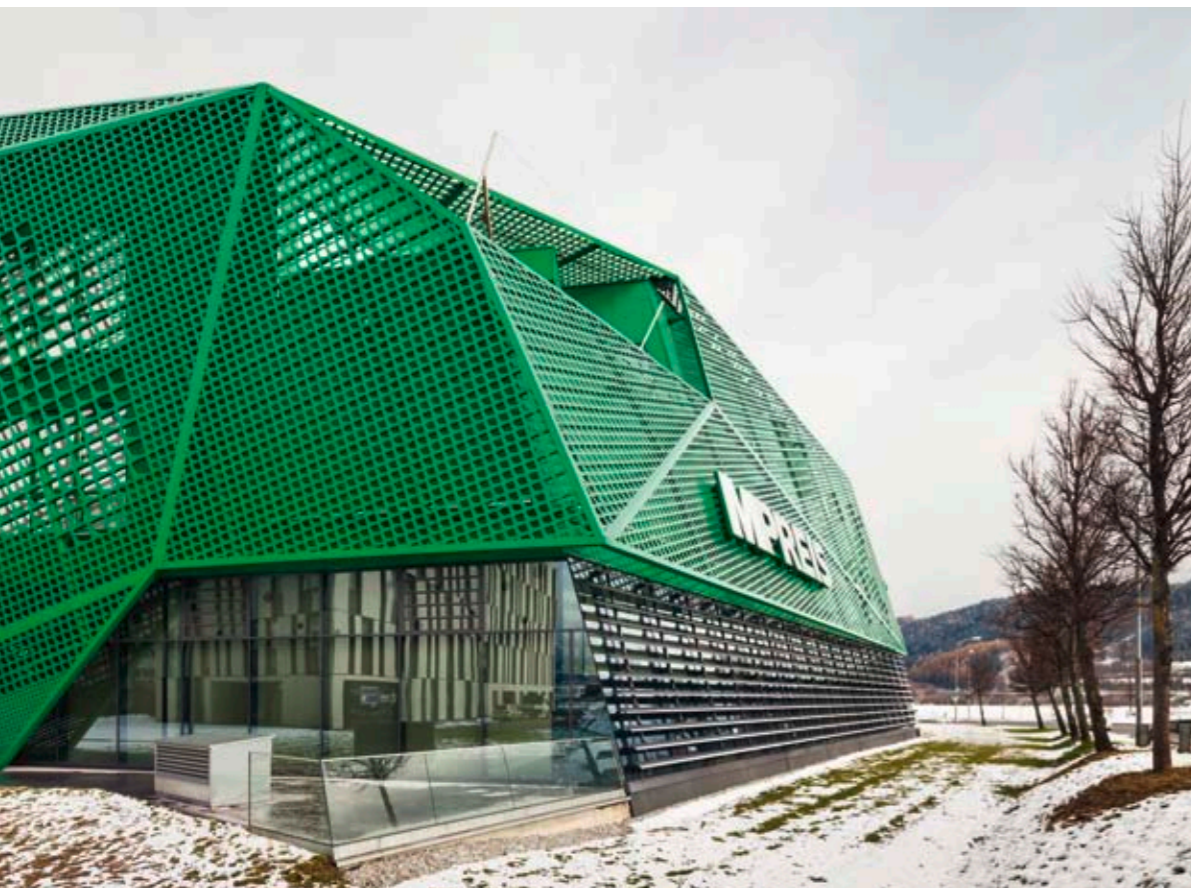
Intara RD 165 and RD 190
with OvalBasic and Flood 45°
reflectors



A store with lots of special features. Including the lighting.

Architecture: Fügenschuh Hrdlovics Architekten, Zirl

MPreis is one of the large food store chains in Austria. It is renowned for its progressive, extraordinary architecture created with various architects ranging from local firms to internationally renowned architecture offices. No two stores are the same. The MPreis Grabenweg in Innsbruck is another eye-catcher. This premium supermarket is in the Leiner furniture store building in the east of the city centre. Pine plywood panels on the walls and real wood on the floor are the main features of its unique atmosphere. ***





Ontero ED 170 surface-mounted luminaire in the form of a suspended luminaire (a special solution which is commonly used in Austria), mainly 70 W BBS (HIT) with BatWing reflector



Megastore. Biking heaven.

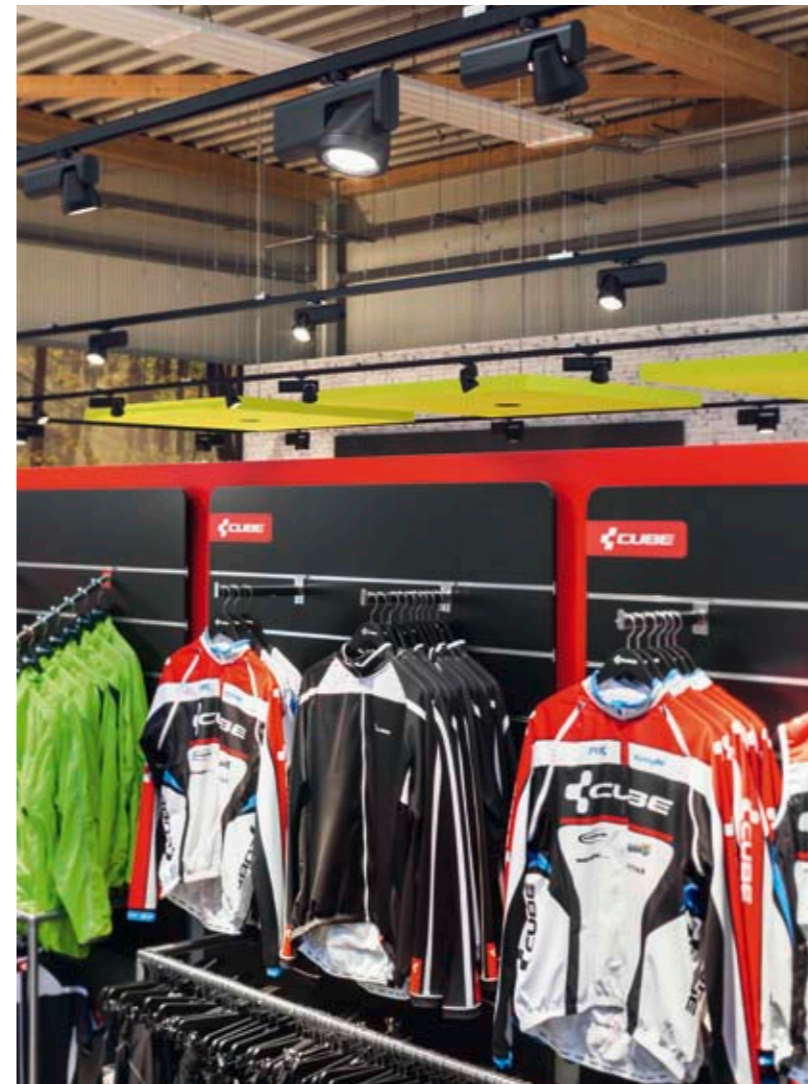
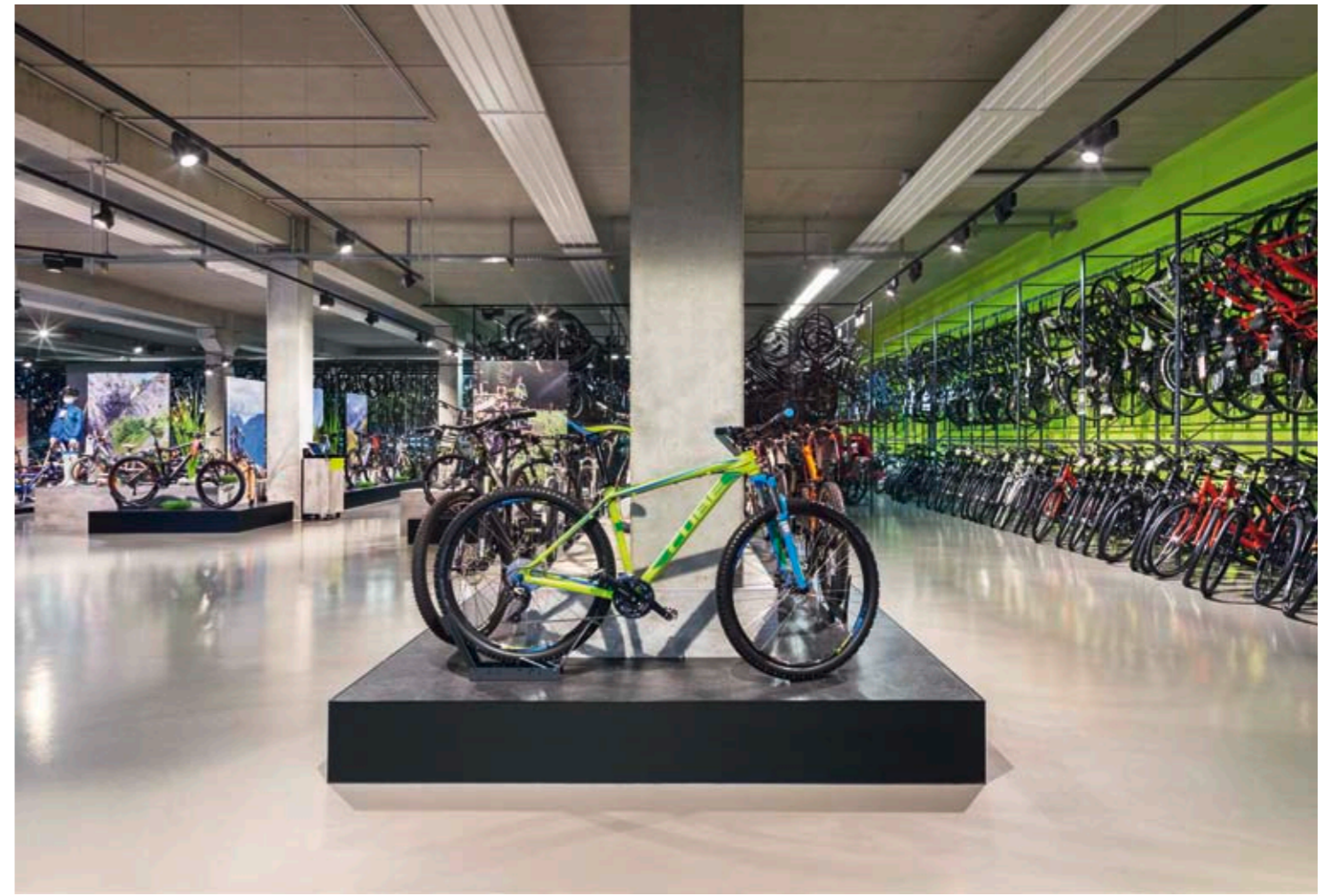
Proprietor H&S Bike-Discount GmbH, Bonn
Shopfitting: Wanzl Shop Solutions, Leipzig
Architecture: Jan van Dorp, Bonn

H&S Bike-Discount has been supplying a wide range of cycling accessories, clothing and bicycles for over 25 years. H&S opened its new megastore in Bonn-Hardtberg in April 2013. The new store covers two storeys with its own indoor test track on the lower floor and has exceptionally high quality furnish-

ings for a bicycle shop. The project features HIT discharge lamps in 35 and 70 W versions (light colour 930). It mainly features surface-mounted luminaires from the Ontero RA range in two sizes with Spot, Flood and OvalBasic reflectors. OvalBasic primarily for lighting the rear walls; Spot and Flood reflectors for dis-

playing the products in the showroom. ***

Pendiro PD 180 suspended luminaires with textile shades in the black and green corporate design of the company's "Radon Bikes" brand



Deluxe. The new Einwaller stores SPORTSFRAU and KIDS.

Proprietor: Josef Einwaller Architecture: Atelier Rainer Köberl (sportsfrau), Claudius Dialer (kids)

Einwaller was founded in 1984 and is one of the most prestigious shops in the city of Innsbruck. With a top location in the old town, proprietor Josef Einwaller combines history with an extremely modern ambience. The concept comprises

six different stores: “anna” (for women), “joseph” (for men), “outlet”, “sportsmann”, “sportsfrau” and the new “kids”. The silver-coloured store has been integrated in the Weisses Kreuz Hotel and appeals to children and adults alike.

The “Einwaller sportsfrau” also underwent a complete interior redesign – including luminaires from BÄRO. ***

kids:
Intara RD 165 recessed luminaires,
70 W, Ontero RA 130, 70 W
(in light ducts among others)





sportsfrau:
mainly Ontero RA 130 surface-mounted
luminaire in strato black with OvalBasic
reflectors in 70 W

Small area. Large effect.

Proprietor and store design: MiAna Accessories oHG

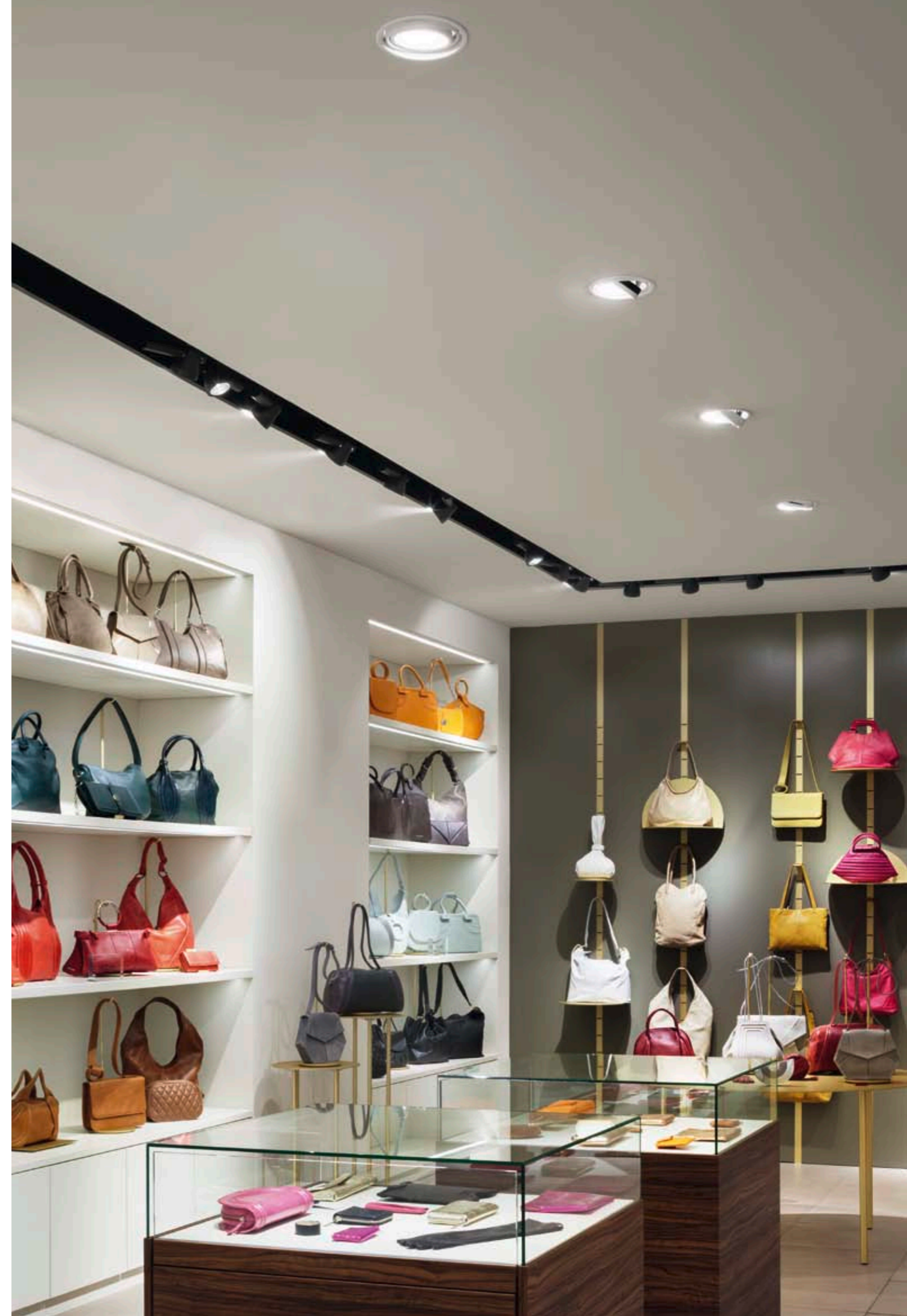
The Gretchen fashion label from Berlin produces exclusive, handmade handbags and leather accessories which have won many design prizes including the Red Dot Design Award in 2012. The colourful collections are elegant, charming, purist and are available

both online and in two stores located in Berlin and Düsseldorf. The Berlin store has a prominent location in the Hackesche Höfe. With a floor area of just 80 m², it is a good example for demonstrating how even small stores can be very effective –

as long as they have the right lighting. ***

General lighting:
Infara SP 170 discreetly finished
in the ceiling colour

Accent lighting:
Ontero RA 090 discreetly
integrated in light duct



Traditional baking. Modern lighting.

Proprietor: the Pasler family Shopfitting: BEKO Laden + Metallbau GmbH+Co.KG, Leingarten

Bäckerei Pasler, a family-owned company with a history of over 60 years, is located in Pforzheim, the so-called “Golden town” in the north of Baden-Württemberg and reopened in spring 2013 after extensive refurbishment. As part of the

modernisation work, the shopfitting contractor decided to use various LED luminaires from BÄRO with Intara SQ 175 recessed luminaires lighting the rear walls and Pendirol PD 180 suspended luminaires used at the counter (with glass

cylinder) and the seating area (extended with decorated textile shades). ***

Rear wall:
Intara RD 165, Intara SQ 175
Counter and seating area:
Pendirol PD 180 with glass
cylinder and textile shades



All made in-house. Illuminated with LEDs.

Proprietor: Andreas Diess Shopfitting: Simus Raumkonzepte, Goldbach

Seligenstadt is located around 25 km to the southeast of Frankfurt am Main. This small town on the River Main blossomed in the Middle Ages due to its trade and craftsmen. Today, a number of carefully restored half-timbered buildings embody the spirit of that

bygone age. The route into the beautiful historic old quarter passes Metzgerei Diess, which in addition to meat and cold cuts also sells prepared meals and has an upmarket catering service. After undergoing refurbishment in 2013, the butcher's shop today shines

in a whole new light. The entire sales area was fitted with BÄRO LED luminaires – using special light colours for meat and cold cuts, of course. ***



Meat counter:
Intara RD 190 OvalBasic
BÄRO Food LED 44 W

Hot food counter:
Intara RD 190 OvalBasic
Food module 3,000 K LED 44 W

Rear wall of meat section:
Intara SQ175 OvalBasic
BÄRO Food LED 44 W

Remaining rear wall:
Intara SQ175 OvalBasic
Food module 3,000 K LED 44 W



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