



*Reducing energy costs
without sacrificing store atmosphere*

Have your cake and eat it too!

As supermarkets continually strive to reduce energy costs and to minimize their environmental impact, all too often store appeal and the allure of product display are sacrificed. Unfortunately, the merits of operational cost savings can frequently result in significant top line sales losses as a store's atmosphere declines. However, with intelligent store design and cutting edge lighting technologies, such negative scenarios can be avoided.

Properly lighting a grocery store has always been a difficult task. Vast product varieties, packaging and colors, problems inherent with perishables, narrow aisles with tall vertical shelves, and the ever increasing need to lower electric bills and carbon emissions all combine to make this appear an impossible task. Meeting these challenges, while improving product illumination and overall light quality, might seem a bridge too far. But companies such as BAERO North America, Inc. offer lighting products that enable store owners to not only span the gap between energy savings and effective product illumination, but to enhance the shopping experience as well. The end result is a positive impact to the store's brand, inducing more customer traffic and ultimately driving more profits to the grocer's bottom line.

Recognized as the European market leader in fresh food and grocery lighting for over 50 years, BAERO lighting from its very beginning was specifically designed to meet those very same challenges grocery retailers face in illuminating their stores. In 2006, BAERO North America, Inc. introduced the same German engineered luminaires to the United States and Canada.

The culmination of all these years of experience in the field has enabled BAERO to deliver products that meet and exceed retailer's needs and expectations. "The BAERO product line virtually eliminates the need for multiple layers of lighting while delivering unsurpassed color, illumination and ambiance" states David Rice, VP of BAERO North America. "BAERO fixtures combine the latest in lamp, electronic ballast, lens and reflector technology to provide energy solutions while creating dramatic product displays and producing a store atmosphere that entices customers to shop longer and more often. BAERO lighting truly sets your store apart from the competitor down the street."

A recent remodel by Schnuck Markets of St. Louis, MO of their Ladue store in the fall of 2008 offers a perfect example of how BAERO gives retailers the ability to have the best of both worlds. With an upgraded remodel package that includes beautiful hardwood floors in expanded liquor and floral departments, a gourmet cheese island, a fresh seafood bar,

Kaldi's Coffee cafe, an expanded meat department, and a Boar's Head Deli feature department, this new Schnucks' look really packs them in for both the great food and the inviting atmosphere.

With BAERO lighting products delivering increased vertical illumination and vibrant color rendering of products and displays, Schnucks was able to eliminate virtually all the multi-deck shelf lighting in the produce department. Additionally, the operational and maintenance benefits of never having to service or relamp those same refrigerated case mounted fixtures extends the long term savings for Schnucks.

"From the time BAERO approached us in 2006, we continued to challenge David and the BAERO team with larger and more difficult projects. Our Ladue store definitely was one of these." states Ross Hutsel, Schnucks' Director of Store Engineering. "The BAERO design not only enhanced the physical and merchandising improvements that we were making, but also allowed us to do it with fewer lamps. BAERO lighting products help Schnucks deliver a superior shopping experience while helping us control operational costs."

Rice added "There are a lot of preconceived notions about lighting design and I know there is a tendency for markets to stick with more traditional methods such as using fluorescent technology. But with lighting being such a crucial investment that can have a significant impact on a store's brand and overall success, we encourage all retailers to educate themselves about their lighting options and our products' performance. I think they will find they truly can have their cake and eat it too."

