



Case Study

Project: Schnuck Markets, Inc.
 Location: Des Peres, MO
 Size: 74,000 Square feet
 Architect and Designer: api (+)
 Lighting Design: Clive Samuels and Associates
 BAERO North America, Inc.



BAERO North America, Inc. was proud to be chosen by Schnuck Markets, which operates 106 stores in the mid-western United States, to provide lighting for one of their most ambitious supermarket projects in 2009. The new 74,000 square foot market in the St. Louis suburb of Des Peres is their new flagship store. Having already been featured in several trade publications for its stunning features and amenities, Des Peres Schnucks truly is a must see.

To illuminate such a project it is not enough just to provide the required amount of footcandles. The lighting must serve several functions and serve them well. Lighting should accentuate all the carefully chosen color pallettes

while creating subtle but distinct light color changes for each separate department. That same lighting must also enhance the appearance of all the products from peonies to peppers to prime rib providing UV and heat protection for each. On top of that, truly quality lighting should create a warm, inviting atmosphere that draws customers in and keeps them shopping doing so with a level of energy efficiency that meets the standards of today and tomorrow.

First impressions are always important and BAERO lighting illuminates the spectacular and expansive floral department which greets every customer the moment the main doors part. From here BAERO lights the way through the fresh produce department and into the Fresco, an Italian bistro that is the focal point of the new store. Continuing through the market area, BAERO illuminates the Chef's Express, deli, bakery, seafood and meat departments both in front and behind the full service counters. Another highlight of the store is an incredible cheese department with a walk-in wine and cheese cooler and a wine and liquor department of epic proportions. From there BAERO fixtures also light the Schnucks Cooks department of cookware and live cooking demos, then into the mid-aisles and endcaps of dry goods, in front and behind the checkouts, customer service and virtually the entire sign package. BAERO lighting is installed in almost 30 separate applications, having been called upon to illuminate everything from floral displays to pharmacy signs, from bignettes to



and serves them all well.

Those same lamps offer unmatched product presentation resulting in vibrant food and product displays with UV and heat filters standard with each and every BAERO fixture. The reflector technology, a result of BAERO's fifty years of research in the food retail industry, gives every fixture an inherent energy efficiency that allows BAERO to offer customers like Schnucks lighting designs at 1.5 watts per sq ft and below even for such visually crucial areas like produce and meat.

With roots in the markets of Europe, BAERO specializes in lighting for grocers and retailers wanting to set their stores apart from the competition.

bordeauxs and countless items in between. While it might seem an enormous list of fixtures would be needed to accomplish this task, the versatility of BAERO products allows them to do so with a list that can be counted on one hand. Utilizing the Econdo, Cirrus, Canopus, Pegasus and Arondo fixtures along with the BFL(BAERO Food Lamp) and BLS(BAERO Light Star) lamps and 4 reflector types, BAERO was able to present Schnucks a lighting design that serves all those functions listed previously

