



Case Study



Project: Hen House Market
 Location: Lenexa, KS
 Size: 54,000 square feet
 Interior Design: Jeff Maple Design
 Lighting Design: BAERO North America, Inc.

BAERO North America, Inc. was proud to be chosen by Balls Food Stores, operator of 12 upscale Hen House Markets and 17 Price Choppers in the Kansas City area, to provide lighting for what has become their new flagship store and the first of their New Generation Decor Package. The result of this complete remodel was so stunning Grocery Headquarters chose the store for its *Retail Spotlight* in June 2010.

The distinctive look of BAERO illumination greets every shopper from their very first step onto the sales floor. An incredible floral department is front and center and the color pop provided by BAERO sets it apart from the competition. Dave Grysowka, VP of Operations for Balls Food, stated in that Grocery Headquarters article, " You know you have a good department when everything looks like a million bucks. These plants almost look fake they're so nice. But you go into some stores and you think they're running a plant hospital."

From here BAERO lights the way into a 5,000 square foot fresh produce department bursting with color. The warm, relaxing tones that really become apparent at this point in the store are a result of BAERO's unique BAERO Food Lamp (BFL). The BFL, a compact high pressure sodium lamp, provides a presentation of fresh foods and perishable products unmatched by any other light source. The natural warm tone, which is a result of the sodium technology and BAERO's reflectors, gives markets a comforting "shoppability".

BAERO lighting then leads shoppers through the deli and into a fresh seafood shopping experience where you can actually hear the seagulls and the crashing waves. Lobster, salmon and other fresh seafood are presented in artfully crafted crushed ice displays and under BAERO fixtures with patented meat/seafood filters for even greater product presentation. While also illuminating all the custom signage designed by Jeff Maple, BAERO lighting illuminates the aisle endcaps, dairy and meat departments, a completely redesigned, high end Health and Beauty section, then moving back to the front of the store a tempting bakery department where you will also find their famous Tippin's pies.

While BAERO's color presentation and expertise in lighting fresh foods led to their being chosen to light most of this store, it was their extremely energy efficient lighting products that led to BAERO also illuminating the checkouts, signs, and that Health and Beauty section. BAERO can certainly offer perfect lighting solutions for the extraordinary supermarket.

