

BORA receives special awards: ‘Brand of the Year 2022’ and ‘Product of the Year 2022’ for the BORA X BO

Raubling. BORA, a manufacturer of innovative kitchen solutions, has already received the Plus X Award for the product innovation BORA X BO. Now, two special awards have also been bestowed upon it: ‘Brand of the Year 2022’ for BORA and ‘Product of the Year 2022’ for the BORA X BO flex oven. These are the renowned award authority’s very highest accolades and only ever go to the most successful brands.



Further success for BORA: the BORA brand and the BORA X BO flex oven are honoured for their outstanding performances

BORA’s founder Willi Bruckbauer commented: “For the BORA X BO, receiving the greatest innovation award for technology, sport and lifestyle, the Plus X Award, was already an important mark of recognition. To now also receive the special award ‘Product of the Year 2022’ and be named ‘Brand of the Year 2022’ for outstanding performances is phenomenal. We’re proud that our innovations have made us synonymous with cooktop extractor systems and to be firmly anchoring ourselves in people’s minds as a strong brand too.”

About the Plus X Award

With an international, independent expert panel from different sectors and participating brands from all over the world, the Plus X Award is the biggest innovation award worldwide today for technology, sport and lifestyle. Deemed worthy of recognition are newly developed, innovative technologies, exceptional designs and intelligent, simple operating concepts – products that have at least one ‘Plus X’ factor. The innovation award was started nineteen years ago as a project to protect and strengthen brands and trade, as well as to provide end consumers with better guidance. The ‘Best Product of the Year’ title is the highest accolade that a product can receive within the scope of the Plus X Award. The award is based on the number of Plus X Award seals of approval received by a product compared to



competitors. The 'Best Brand of the Year' title, which is also only awarded once a year, works on a similar basis.

About the company

Since 2007, BORA Lüftungstechnik GmbH, based in Raubling, Upper Bavaria, has successfully developed and sold cooktop extractor systems that draw vapours downwards thanks to the use of patented technology. The innovative product ranges BORA Professional, BORA Classic, BORA X Pure, BORA Pure, BORA S Pure and BORA Basic are sold in 60 countries around the world.

The vision of BORA is "The End of Normal"; the mission – to revolutionise the kitchen as a living space with extraordinary products for extraordinary experiences. What makes the patent so special? These high-quality systems are more effective than conventional extractor hoods, extremely quiet, energy-saving and easy to clean. They allow maximum design freedom in the kitchen and a clear view.

Focusing on the kitchen as a central living space, BORA brought a new dimension of innovative kitchen appliances onto the market in 2021 with the BORA X BO steam oven and the matching BORA multi-drawer.

Back in 2009, the company received its first award within the scope of the innovation contest 365 Orte im Land der Ideen (365 Places in the Land of Ideas), followed by the Deutsche Gründerpreis (German Entrepreneurs' Award), Red Dot Awards, Plus X Awards, German Design Awards, Iconic Award, German Brand Award, Good Design Awards, iF Design Awards, among others.

For further information, please visit bora.com.

Contact:

Klaudia Meinert
klaudia.meinert@derks-bmc.de
Tel. +49(0)89-7599905-11

derks brand management consultants
Sträuberstr. 18
81479 Munich
www.derks-bmc.de

BORA Lüftungstechnik GmbH · Rosenheimer Straße 33 · D-83064 Raubling/Rosenheim
T +49(0)8035 9840-100 · F +49(0)8035 9840-300 · info@bora.com · bora.com

Head office Raubling/Germany · Register court Traunstein HRB 17604 · Managing Director Willi Bruckbauer
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