



ESTABLISHED IN 2007

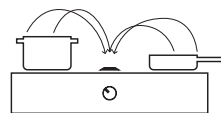
Willi Bruckbauer, founder and CEO

Sixth generation master joiner from Rosenheim.

Passionate amateur chef and racing cyclist.

Owner of werkhaus Raubling (exclusive kitchen design and interior finishing).

BRAND



BORA: croatian katabatic wind along the Adriatic coast
Synonym for hobs with integrated downdraft extraction

CLAIM

BORA – More than cooking.

MISSION

” We are revolutionising the kitchen as a living space. With extraordinary products for extraordinary experiences.

LOGO



VALUES

**COURAGE
INNOVATION
LEADERSHIP**

TEAM

850 colleagues
from
29 nations

58%



42%

Ø 38 years

AWARDS



Brand awards

Plus X Award

German Brand Award

Design & innovation

Plus X Award

Red Dot Award

iF Design Award

German Design Award

Employer brand

TOP 100

kununu Top Company

Top-Arbeitgeber Tirol

FOCUS Top Arbeitgeber

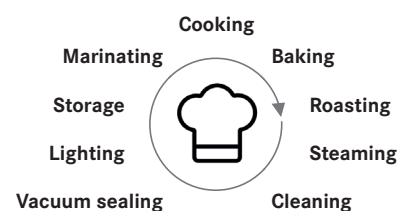
Deutscher Gründerpreis

„365 Orte im Land der Ideen“

PRODUCT PORTFOLIO

BORA develops and produces innovative built-in kitchen appliances.

We offer our customers a holistic kitchen concept from a single source that covers all workflows within the kitchen.



SALES MARKETS

+40

countries in Europe,
Asia, Australia
and New Zealand

SITES

Raubling, Herford (DE)

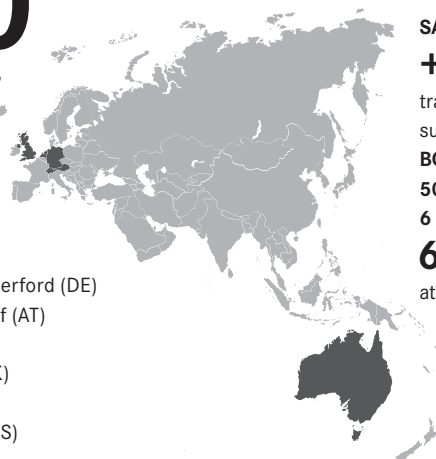
Niederndorf (AT)

Zürich (CH)

London (UK)

Oss (NL)

Sydney (AUS)



SALES NETWORK

+8,000 retail partners

trained, developed and

supported by the

BORA ACADEMY with

500 training sessions per year in

6 languages with approx.

6,000 training participants

at 5 sites

REGIONAL PRODUCTION

< 390 km radius



**BORA “Vertical Factory”
Niederndorf**