

Plus X innovation award for the new BORA Professional: 'Best Product of the Year 2017'

Raubling/Cologne. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has received the "Best Product of the Year 2017" seal of quality for its new BORA Professional cooktop extractor. The world's biggest Plus X innovation award for technology, sports and lifestyle is awarded to products with respect to innovation, quality, design and user-friendliness. The company is receiving the prize for the third time.

"We are pleased that our products have been honoured once again. The quality seal shows that our claim to quality and design speaks for itself, as does our continuous innovation. Our aim is to continue to develop future-oriented products," explained BORA founder Willi Bruckbauer. BORA Basic won the important prize back in 2013, followed by BORA Basic with surface induction in 2015/2016 and now the new BORA Professional in 2017.

Just recently, the new BORA Professional received the Red Dot Award "Best of the Best 2017" for Product Design. The system not only features intelligent navigation and an electric cooktop extractor which communicates with the cooktop, it is a genuine, modular, high-end system with above-average sized cooking zones. BORA has also created a world's first for modular cooktops in the shape of a plug & play solution which can also be used in free-standing worktops.



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The Plus X Award:

With a panel of international and independent judges from 27 sectors, 22 expert strategic partners and more than 600 international participating brands, the Plus X Award is currently the world's biggest innovation award for the fields of technology, sport and lifestyle. Newly developed and innovative technologies, extraordinary designs and intelligent and simple operating concepts are all worthy of awards. The innovation prize was initiated as a project to protect and reinforce brands and retail and improve guidance for the end consumer and is in its fourteenth year in 2017.

About the company:

Since 2007, BORA Lüftungstechnik GmbH, headquartered 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 BORA Basic, BORA Classic and BORA Professional product ranges are sold in 41 countries worldwide.

BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patent he developed has multiple advantages: the premium-quality systems are more effective than conventional hoods, extremely quiet, energy efficient and easy to clean. They enable maximum design freedom for kitchens and a clear view.

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) back in 2009, followed by the German Entrepreneurs' Award, red dot awards, Plus X Awards, German Design Award, Iconic Award, German Brand Award and others.

For further information, please visit www.bora.com.

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