

Highest accolade for the new BORA Professional: Red Dot Award: Best of the Best 2017

Raubling. Die BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has secured the highest accolade in the Red Dot Award: Product Design category, beating the competition to take home the Red Dot: Best of the Best Award. Although only recently launched onto the market, the new BORA Professional is already considered one of the best, most unusual and ground-breaking products of 2017.

“We are very proud of the fact that this new BORA Professional has taken us straight to the top division of design awards. Winning this prize another time is evidence of the continuous levels of innovation we are working with every day,” explains BORA founder Willi Bruckbauer.

Professor Peter Zec, Initiator and CEO of the Red Dot Awards: “The Red Dot: Best of the Best award is issued by the jury for outstanding design. The perfect harmony of the quality of function, seduction, use and responsibility is something only the real visionaries in design can achieve. The award unearths these ground-breaking designs.”

The new BORA Professional is a system which 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 in the shape of a plug & play solution which can also be used in free-standing worktops.



reddot award 2017
best of the best

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The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen and is one of the biggest and most prestigious international design competitions. Over a period of several days, the high-calibre jury evaluated thousands of entries from all over the world. In the Red Dot Award: Product Design category. The Red Dot: Best of the Best award is given to products with extraordinary, ground-breaking designs. The international seal of quality is only given to products whose excellent design sets them apart from comparable products on the market.

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 award, Plus X Award, German Design Award, Iconic Award, German Brand Award and others.

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

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