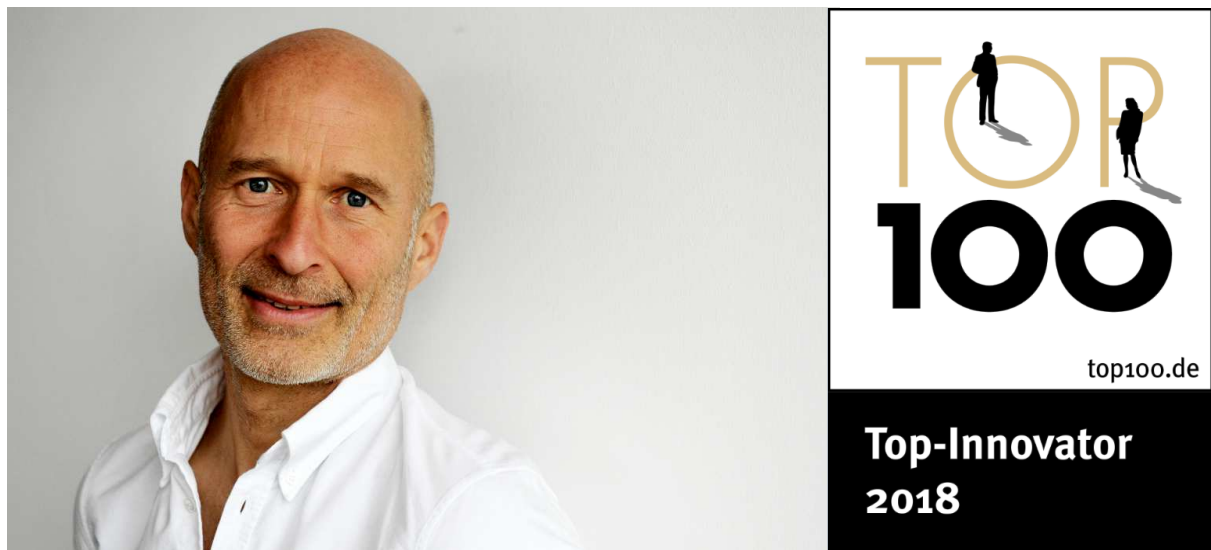


## Another award: BORA Lüftungstechnik is one of the innovation leaders in 2018 amongst Germany's mid-sized companies.

**Raubling.** BORA Lüftungstechnik GmbH, a manufacturer of innovative cooktop extractor fans, won the competition as one of the TOP 100 most innovative companies amongst Germany's mid-sized companies. The awards ceremony was hosted by mentor Ranga Yogeshwar during the 5th German SME Summit on 29 June in Ludwigsburg. The analysis was carried out under the scientific direction of Prof. Dr. Nikolaus Franke as part of the 25th Annual Report. During an independent selection process, BORA particularly impressed with its innovation success—as the jury clearly pointed out.

"We feel that this award validates our achievements in convincing product developments and our innovative strength. It is a further incentive for us to continue our pioneering work through which we were able to develop a huge market," says Willi Bruckbauer, founder and CEO of BORA. In addition to several design and brand awards, the award of the innovation competition "365 Orte im Land der Ideen" and the Founder's Award awarded in 2010, another innovation award now allows BORA to look back on the rapid company and product development since its foundation in 2007. "You have to be passionate in what you are doing. I always believed in my idea of "the end of the cooker hood" and was convinced we would be successful right from the start," says the founder from the Bavarian town of Raubling near Rosenheim. He even proved to be innovative in brand management and in his enthusiasm for international cycle racing. The BORA - Hansgrohe team ranks among the strongest teams in the "UCI WorldTour", and is known even beyond the 58 countries in which BORA is already marketed today.



BORA founder Willi Bruckbauer and his team are amongst the innovation leaders in 2018

**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 58 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 Awards, Iconic Award, German Brand Award, Good Design Award and others.

For further information, please visit [www.bora.com](http://www.bora.com).

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