

BORA opens first showroom in Sydney

Raubling. With the Grand Opening of our first Australian showroom visitors find themselves captivated by the performance and quality of the BORA system. A location to experience the world of BORA.

BORA specialise in downdraft ventilation systems and is a strong believer in architecture, design and functionality. With its patented cooktop extractor fans that extract cooking vapours downwards directly from the cooktop, BORA is one of the leaders in innovations for kitchens in Germany. Founded in 2007 and since then receiving many awards BORA has been successful in 18 countries around the world and now also available in Australia. On February 6, 2014 the first company owned showroom in Australia opens in Sydney. Willi Bruckbauer, founder and owner of BORA, will be attending the grand opening event for architects, retailers and journalists. He summarizes the reasons why starting up here: "Sydney is one of the sales points in the world with a high potential for our innovative products. With its stable currency, continuing growth and modern lifestyle we expect a profitable market. We already have 30 points of sale in the Australian states and territories."

Markus Ostermaier is the Managing Director of the Australian subsidiary. The native German had been living in Australia before and knows both the country and the kitchen market very well. He has already exhibited at seven kitchen trade fairs with BORA since starting the Australian business: "I am very optimistic that our products will be successful in this country. They perfectly fit the living situation, culture, lifestyle and philosophy of the people here." The showroom is to be the starting point for the Australia, New Zealand and the Asia Pacific region. But most of all it is a place where architects, designers and consumers can get in touch with the products BORA offers. It is the perfect location to experience and feel the BORA advantages and for that reason it is also the home for training the retailers and craftsmen.



A place where architects, designers and consumers experience the world of BORA: the new showroom in Sydney.



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About the company:

Based in the Bavarian town of Raubling, BORA Lüftungstechnik GmbH offers smart solutions that incorporate flexible components thus changing the behavior and architecture of the living space that is the kitchen. Driven by the aspirations of an inventor and the tough standards of a premium supplier BORA has been successfully developing and selling cooktop extractor fan systems in Germany and 18 countries throughout Europe since 2007, followed by Australia in 2012. Thanks to a patented technology, these systems effectively draw off cooking fumes in a downward direction and combine design and functionality. By continuously exhibiting strong growth, BORA has proven its future viability. For further information, please visit www.bora.com.

Contact:

BORA APAC Pty Ltd
Markus Ostermaier
info@boraapac.com.au

T +61 2 7900 5580
F +61 2 9712 4131
www.boraapac.com.au