

Intelligently overhauled with enhanced connectivity: the new BORA X Pure raises the bar with Assist functions and the BORA JOY app

To mark the start of a generation of overhauled appliances, BORA has redesigned one of its most popular cooktop extractor systems from both a visual and a technical perspective. With a focus on the user, the new BORA X Pure combines state-of-the-art technology with a highly effective extractor. BORA also enriches the cooking experience through practical features such as a tricoloured control panel, supportive Assist functions and connectivity to the BORA JOY app in conjunction with the BORA Pots and Pans Assist range. Several design changes have also been introduced in line with the minimalist BORA style.



The new BORA X Pure with the air inlet nozzle in a pin design is available with two different finishes: a high-gloss glass ceramic finish and – as BORA X Pure Rough – which is significantly more matte than before. Photos: BORA

The appliance has a few instantly eye-catching features. The new air inlet nozzle with a pin design makes it easy to tell the new BORA X Pure apart from its predecessor model. The designers deliberately retained a circular opening as this offers clear differentiation from the models available from other manufacturers in the compact appliance market. A further difference is the choice between a high-gloss glass ceramic finish and a significantly more matte version than previously available, the rough surface of which – aptly named BORA X Pure Rough – effectively conceals fingerprints and streaks while also providing a secure base for cookware.

At second glance – or when switched on – the user will discover the tricoloured design of the slider. Known as the sControl+, this offers ingenious guidance during use: when blue, the fan and extraction intensity are set. If the user switches to the individual cooktops, the touch control slider turns red to indicate the setting of the cooktops' temperatures. The neutral indicator remains white. These guidance colours and several other enhancements, such as the longer time when switching between cooking zone and fan settings, make everyday use of the appliance simpler and more intuitive than ever before.



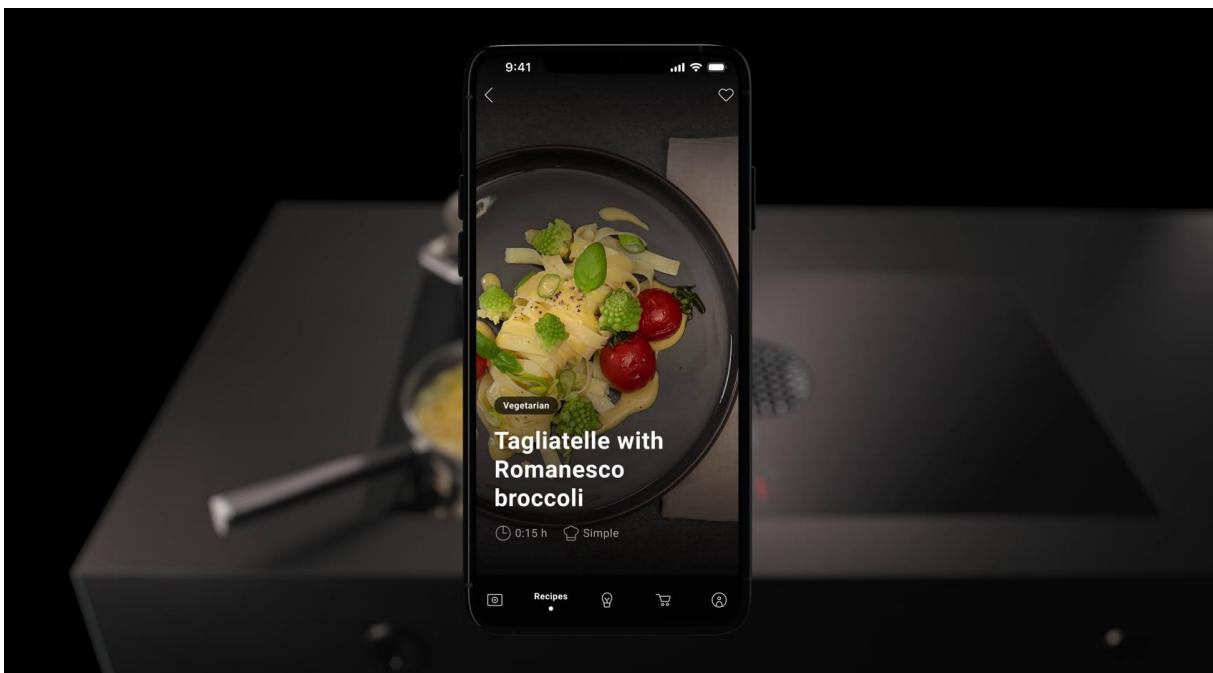
The first compact appliance in the industry with a multi-coloured 7-segment indicator. The context-based colours of the BORA X Pure control panel quickly show users the setting modes: fan/extractor in blue, cooking temperature/zone in red and neutral indicator in white.

Supported cooking with BORA Assist

The biggest change in relation to the successful predecessor model is probably the basic idea of BORA Assist. This function supports successful cooking results by varying the power level. Whereas the previous power levels were permanently linked to a specific power value, users of the new BORA X Pure can now set the target temperature: while frying pans could previously overheat due to a constant supply of power, for example, the intelligent cooktop extractor system with the BORA Assist function 'Fry' controls the supply of energy accordingly and beeps once the target temperature has been reached and the food can be added. This is efficient, user-friendly and protects both cookware and food – all in all, a great innovation.

The 'Boil' Assist function is also fantastic. Once enabled, the cooktop extractor system detects when the water in a pot from the BORA Pots and Pans Assist range starts to boil, emits an acoustic signal and switches off the heat. So who still needs a kettle on their worktop?

When combined with products from the BORA Pots and Pans Assist range, the sheer ingenuity of supported cooking becomes truly clear. Developed at the same time as the cooktop, this kitchenware has been specially designed for connectivity with the new BORA X Pure and helps users achieve optimum results when cooking with the aid of the BORA JOY app. The connection to the home network is indicated by a specially designated field on the control panel on the glass ceramic cooktop. If the user starts the programme on the app and the cooktop, the system automatically controls the temperature, cooking time and end of the cooking period in accordance with the BORA Assist recipe. Anyone who doesn't want to constantly use their smartphone in the kitchen can simply save their favourite programmes on the cooktop and start them from there.



Like previously, just better

The new BORA X Pure still comes in its generous dimensions of 830 x 515 mm and with all previously loved features, such as the oversized surface induction cooking zones (the bridging function of which has been overhauled) and the (now optimised) automatic pan size recognition function. Furthermore, the BORA X Pure is still an extremely quiet cooktop. As with the recirculating predecessor model, the efficient activated charcoal filter can be easily replaced from above through the air inlet opening without having to remove any drawers or plinths. The stainless steel grease filter and air inlet nozzle are also still dishwasher safe.



BORA presents the new BORA X Pure cooktop extractor system: as powerful as its predecessor and even more ingenious thanks to Assist functions and connection to the BORA JOY app.





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About the company

BORA develops and produces innovative premium built-in kitchen appliances with impressive design standards. The German-Austrian company group positions its portfolio internationally with the claim 'More than cooking.' Since Willi Bruckbauer founded BORA in 2007, the company has been committed to questioning the ordinary. The mission: "We are revolutionising the kitchen as a living space. With extraordinary products for extraordinary experiences."

The story began with the innovative cooktop extractor systems, which use intelligent technology to draw cooking vapours downwards and are continually developed through BORA's own drive for perfection. After the expansion of the product range to include the BORA X BO, a professional steam oven for your home, and the associated multi-drawer, refrigeration and freezing systems as well as lighting followed. The product ranges and live experiences undergo ongoing development to ensure that BORA fans and customers can continue to enjoy the very best cooking experiences. BORA products are characterised by outstanding performance, simple cleaning and simple operation. Thanks to their timeless design, they fit perfectly into any kitchen, where they provide fresh air and a clear view.

BORA employs over 650 people worldwide, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship stores in Munich and Herford, and sells its products in more than 40 countries all over world.

The BORA company group is a multi-award-winning and attractive employer, whose products have received multiple internationally renowned design awards.

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

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