

German Brand Award 2016 for BORA

Raubling. Die BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, is awarded the German Brand Award for successful brand management by a jury of experts at the Design Council. The aim of the competition was to discover, present and reward brands and their makers. The honours go to innovative brands with consistent, sustainable brand management – companies which lead the way in the world of brands.

Winner in the kitchen category, BORA is driven by the vision of “The end of the extractor hood” and is revolutionising behaviour and architecture in the kitchen. The company offers its customers unusual and emotional brand experiences which are unique in the industry. The vision, the values and the shared mission are communicated in a clear, convincing manner which makes customers, partners and employees enthusiastic brand ambassadors.



German Brand Award 2016 for the brand makers at
BORA Lüftungstechnik

The organisers

The German Brand Institute was brought about to reinforce the significance of brand management as a decisive factor in the success of companies against national and international competition. The German Brand Award from the Institute and the Design Council is a unique award for outstanding brand management. The German Brand Institute was initiated by the Design Council and GMK Markenberatung. The Design Council is thus underlining its commitment to the competitiveness of German brands.



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, all of which use downdraft systems, are sold in 28 countries worldwide.

BORA founder Willi Bruckbauer has the vision of 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 and clear views in kitchens.

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 and more.

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

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WEEE registration number 29933567