

## Press release

January 2021

### BORA: Multiple advantages in one product

For more than 10 years, BORA has been revolutionising the kitchen with its cooktop extractor systems, signalling the end of the extractor hood and replacing it with sheer unlimited design freedom, fresh air, a clear view and quiet cooking experiences. Through its various product lines, the brand combines cutting-edge design, better quality of materials and innovation resulting in many advantages.

### Easy-going cuisine



With BORA, odours are extracted at their source before they have a chance to permeate the air.

We love to cook, but the lingering odours that result are less enjoyable. With BORA instead of letting cooking vapours and odours rise, they are drawn away where they are created, directly extracted at the cooktop, from the pot, roaster or pan. In this way, the cooking vapours do not manage to rise in the air and charge the atmosphere of the room. The grease particles released during cooking are trapped in the easy to clean grease filter. Powerful extraction yet oh so quiet, BORA is quieter than a steak sizzling even when set at the highest level. Set into the plinth, with perfect decoupling and quiet motors, the system won't disturb conversations or the sound of the TV while you are cooking.

# BORA

### An aesthetic and designer kitchen



Only the very best materials are used in the manufacture of BORA appliances.

BORA extractor hoods give the kitchen an uncluttered and welcoming appearance. Free from the constraints of conventional cooker hoods, BORA can be fitted into any worksurface, even centrally in the kitchen without obstructing the view. The manufacturer sets design standards, using pure stainless steel and heavy metal-free glass ceramic, for a long service life and long-term enjoyment of cooking with BORA. In addition, specific plates can be inserted in the cooktop, use it as a Teppanyaki or Wok cooking space, something for everyone to enjoy with guests or as a family.

With BORA virtually any room layout is possible. Cook by the window, under eaves or even in the centre of the room, with more room for top cupboards in small kitchens and seamless minimalism as standard. The low appliance height of less than 200mm and the integrated recirculation filter unit maximise storage space in the cupboard below for pots and pans, with no need to shorten drawers for cutlery storage. Thanks to space-saving controls and the central position of the extractor, all BORA induction cooking zones, offer plenty of space for cooking. The particularly large surface induction cooking zones enable you to consistently warm through even very large pots and roasters.

With BORA practical matters including operation and cleaning are simplified too. Intuitive, selfexplanatory and sophisticated, the system is controlled by turning the control knob, tapping or sliding. Cleaning a conventional extractor hood is a task that no-one looks forward to, but BORA makes it straightforward and quick, with minimal elbow grease required. All three moveable parts are easily dismantled, with no tools required and can be simply placed in the dishwasher.



#### 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 Professional, BORA Classic, BORA X Pure, BORA Pure and BORA Basic product ranges are sold in 60 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 Awards, German Brand Award, Good Design Awards, iF Design Awards and others.

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

### **Contact:**

Klaudia Meinert <u>klaudia.meinert@derks-bmc.de</u> Tel. +49(0)89-7599905-11

derks brand management consultants Strähuberstr. 18 81479 Munich www.derks-bmc.de

BORA Lüftungstechnik GmbH · Rosenheimer Straße  $33 \cdot D$ -83064 Raubling/Rosenheim T +49(0)8035 9840-100 · F +49(0)8035 9840-300 · info@bora.com · www.bora.com

Head office Raubling/Germany · Register court Traunstein HRB 17604 · Managing Director Willi Bruckbauer WEEE registration number 29933567