

BORA Classic 2.0 and BORA Pure receive the Good Design Award

Raubling. BORA Lüftungstechnik GmbH, a manufacturer of innovative cooktop extractors, is positively reflecting on a very successful year in 2019. The product launch of BORA Classic 2.0 and BORA Pure unleashed a new wave of success. One coveted award after the other followed, among them the internationally acclaimed Good Design Award 2019. Initiated by Eero Saarinen and Charles and Ray Eames among others, this is the world's oldest and most prestigious award programme for design excellence and innovation.

“It is a great honour to have received the Good Design Award. It shows our ability to impress through great design innovation and make our mark in the competitive international market. We regard the award as a form of recognition of both our outstanding design expertise and our successful expansion to as many as 60 countries”, states BORA founder Willi Bruckbauer.



Good Design Award 2019 for BORA Classic 2.0 and BORA Pure

About the award organisers

Every year since 1950, the award has recognised pioneering industrial products designed and manufactured all over the world. It honours achievements with regard to quality design, function and aesthetics that go beyond the standards of ordinary products. It is presented by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. Regarded as an international trademark for innovative design, the award aims to both acknowledge and sharpen the awareness of contemporary design.

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 Pure and BORA Basic product ranges are now sold in 60 countries worldwide.



BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patented product that he has developed offers multiple benefits: the high-quality systems are more effective than conventional extractor hoods, very quiet, energy saving 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 Awards, iF Design Awards and others.

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

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