

BORA Classic 2.0 and BORA Pure rack up another award: German Design Award Winner 2020

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, once again wins the German Design Award, adding another chapter to its success story. The innovative BORA Classic 2.0 and BORA Pure are the 2020 winners of this coveted award. Receiving the German Design Award 2020 for outstanding design quality places BORA among the major trendsetters within the kitchen and design industry.

In the words of BORA's founder Willi Bruckbauer, "The German Design Award is one of the most prestigious design competitions and is highly regarded all over the world. Beating the other contenders to win this award makes us one of the best, and that makes us extremely proud. We aim to fulfil our customers' demands right down to the last detail, not just in terms of functionality but particularly in terms of aesthetics too, so winning this award reaffirms the quality of our innovations".



BORA Classic 2.0 and BORA Pure: German Design Award Winner 2020 in the "Excellent Product Design – Kitchen" category

The purist, minimalist look of BORA Classic 2.0 enables it to blend in elegantly with any modern kitchen design without overshadowing it, while at the same time following the company's own guiding principles to the letter. The new vertical slider (sControl+) is a real head-turner with its smooth hollow, which enables extremely precise, intuitive operation. The deep black operating panel is virtually invisible in standby mode ("Black Vision" technology) and is centrally positioned below the extractor. Once in operation, its impressive features include its ability to adapt to its surroundings using colours, smart switch lighting, sounds and operation-specific animations, making it a breeze to use.

BORA Pure boasts an elegant design and is scaled down to the essentials, but its appearance is still striking with its eye-catching design feature: an air inlet nozzle that is available in six different colours, adding a personal touch to every home. Another noteworthy design element is the central operating panel with its intuitive vertical slider (sControl) which lights up red when in use but has a no-frills "black vision" effect when on standby.

About the German Design Award

The German Design Award is presented by the German Design Council, the expert organisation for brand and design in Germany. The Council is commissioned by the highest authority to represent the German design industry. Established as a foundation on the initiative of the German Bundestag in 1953, it supports the industry to consistently generate added brand value through design. As a result, the German Design Council is one of the world's leading competence centres for communication and brand management in the field of design. In addition to designers and design associations, the exclusive network of foundation members includes the owners and brand directors of numerous renowned companies.

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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