

The new BORA X Pure receives iF DESIGN AWARD

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, wins the coveted iF DESIGN AWARD 2020 in the “Product” category after taking home the world’s most important innovation award – the Plus X Award. This new award marks the second accolade to be won by the BORA X Pure before its official launch.

In addition to its new technical features, the new BORA X Pure also stands out with its air inlet nozzle’s distinctive design. A simple tilting mechanism allows the air inlet nozzle to be easily removed and reinserted without being clicked into place, and the air inlet nozzle can be twisted to create various looks. The innovative eSwap system allows filters to be changed swiftly and easily from the top through the air inlet opening.

The BORA X Pure also boasts impressive technology with a bridging function that allows the front and back cooking zones to be combined, a three-stage heat retention function and a central touch operating panel (sControl) with a vertical touch slider to control the extractor and cooktop functions quickly and intuitively.



iF DESIGN AWARD for the new BORA X Pure

About the iF DESIGN AWARD

The iF DESIGN AWARD has been an internationally recognised brand for 67 years, acknowledging excellent design and becoming an international symbol for outstanding achievements in the field. The iF DESIGN AWARD is one of the most important design awards worldwide, receiving over 5,000 applications from all over the world every year. It awards prizes for design achievements from all disciplines: product, packaging, communication and service design/UX, architecture and interior architecture, as well as professional concept.



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 Award, German Brand Award, Good Design Awards, iF Design Awards and others.

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

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WEEE registration number 29933567