

BORA – our history

2005	Development of an initial prototype
2006	First patent registration, BORA Professional
2007	Establishment of BORA Lüftungstechnik GmbH
2008	Launch of BORA Professional
2009	Receipt of the award '365 Orte im Land der Ideen' (365 Places in the Land of Ideas), innovation competition
2010	Launch of BORA Classic Receipt of the 'Deutscher Gründerpreis' (German Entrepreneurs' Award) in the start-up category
2012	Start of international expansion First exhibition stand at 'EuroCucina' in Milan Development of the sports sponsorship in the field of professional cycling
2013	Launch of BORA Basic as a compact system Opening of the new head office in Raubling Broadcasting of the first TV advert
2014	Opening of a showroom in Sydney
2015	New development: BORA Basic with surface induction Spatial expansion by moving into the BORA building in Raubling Main sponsor of the cycling team 'BORA – Argon 18' First Tour de France participation as team 'BORA – Argon 18' First use of the BORA Cooking Truck, BORA in the air
2016	Receipt of the German Brand Award 2016, BORA Lüftungstechnik GmbH
2017	Launch of BORA Professional 2.0 Start of the BORA Revolution Tour, BORA Cooking Truck Groundbreaking ceremony for the BORA company building in Niederndorf, Austria Main sponsor of the cycling team 'BORA – hansgrohe', participation in the UCI WorldTour

	Signing of the three-time world champion Peter Sagan
2018	Move into the BORA company building in Niederndorf, Austria
2019	Launch of BORA Pure Launch of BORA Classic 2.0
2020	Launch of BORA X Pure Launch of BORA Professional 3.0 Completion of the expanded BORA building in Raubling
2021	Launch of BORA X BO Steam oven Launch of BORA Multi drawer Launch of BORA S Pure

About the company

Since 2007, BORA Lüftungstechnik GmbH, based 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 product ranges BORA Professional, BORA Classic, BORA X Pure, BORA Pure, BORA S Pure and BORA Basic are sold in 60 countries around the world.

The vision of BORA is “The End of Normal”; the mission – to revolutionise the kitchen as a living space with extraordinary products for extraordinary experiences. What makes the patent so special? These high-quality systems are more effective than conventional extractor hoods, extremely quiet, energy-saving and easy to clean. They allow maximum design freedom in the kitchen and a clear view.

Focusing on the kitchen as a central living space, BORA brought a new dimension of innovative kitchen appliances onto the market in 2021 with the BORA X BO steam oven and the matching BORA multi-drawer.

Back in 2009, 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), followed by the Deutsche Gründerpreis (German Entrepreneurs’ Award), Red Dot Awards, Plus X Awards, German Design Awards, Iconic Award, German Brand Award, Good Design Awards, iF Design Awards, among others.

For further information, please visit bora.com.



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