

The BORA X BO flex oven receives the Plus X Award 2022

Raubling. BORA, a manufacturer of innovative kitchen solutions, has expanded its product range to include the all-purpose kitchen wonder, the BORA X BO, and is now making advances in the steam oven market. This recently launched BORA innovation has already made a name for itself by scooping the internationally renowned Plus X Award 2022 for Innovation, High Quality, Design and Ease of Use.



The BORA X BO flex oven stands out as a real all-rounder and receives the Plus X Award 2022

BORA's founder Willi Bruckbauer commented, "We are absolutely delighted to receive this first award for our new product, the BORA X BO, which has enabled us to tap into a whole new business segment. BORA stands for innovation and further development. This means we don't simply follow the latest trends; we focus on our customers' needs. As such, we constantly reinvent ourselves and our products. By developing our first steam oven, we have demonstrated courage and innovative strength."

BORA X BO is a pioneering all-rounder that takes cooking at home to a whole new level. The flex oven is an extractor, steamer and oven with integrated cleaning functions, all combined in a single appliance that's intuitive to operate. The unique steam extraction function prevents steam from escaping when the door is opened (thanks to the BORA Smart Open – automatic door opening system), which keeps kitchens full of fresh air and provides a clear view. The WiFi steam oven also features a four-point food thermometer which ensures that dishes are cooked to perfection, as the oven cuts out automatically once the food has reached the target temperature. As well as being functional and easy to use, the X BO also boasts a sleek premium design. With its black panel effect, the flex oven is a visual highlight which blends seamlessly into any kitchen. The efficient LED multilevel lighting perfectly showcases all levels of the BORA X BO as well as the food in the cooking chamber. Professional technology for private homes that guarantees a new comfort of cooking.

About the Plus X Award

With an international, independent expert panel from different sectors and participating brands from all over the world, the Plus X Award is the biggest innovation award worldwide today for technology, sport and lifestyle. Deemed worthy of recognition are newly developed, innovative technologies, exceptional designs and intelligent, simple operating concepts – products that have at least one ‘Plus X’ factor. The innovation award was started nineteen years ago as a project to protect and strengthen brands and trade, as well as to provide end consumers with better guidance. The ‘Best Product of the Year’ title is the highest accolade that a product can receive within the scope of the Plus X Award. The award is based on the number of Plus X Award seals of approval received by a product compared to competitors. The ‘Best Brand of the Year’ title, which is also only awarded once a year, works on a similar basis.

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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