

BORA X Pure receives the Plus X special award 'Best Product of the Year 2020'

Raubling. BORA Lüftungstechnik GmbH, a manufacturer of innovative cooktop extractors, has been accorded a very special honour. After receiving the Plus X Award for its impressive product innovation BORA X Pure, the organisers' highest accolade has now followed: the Plus X special award 'Best Product of the Year 2020'.

BORA's founder Willi Bruckbauer commented: "Receiving the Plus X Award, the most coveted innovation award for technology, sport and lifestyle, was already a major form of recognition. To now also receive the special award 'Best Product of the Year' is both a great honour and confirmation of our achievements. We look forward to standing out from the crowd with our product and impressing not only the judges but also our customers."

Like all other BORA cooktop extractors, the latest product line combines all the benefits typical of BORA. In addition to using the best materials and all components being easy to clean, the actual act of cooking can be enjoyed to the full thanks to simple, intuitive operation, a clear view and fresh air in the kitchen. What's more, BORA X Pure not only impresses on a functional level, but also looks wonderfully stylish by elegantly integrating into any kitchen design.



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About the award organisers

With an international, independent panel of experts from more than 80 different sectors and over 600 participating international brands, the Plus X Award is the world's most coveted innovation award 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 seventeen 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, 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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