

BORA Pure: Design on a whole new level, scaled down to the bare essentials

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, will be presenting a brand new product line at Living Kitchen 2019 in Cologne: BORA Pure. With the tried-and-tested quality features of BORA products, this new development presents itself as a compact system and an entry point into the world of BORA. A class of its own, made for every kitchen. Development of the innovative concept of removing the recirculation filter via the air inlet nozzle, has led BORA Pure to become a milestone in BORA's history.

Scaled down to the bare essentials, this striking design element is bound to win you over: The air inlet nozzle is available in six different colours, meaning that the consumer can get creative. With this impressive eye-catcher in the centre, they can add an individual touch to their home. In this way, personal taste can be integrated into every kitchen environment.



BORA Pure: the air inlet nozzle in six colours is a real eye-catcher



A class of its own – for every kitchen

Another functional highlight is the automatic extractor control: the extractor power level automatically adjusts itself depending on current cooking behaviour. This leaves more time for cooking as it is no longer necessary to waste time manually adjusting the extractor.

In a minimalist design, the system has an induction cooktop with four cooking zones on which there is room for up to four pots measuring up to 24 cm each. In the middle of the fully flush-mounted system we can find the round air inlet nozzle with eight rings radiating out from the centre. The central touch control with the red, illuminated, vertical, easy-to-use slider is another design element. The user interface is practically invisible when the cooktop is on standby mode, creating an elegant “Black Vision” effect.

The innovative operating concept will seduce users with its ergonomic design and functional arrangement: the most important functions can be quickly controlled at the push of a button via the



intuitive vertical slider (sControl) with acoustic and visual feedback. A click or light swipe is enough. Using it for the first time is child's play.

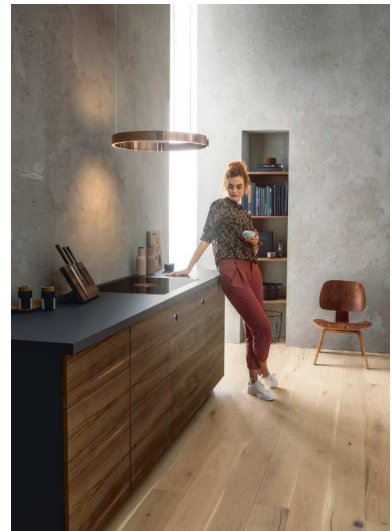
The simple removal concept promises a high degree of innovation and a plus in terms of performance with optimal accessibility of all components: simple, foolproof insertion of the nozzle, grease filler and highly-efficient activated charcoal filter will seem like a matter of course to the user. This makes changing the odour filter in seconds a piece of cake. In just a couple of easy steps, the saturated filter is removed from the top and a new activated charcoal filter is put in place – without having to remove drawers or plinth panels.

Even when working at high power levels, BORA Pure is extremely quiet. Thanks to the new cooktop technology ("B4 Generator"), an optimised, patented airflow through the appliance and the use of a silent, modern fan, BORA Pure is quiet even at high power levels. There are no distractions when cooking and conversations are not disturbed.

BORA Pure will entice you with high-quality materials like SCHOTT® glass ceramic and premium workmanship and is available in both exhaust air and recirculation models. Maximum storage space is guaranteed thanks to the low height of the appliance and integrated recirculation filter unit. So there's plenty of room for kitchen equipment, which is an indisputable benefit in small kitchens. Other features of this BORA development, in which there are no standard components, are: a grease filter with integrated grease tray, the simple assembly concept and ease of use.

Available from certified BORA partners in Germany, Austria, Switzerland and target markets in Europe in the following colours: All Black (as the basic model), greige, orange, red, jade and blue – changeable depending on your mood.





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

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

Contact:

Klaudia Meinert
klaudia.meinert@derks-bmc.de
Tel. +49(0)89-7599905-11

derks brand management consultants
Strähuberstr. 18
81479 Munich
www.derks-bmc.de