

iF DESIGN AWARD and Plus X Award: double recognition for the new BORA Classic 2.0

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has received the renowned iF DESIGN AWARD as well as the most important innovation award in the world, the Plus X Award in the categories of Innovation, High Quality, Design, Ease of Use and Functionality, for its product development BORA Classic 2.0, becoming a double award winner.

The product development involved in BORA Classic 2.0 is directed towards the company's uncompromising mission to be the driving force of innovative product design and technology. The central operating unit of the modular cooktop extractor system is a true innovation with its new vertical slider (sControl+). All important operating functions are available at the push of a button and the context sensitivity, which uses colours, dark/light switching, acoustic signals and targeted animations, makes day-to-day use as easy as pie.



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About the iF DESIGN AWARD

The iF DESIGN AWARD has been an internationally recognised trademark for 66 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 over 70 countries every year. It awards prizes to design achievements from all disciplines: product, packaging, communication and service design/UX, architecture and interior architecture, as well as professional concept.

About the Plus X Award

With an international, independent expert panel from different sectors, the Plus X Award is the biggest innovation award worldwide today for technology, sport and lifestyle. Newly developed and innovative



technologies, extraordinary designs and intelligent and simple operating concepts are all worthy of awards. The innovation award was started sixteen years ago as a project to protect and strengthen brands and trade, as well as to provide end consumers with better guidance.

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 Pure, BORA Basic, BORA Classic and BORA Professional product ranges are now sold in 58 countries worldwide.

BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patented product that he has developed offers multiple benefits: the high-quality systems are more effective than conventional extractor hoods, very quiet, energy saving 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 Award and others.

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

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