

New BORA products showered with awards: Classic 2.0 and Pure both receive the Red Dot Award: Product Design 2019

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, has secured within record time yet another coveted award for the innovative product developments BORA Classic 2.0 and BORA Pure – the Red Dot Award: Product Design 2019. Not long after receiving the iF DESIGN AWARD and the Plus X Award, both products have yet again demonstrated the outstanding innovative power of this Bavarian company.

‘We are very proud to have already been considered for three renowned prizes for BORA Classic 2.0 and BORA Pure so soon after their market launch. This not only speaks for our expertise in technical development. It also confirms our standards and our ability to create outstanding, timeless designs,’ says BORA founder Willi Bruckbauer.

Professor Dr. Peter Zec, initiator and CEO of Red Dot remarked, ‘I wholeheartedly congratulate the prizewinners on their great achievement. The fact that their products were able to withstand the strict judgement of the jury shows their excellent design quality. With that the winners are setting benchmarks in the design sector and showing how things could go in the future.’



reddot design award
winner 2019

Red Dot Award: Product Design 2019 for BORA Classic 2.0 and BORA Pure

The purist, minimalist look of BORA Classic 2.0 enables it to blend in elegantly with any modern kitchen design, without taking over. A real head-turner of the modular system is the new vertical slider (sControl+) with its smooth hollow, which enables extremely precise, intuitive operation. The deep black operating panel is virtually invisible in standby mode (“Black Vision” technology) and is centrally positioned below the extractor.

BORA Pure is a compact system and an introduction into the world of BORA cooktop extractors. The design is elegant and scaled down to the essentials, but at the same time characteristic and captivating thanks to an eye-catching design element: an air inlet nozzle that is available in six different colours, adding a personal touch to every home. Another noteworthy design element is the central operating panel with its intuitive vertical slider (sControl) which lights up red when in use but has a no-frills “black vision” effect when on standby.

About the Red Dot Award

The Red Dot Award: Product Design is one of the biggest design competitions worldwide. In 2019 designers and manufacturers from 55 countries entered more than 5,500 products for the award. The international jury, made up of experienced experts from different specialist areas, has been gathering for over 60 years to find the best, most revolutionary product designs. The international seal of quality is only given to products that stand out from similar products on the market thanks to their good design. True to the motto “In search of good design and innovation”, during their evaluation they value criteria such as the degree of innovation, functionality, formal quality, durability and ergonomics.

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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