

The new BORA Pure wins the iF DESIGN AWARD and Plus X Award before it even reaches the market

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 innovative product development BORA Pure. This means that the new product line, together with the new BORA Classic 2.0, has already been honoured with two important awards before it goes onto the market in May 2019.

BORA Pure is a compact system and an introduction into the world of BORA cooktop extractors. The design is sleek and simple, but with plenty of character. The air inlet nozzle is available in six different colours, enabling a personal touch in every home. Another highlight is the newly developed, space-saving concept for removing the recirculation filter. The filter can be replaced within a matter of seconds, as easy as pie.

The fully flush-mounted induction cooktop offers four cooking zones. With its ergonomic design and arrangement of functions, the innovative operating concept is sure to win you over. The most important functions with their acoustic and visual feedback can be quickly operated via the intuitive vertical slider (sControl) at the push of a button.



iF DESIGN AWARD and Plus X Award for BORA Pure

About the iF DESIGN AWARD

The iF DESIGN AWARD has been an internationally recognised trademark for 66 years in terms of excellent design, 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 for 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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