

## BORA launches new international TV commercial

**Raubling.** The turn of the year will see BORA, manufacturer of innovative cooktop extractors, launch an advertising campaign with a new TV commercial in nine European countries. The film, which presents the BORA X Pure and its extraction system with a focus on the product, is aimed at further boosting the already widespread recognition of the brand. The 10-second advertisement is accompanied by a wide range of social media activities. With this campaign, BORA illustrates how the company evolved to become a specialist in kitchens as a living space.

“With the new commercial we are increasing the visibility of the BORA brand and presenting it as our kick-off to an exciting 2021. Our retail partners will also benefit from this. We continue to be a company that is full of surprises. Our goal: to revolutionise the design and function of kitchens,” says BORA founder and CEO Willi Bruckbauer.

The international TV campaign, which will reach over 1.2 billion viewers with its more than 7,500 showings over the next eight months, was launched on 25 December on German TV channels like ARD, ZDF, RTL and Eurosport. The commercial was produced by Munich film producers Workflow Films. BORA began to advertise on television back in 2013, when it was just six years old.

You're just one click away from the new BORA TV commercial: <https://youtu.be/fFDUqXYZCwY>



The new TV commercial shows BORA as the focal point of the kitchen as a living space.

**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](http://www.bora.com).

**Contact:**

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

derks brand management consultants  
Sträuberstr. 18  
81479 Munich  
[www.derks-bmc.de](http://www.derks-bmc.de)