

BORA begins its construction project in Niederndorf

Niederndorf. BORA Holding GmbH recently held the official groundbreaking ceremony for its new administration and training building in Niederndorf. Willi Bruckbauer, who played a key role in brainstorming the designs created by the Rosenheim-based architecture firm Guggenbichler + Wagenstaller, is planning to move into the new building in May 2018. “We are extending our office capacity as a result of BORA’s growth”, explains company founder, Mr Bruckbauer, who is making a clear pledge to the business location with this new building on a plot area spanning 14,000 m².

The Niederndorf site already houses the Marketing, R&D, Product Management, Corporate Architecture and Export departments, including all international services. Here, directly on the River Inn, BORA will retain its important base for global distribution, located not far from the head office in Raubling. A crucial component of the futuristic construction that will be carefully embedded into the landscape is the progressive, high-tech development laboratory.

The company’s current workforce of 60 employees is set to move into the new 4,500-m² building – which can be extended further in future – next summer. These spacious and modern facilities reflect the company’s values as well as its high standards in terms of architecture, quality and durability. At the same time, they build a bridge between the company’s corporate design and architectural language. The new construction will be an extraordinary office building boasting impressive oversized glass elements and a façade cladding made of larch shingles. At the same time, the support structure will remain visible and striking with vibrant reinforced-concrete areas.

“Our aim is to be the region’s most attractive employer. We hope that our new premises will also raise the motivation of our employees”, exclaims building-owner, Mr Bruckbauer. Other features include a glazed cube on the rooftop with a mountain view. Open spaces with balconies and terraces will provide an outdoor lounge area for employees and events. Even the company’s sporting spirit has been specifically taken into account: employees will have changing, shower and drying rooms which they can use after hiking, running or cycling.



FLTR: Hansgeorg Derks (Brand Management BORA), Thomas Bodner (Managing Partner Bodner Bau), Christian Ritzer (Mayor of Niederndorf), Barbara Schwaighofer (MP of the Tyrolean People’s Party), Willi Bruckbauer (owner and Managing Director of BORA), Johann B. Wagenstaller (architect, Guggenbichler + Wagenstaller), Günter Eizenhammer (authorised representative of BORA)



The new BORA administration and training building in Niederndorf, Austria. (Rendering)

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 Basic, BORA Classic and BORA Professional product ranges are sold in 41 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 award, Plus X Award, German Design Award, Iconic Award, German Brand Award and others.

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

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