

## BORA offers ‘more than cooking’: the company is presenting a comprehensive product range expansion at the inaugural BORA Experience Days

BORA heralded the end of the extractor hood and revolutionised the cooking experience with its cooktop extractor systems. Now, the German-Austrian company is taking things a step further under its motto ‘More than cooking.’: following the launch of the BORA X BO steam oven two years ago, it is now expanding its range of premium built-in kitchen appliances with impressive design standards to include refrigeration and freezing systems, lighting and a built-in vacuum sealer. The objective is to offer a consistently positive cooking experience. The comprehensive BORA range makes it easier to store and prepare food and enables a healthy lifestyle – in optimally designed kitchens with an open-plan layout that promotes communication. From mid-September, retail partners and interested parties from the fields of construction, home living and furnishing will be able to experience the entire brand and product world as well as the ‘BORA principle’ at the new BORA site in Herford during the first BORA Experience Days.



More than cooking. BORA is transforming the kitchen into a genuine living space by significantly expanding its product range. Photo: BORA

BORA founder and CEO Willi Bruckbauer is a qualified master joiner. His endeavour to create highly functional yet wonderfully attractive kitchens was the driving force behind the development of the innovative cooktop extractor systems that have led to BORA’s international renown and success. The desire to offer customers not only the cooktop extractor systems but also further premium kitchen appliances that combine the streamlined BORA aesthetics with powerful odour filtration led to the expansion of the product range to include the BORA X BO professional steam oven and the associated BORA multi-drawer. These are now being joined by the BORA Cool and BORA Freeze refrigeration and freezing systems, the BORA QVac built-in vacuum sealer and lighting in the form of the BORA Horizon and BORA Stars.

BORA is gradually creating a holistic ecosystem that offers fitters, designers and customers maximum design freedom in the kitchen coupled with consistent aesthetics – while also providing users with all the help they need to establish a healthy lifestyle at home. By expanding its portfolio, BORA is offering its retail partners a coherent range of perfectly designed products. The timeless design of all BORA premium appliances is characterised by an impressive level of minimalism. The entire product range is visually discreet, with the appliances fitting elegantly into the widest range of environments and home interior styles. BORA is committed to using the highest quality materials for all of its products – from the BORA X BO professional steam oven’s matt-black inlay frame to the wooden and glass features on the refrigerator accessories.

### **Effective odour filtration and cooking vapour extraction as unique selling points**

All BORA premium built-in kitchen appliances have one thing in common: they effectively filter cooking vapours and odours to enable users to enjoy the kitchen as a living space almost odour free. BORA extracts odour and grease particles from the source – making the company a pioneer in air filtration. With BORA, users can be cook, bake and store food as if in the fresh air while also enjoying a clear view of what truly matters: well-organised food, good meals and congenial conversation partners. No unpleasant odours, no steam to block the view or cloud up glasses and no limited field of vision. In short, a positive cooking experience.

### **Experience BORA live: the BORA Experience Days are establishing themselves as the launch event for the company’s new products**

The new BORA Herford site and the expanded product range will be available to experience live for the first time from 16 to 21 September 2023 at the BORA Experience Days within the context of the East Westphalian ‘Küchenmeile’ trade fair – as well as at 7.30 p.m. on 15 September within the scope of a digital product launch ([www.bora.com/bora-product-launch](https://www.bora.com/bora-product-launch)). “We are thus establishing the BORA Experience Days as our new in-house trade fair at the Herford site, which will take place annually within the scope of the Küchenmeile,” states BORA CMO Dominik Clever in explanation of the new format. “Visitors can save the date in their diaries right away – as the event at which we’ll present our new products in the future too.”



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### **About the company**

BORA develops and produces innovative premium built-in kitchen appliances with impressive design standards. The German-Austrian company group positions its portfolio internationally with the claim 'More than cooking.' Since Willi Bruckbauer founded BORA in 2007, the company has been committed to revolutionising the kitchen as a living space by questioning the ordinary. Its mission: to offer extraordinary products for extraordinary experiences.

The story began with the innovative cooktop extractor systems, which use intelligent technology to draw cooking vapours downwards and are continually developed through BORA's own drive for perfection. After the expansion of the product range to include the BORA X BO, a professional steam oven for your home, and the associated BORA multi-drawer, refrigeration and freezing systems as well as lighting followed. BORA products are characterised by outstanding performance, simple cleaning and simple operation. Thanks to their timeless design, they fit perfectly into any kitchen, where they provide fresh air and a clear view.

BORA employs over 500 people, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship stores in Munich and Herford, and sells its products in over 60 countries worldwide.

Back in 2009, the company received its first award within the scope of the innovation contest 365 Orte im Land der Ideen, followed by the Deutscher Gründerpreis and numerous Red Dot Awards, Plus X Awards, German Design Awards, Iconic Awards, German Brand Awards, Good Design Awards and iF Design Awards, among others.

For further information, please visit [bora.com](http://bora.com)

### **Contacts for press enquiries about BORA**

neumann communication

Communication partner in relation to the opening of BORA's Herford site

[bora@neumann-communication.de](mailto:bora@neumann-communication.de)

BORA Public Relations

[pr@bora.com](mailto:pr@bora.com)

BORA Vertriebs GmbH & Co KG

Innstrasse 1

6342 Niederndorf

Austria

[bora.com](http://bora.com)