
BORA partners with Whirlpool Corporation for the US and Canadian markets

BORA is becoming even more global. How? By entering into a partnership with the Whirlpool Corporation and, in particular, the luxury brand JennAir and the premium brand KitchenAid for the US and Canadian markets. In February, BORA will exhibit its products at KBIS, the Kitchen And Bath Industry Show, in Las Vegas for the first time, thereby presenting the 'BORA principle' to the market.

The two companies will announce their partnership within the scope of KBIS and inform local partners, in particular, about the continuation of the 'kitchen revolution' in the USA and Canada. "I've always wanted to roll out the concept of hood-free kitchens internationally; we've long-since dreamed of the end of the extractor hood. Now, we've made huge progress towards achieving a global approach", says BORA founder Willi Bruckbauer.

BORA and Whirlpool Corporation want to use this strategic partnership to transform the appliance industry in the USA and Canada with revolutionary induction cooktops and cooktop extractors. Willi Bruckbauer explains: "Together, we'll significantly speed up the market changes. BORA, as an international pacemaker for innovation and an international synonym for cooktop extractors, and Whirlpool Corporation, as one of the market leaders in the USA and Canada, each contribute their own strengths to this strategic partnership. As such, the markets will also come to be enriched by jointly developed products."

Customers, designers and architects will no longer have to compromise when planning kitchens. This will offer new opportunities to kitchen manufacturers, kitchen designers and even major project developers, and sustainably change kitchen design in the USA and Canada.

New Whirlpool Corporation products, developed and produced in partnership with BORA, will act as catalysts for an entire industry.

JennAir, known in the USA as a manufacturer of revolutionary domestic appliances, will revive the kitchen market with the new BORA downdraft systems and promote the concept of kitchen aesthetics without compromise with its incomparable design standards.

KitchenAid, a well-established premium brand in the USA, will introduce the downdraft systems to the market as compact designs for future-oriented induction solutions.



BORA founder and CEO Willi Bruckbauer

Photo: BORA

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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 questioning the ordinary. The mission: "We are revolutionising the kitchen as a living space. With 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 multi-drawer, refrigeration and freezing systems as well as lighting followed. The product ranges and live experiences undergo ongoing development to ensure that BORA fans and customers can continue to enjoy the very best cooking experiences. 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 650 people worldwide, 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 more than 40 countries all over world. The BORA company group is a multi-award-winning and attractive employer, whose products have received multiple internationally renowned design awards.

For further information, please visit bora.com

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