

## New BORA X Pure receives the Plus X Award

**Raubling.** BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, presents its latest product – the BORA X Pure. It did not take long for this innovative cooktop extractor to receive its first award. Even before the market launch, the extraction pioneer from the Bavarian town of Raubling was able to celebrate receiving the prestigious Plus X Award. This is the world's biggest innovation award for technology, sport and lifestyle, which has already been presented to the BORA Professional, BORA Classic, BORA Basic and BORA Pure product lines on multiple occasions for outstanding design work and extraordinary innovative spirit.



Plus X Award 2020 for the latest product development BORA X Pure

The new BORA X Pure can be simply and elegantly integrated into any kitchen design. The distinctively designed air inlet nozzle is slightly recessed into the centre of the cooktop and can be twisted to create various looks. The innovative eSwap system allows filters to be changed swiftly and easily from the top through the air inlet opening.

The new bridging function makes it possible to connect the front and back cooking zones, and therefore easier to work and cook with large roasters that require a lot of space. The three-stage heat retention function is a further additional feature on the new BORA X Pure. This can be used to freely select between three heat retention levels with various temperatures. The cooktop extractor, cooktops and functions are compactly controlled via a central touch operating panel (sControl) with a vertical touch slider. The operating panel has a white and blue display with a light/dark contrast.

### **About the award organisers**

With an international, independent panel of experts from more than 80 different sectors and over 600 participating international brands, the Plus X Award is the biggest innovation award worldwide today for technology, sport and lifestyle. Deemed worthy of recognition are newly developed, innovative technologies, exceptional designs and intelligent, simple operating concepts – products that have at least one “Plus X” factor. The innovation award was started seventeen years ago as a project to protect and strengthen brands and trade, as well as to provide end consumers with better guidance. The “Best Product of the Year” is the highest accolade that a product can receive within the framework of the Plus X Award. The award is based on the number of Plus X Award seals of approval received by a product compared to competitors. The “Best Brand of the Year” title, which is also only awarded once a year, works on a similar basis.

### **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 Award, 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)