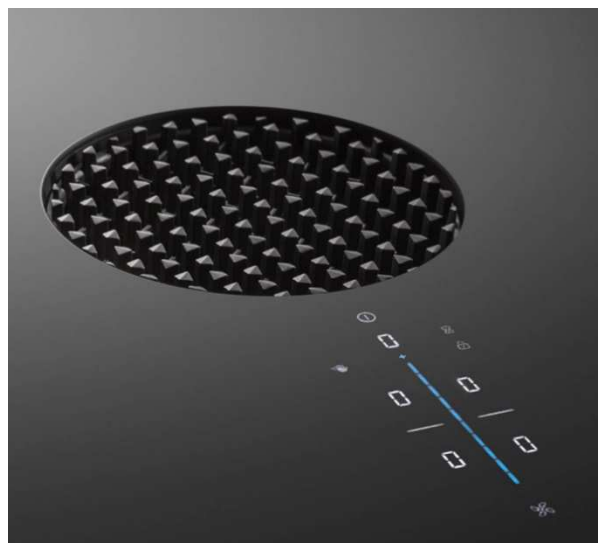


## BORA X Pure: pure perfection and maximum style for any kitchen

**Raubling.** BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, is launching a new product line: the BORA X Pure. It's a surface induction system, extending the BORA Pure range of compact appliances, that's not just impressive to look at, with new colours on its operating panel and an extremely striking air inlet nozzle design, it also boasts impressive extra features that make the cooking experience even more effortless.



BORA X Pure: Latest product innovation with a distinctive design

Understated and elegant, the new BORA X Pure can be 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. A tilting mechanism allows the air inlet nozzle to be easily removed and reinserted without being clicked into place.

The cooktop extractor, cooktops and functions are compactly controlled via a central touch operating panel (sControl) with a vertical touch slider. Operation is quick and intuitive. The operating panel has a white and blue display with a light/dark contrast, and it's almost invisible when in standby mode; only the backlit on/off button can be seen.

When in use, the BORA X Pure is extremely quiet, even on high power levels, thanks to optimum airflow and the use of an extremely quiet fan. Cooking vapours and odours are neutralised by a highly efficient activated charcoal filter. The innovative eSwap system allows filters to be changed swiftly and easily from the top through the air inlet opening. All parts that come into contact with cooking vapours can be easily removed through the accessible, wide inlet opening and can be cleaned in the dishwasher. At under 200 mm, the low installation height and integrated recirculation unit guarantee maximum storage space for pots and other kitchen utensils in the cupboard below.



The particularly large surface induction cooking zones of the BORA X Pure enable you to fully and evenly heat your cookware. The bridging function also makes cooking with oversized pans and roasters much easier as the front and back cooking zones can be combined. The three-stage heat retention function is a further additional feature on the new BORA X Pure. It allows you to choose freely between three tiers of different temperature levels to keep meals warm, reduce or prepare for cooking, without any danger of the food burning thanks to an optimal, consistent temperature. The automatic cooktop extractor function enables the cooktop extractor power level to be adjusted automatically. With this function, the cooktop extractor always adjusts to the cooking zone which is set to the highest power level.

#### **Outstanding ingenuity: BORA X Pure wins several coveted awards in its first year**

Launched in 2020, the BORA X Pure has already taken home four coveted awards in its first few months on the market. First came the Plus X Award, followed by the iF DESIGN AWARD, Red Dot Award: Winner 2020 and finally the Plus X special award 'Best Product of the Year 2020'.



#### **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  
Strähuberstr. 18  
81479 Munich  
[www.derks-bmc.de](http://www.derks-bmc.de)

---

BORA Lüftungstechnik GmbH · Rosenheimer Straße 33 · D-83064 Raubling/Rosenheim  
T +49(0)8035 9840-100 · F +49(0)8035 9840-300 · [info@bora.com](mailto:info@bora.com) · [www.bora.com](http://www.bora.com)

Head office Raubling/Germany · Registry Court Traunstein HRB 17604 · Managing Director Willi Bruckbauer  
WEEE registration number 29933567