

BORA Professional 3.0 and BORA X Pure win German Design Award 2021

Raubling. BORA, manufacturer of innovative cooktop extractors, is already looking forward to next year as it's now official: the BORA X Pure range and recently launched BORA Professional 3.0 have both won the prestigious German Design Award for 2021. The award places particular emphasis on outstanding and innovative design.

BORA's founder Willi Bruckbauer commented: 'We've created something really quite special with the BORA Professional 3.0 and the BORA X Pure, and we're absolutely delighted that our efforts are being acknowledged with double awards. The BORA concept started a major trend that continues to influence the entire kitchen industry. And what's even better is that not only do our products' functionality and technology earn us top recognition, our designs do too.'



German Design Award 2021 for BORA Professional 3.0 and BORA X Pure

BORA Professional 3.0 is a modular system that can be customised to meet customer requirements. Its design highlight is the subtle, stainless-steel control knob with a black glass front and sensitive touch-operated surface with a high-definition, white LED display. The removable stainless steel ring and optimised LED display not only visually enhance the knob but also enlarge the touch-operated area. All functions are easily, conveniently and intuitively activated by twisting the knob and tapping the central touch-operated surface.

The unique, striking design of the air inlet nozzle on the BORA X Pure is what makes it stand out. It 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 cooktop extractor, cooktops and functions are compactly controlled via a central touch operating panel (sControl) with a vertical touch slider.

About the German Design Award

The German Design Award is presented by the German Design Council, the expert organisation for brand and design in Germany. The Council is commissioned by the highest authority to represent the German design industry. Established as a foundation on the initiative of the German Bundestag in 1953, it supports the industry to consistently generate added brand value through design. As a result, the German Design Council is one of the world's leading competence centres for communication and brand management in the field of design. In addition to industry associations and institutions, the exclusive network of foundation members includes the owners and brand directors of numerous renowned companies.

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.

Contact:

Klaudia Meinert
klaudia.meinert@derks-bmc.de
Tel. +49(0)89-7599905-11

derks brand management consultants
Sträuberstr. 18
81479 Munich
www.derks-bmc.de