

BORA is excellently different

BORA, a pioneer in the kitchen industry, is once again honoured for its outstanding brand strategy - receiving the Plus X Award 'Best Brand of the Year 2025 in the cooktop extractor category' and the German Design Award for its excellent trade fair appearance at EuroCucina in Milan. Both awards are among the most prestigious of their kind and recognise BORA's exceptional brand strategy and strong brand presence.



BORA increases international brand awareness through well-chosen communication about future-oriented innovations for the kitchen living space: the award as 'Best Brand of the Year 2025' and the German Design Award for the trade fair appearance at EuroCucina in Milan confirm the success of a visionary brand strategy that challenges the status quo.

Different from the others - a recipe for success?

The 'Best Brand of the Year 2025' award is presented as part of the Plus X Award, the world's largest innovation prize for technology, sport and lifestyle. The independent jury of experts recognised BORA's concise brand management and particularly highlighted the innovative technologies, functionality and aesthetics of the products. In its statement, the jury emphasised: 'This forward-looking vision makes BORA the deserving "Best Brand of the Year 2025" in the cooktop extractor systems category.'

At the same time, the extraordinary BORA stand presentation at EuroCucina 2024 was recently honoured with the German Design Award in the 'Excellent Architecture' category. The expert jury particularly praised the harmonious combination of architecture, nature and the cooking experience - a concept that sets new standards both aesthetically and functionally.

In fact, BORA sees itself not simply as a brand, but as an experience. We scrutinise the status quo, present our products in a completely new way and combine design, innovation and functionality to create a genuine brand experience,' says BORA Chief Marketing Officer Dominik Clever. The awards show that this approach not only attracts attention but also inspires. A BORA trade fair concept is not just a stand - it is a stage for the kitchen of the future. 'Our brand strategy is no coincidence, but the result of a consistently thought-out, holistic

experience. These awards are confirmation that we are on the right track, but for us they are just the beginning,' promises Clever.

Foundation for international brand expansion as the No. 1 LoveBrand

BORA is currently strengthening its international brand presence with a comprehensive 360-degree awareness campaign that is running in seven countries over a period of eight weeks. The campaign was developed almost entirely in-house, giving the company a high degree of flexibility and agility in its implementation. The targeted combination of digital, analogue and point-of-sale measures provides massive support for kitchen retailers and strengthens the trust of end consumers in the long term - two key success factors that underpin the national and international market success.

With a view to the future, this strong brand strategy will be consistently developed further and accompanied by a variety of communication measures such as cycling sponsorship, the BORA Truck Tour or live cooking in kitchen studios in order to further increase international brand awareness. The BORA magazine, which is available in 15 languages, also contributes greatly to the spread of the LoveBrand.

What began almost 20 years ago with a revolutionary cooktop extractor system is now an entire brand universe of premium built-in kitchen appliances. 'I develop because I want to make the experience in the kitchen better,' emphasises company founder Willi Bruckbauer, summarising BORA's drive for innovation. At BORA, development is a natural part of the DNA. This applies to both the brand and the product portfolio.

Find the BORA short film 'Uncooked memories' from the current BORA awareness campaign on YouTube:

<https://www.youtube.com/watch?v=SVptgr4nqvg>



BORA founder and CEO Willi Bruckbauer



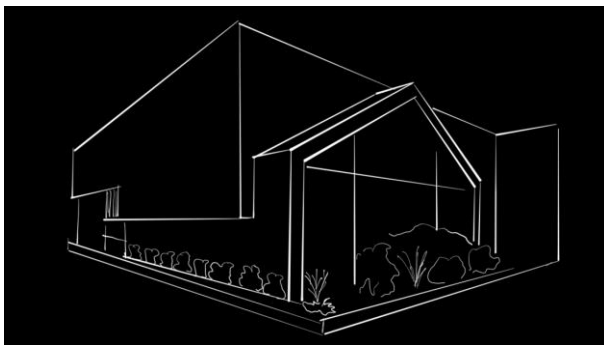
BORA CMO Dominik Clever



Scenes from the BORA short film 'Uncooked memories', which went online to support the current BORA awareness campaign.



Completely in-house: The BORA Signature Kitchen production in the photo studio for the assets of the BORA awareness campaign.



BORA stand at the EuroCucina 2024 in Milan



The BORA magazine has been published since 2017 and supports BORA partners in the international kitchen trade as an advisory tool in 15 languages. With its integrated product overview, it is ideally designed for end customers to consult at home.

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. The product portfolio has since been expanded to include steam cooking and baking systems, followed by refrigeration and freezing systems as well as cleaning and washing-up systems. 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 750 people worldwide, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship store in Herford and sells its products in more than 40 countries all over the world. The BORA company group is a multi-award-winning and attractive employer, whose products have received multiple internationally renowned design awards.

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