

BORA receives coveted media award for SMEs 'Mittelstandspreis der Medien 2018'

Raubling. BORA Lüftungstechnik GmbH, manufacturer of innovative cooktop extractors, was presented with the award in the category of entrepreneurship by middle-market newspaper "Wirtschaftskurier". In his keynote speech at the award ceremony on 27 October 2018 at the Alte Oper, Frankfurt's former opera house, Dr. Peter Tauber, Parliamentary Secretary of State at the Federal Ministry of Defence, highlighted the extraordinary economic power of SMEs and the example set by their entrepreneurs. In the presentation speech, BORA was acknowledged for the exceptional initiative and pioneering spirit with which the company has captured the market in just a decade, as well as for its spectacular brand leadership.

"We are proud to receive this award. It once again confirms our power to innovate and our endeavours to continue to influence the market with trendsetting developments. For the consumers, the BORA brand stands for innovation and quality and we are delighted to be seen as *the* name that is associated with extraction systems," says Willi Bruckbauer, BORA's founder.



Once again, BORA's founder Willi Bruckbauer has been distinguished for the company's exceptional sense of innovation

The award

The 'Mittelstandspreis der Medien' in the categories of entrepreneurship, innovation and sustainability is presented by the WEIMER MEDIA GROUP. Under the leadership of publishers Dr. Wolfram Weimer and Christiane Goetz-Weimer, the publishing group specialises in highbrow economic and political journalism. A dozen media brands can be found under the same roof, including the current affairs magazine THE EUROPEAN, the business newspaper WIRTSCHAFTSKURIER, the German stock exchange's own online bulletin BÖRSE AM SONNTAG and publisher CH.GOETZ-VERLAG.



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 Basic, BORA Classic and BORA Professional product ranges are sold in 58 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 Award, TOP 100 – top innovator 2018 and others.

For further information, please visit www.bora.com.

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