

BORA facts and figures

2025

Name	The brand name BORA is derived from the name of the Croatian katabatic wind, which blows along the Adriatic coast and symbolically represents our principle of downdraft extraction.		
Founder & CEO	Willi Bruckbauer (born in Rosenheim, Germany) is a seventh generation master joiner, a passionate amateur chef and the owner of werkhaus (a Raubling-based company specialising in exclusive interior design and furnishings)		
Year of establishment	2007. More about the company history		
Positioning	BORA develops and produces innovative built-in kitchen appliances. We offer our customers a holistic kitchen concept from a single source that covers all workflows within the kitchen: Storage. Marinating. Cooking. Baking. Roasting. Steaming. Cleaning. Vacuum sealing. Lighting. A cycle with perfectly aligned products.		
Sites	Raubling (DE), Niederndorf (AT), Sydney (AUS)		
Flagship stores	Herford (DE), Sydney (AUS)		
Production sites	In-house production at 'Vertical Factory' in Niederndorf External production e.g. in Wiesau, Ochsenhausen (DE) and Mattrei am Brenner (AT)		
Employees	Approx. 750 colleagues worldwide from 29 nations		
Sales markets	+ 40 countries in Europe, Asia, Australia and New Zealand		
Sales network	Over 8,000 retail partners worldwide trained, developed and supported by the BORA Academy: approx. 500 training sessions per year in 6 languages approx. 7,000 training participants per year at 5 sites		
Mission	We are revolutionising the kitchen as a living space. With extraordinary products for extraordinary experiences.		
Values	BORA is renowned for challenging the status quo and for rethinking the kitchen as a living space with the utmost determination. We are courageous, innovative, confident, passionate about life and freethinking – and this gives rise to our daily pursuit of perfection and the way in which we bring our vision to life and make our mission tangible. These values are incorporated into our products and shape the friendly and mutually respectful way in which we work together.		
Claim	More than cooking. We transform kitchens from functional rooms into genuine living spaces. Through innovative products and services that simplify cooking and promote a healthy lifestyle. A space for sharing enjoyment.		
Awards	Company kununu Top Company TOP 100 Top-Arbeitgeber Tirol Deutscher Gründerpreis FOCUS Top Arbeitgeber „365 Orte im Land der Ideen”	Products Red Dot Award iF Design Award Plus X Award German Design Award	

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