

BORA takes off: Own production facility in Tyrol

BORA will soon be producing its own products. With the decision to invest in its own factory, the company is taking an important step towards independence and is investing in a plant at the company's site in Niederndorf/Tyrol. Thanks to its proximity to the development teams, in-house production gives the manufacturer of premium built-in kitchen appliances the opportunity to incorporate innovations into series production faster than before. The timetable for the vertical factory is ambitious: production at the plant will begin in the second half of 2026.



Courageous ahead: led by entrepreneur Willi Bruckbauer, BORA builds its own production facility directly at the company's Austrian site in Niederndorf. Photos: BORA

The decision in favor of the domestic location is well thought-out and well-founded. For several reasons, BORA made a conscious decision in favor of a production facility in the Bavarian-Austrian border region and against investing abroad where lower wage levels rule. Thanks to the short distance between technical development and production teams directly at the existing site in Niederndorf, BORA will be able to bring its new developments to the market more quickly and react promptly to customer wishes as well as market changes. This will benefit both end customers and partners in the specialized kitchen dealerships.

BORA founder and CEO Willi Bruckbauer is fully aware of the significance of this decision for the entire company and the teams that previously worked purely administratively: 'The factory is a clearly visible sign to the outside world that our company is constantly evolving. The change from Buy to Make means a real change for every employee. I sense a very positive atmosphere and am convinced that we can achieve incredible things together.' The recruitment managers in the HR department are already amid building up the production teams with foresight. The design of the production processes with the integration of the latest technology is also in full swing.

BORA will continue to work with external production partners. The company's own production facility in Niederndorf serves to expand the company's existing production capacities.

Reasons in favor of the production facility in Niederndorf

1. proximity of technology development and production
2. faster time-to-market for new products
3. securing the location and investing in the local region

Detailed information on the project

please find more in the document 'BORA Vertical Factory: Facts and Figures'

Landing page with animation and drone flight over

www.bora.com/en-int/vertikale-fabrik



Image download: www.bora.com/pr

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.

Contact for press enquiries

Fiona Pavely
fiona.pavely@shelan.co.uk

Shelan Communications Ltd.
Basmead Barns Farm, Moor Road 1
Cambridgeshire PE19 5BJ
Great Staughton, St Neots, UK



bora.com/pr