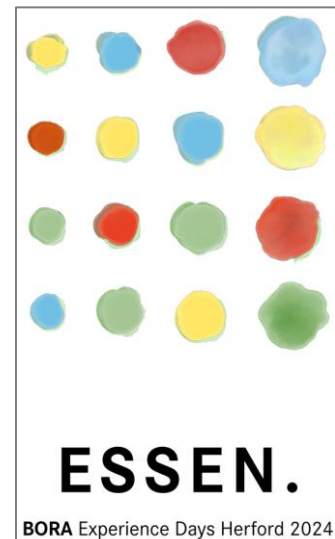
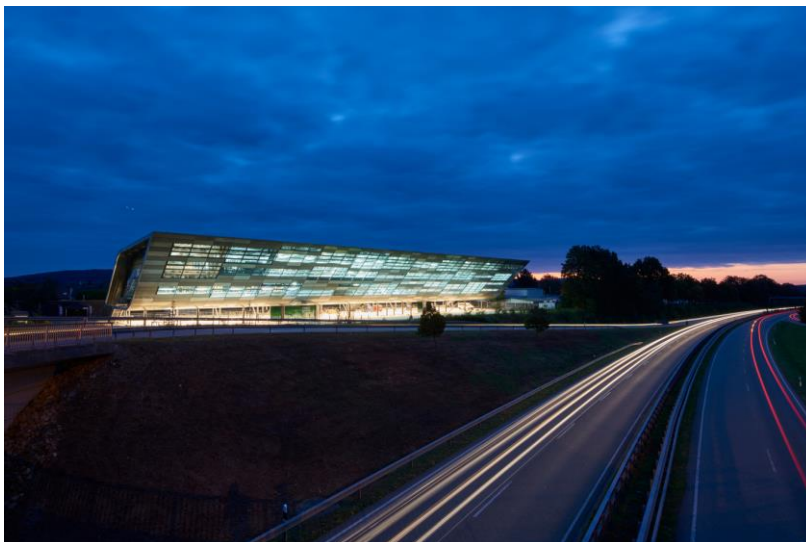


A permanent date on the kitchen industry's calendar: BORA Experience Days in Herford

The opening of BORA Herford just in time for the area30 trade show is still fresh in many people's memories. Last year, BORA CEO and owner Willi Bruckbauer and his team welcomed over 7,500 visitors to this presentation event for new products, and this year they are hoping to take this figure to even greater heights. From 21 to 29 September, the BORA flagship store, which is open year-round, will once again host a product exhibition packed with exciting innovations that will inspire both BORA retail partners and prospective end customers. Under the motto 'Eating together', BORA will once again connect carefully conceived product news with refined cuisine and establish the in-house exhibition named 'BORA Experience Days' as a key annual event for the industry.



To the in-house exhibition at BORA: located right next to Bundesstraße 239, it's not just the night-time illumination of BORA Herford's dynamic, curved building structure that catches the eye.

9 days of BORA Experience Days

The interior of the 13-metre-high building with its glazed façades and impressive open-plan layout will be completely redesigned for the BORA Experience Days to offer a suitable stage for the 2024/25 product innovations. Just like last year, when BORA significantly expanded its product portfolio to create a holistically conceived 'kitchen ecosystem' with refrigeration and freezing systems as well as lighting, BORA retail partners can once again expect innovative new products and sophisticated additions to the range. The product launch will be excitingly staged, with guests received and catered for in line with the motto 'Eating together'.

The doors to BORA's in-house trade fair on Ahmser Straße will open bright and early at 9 a.m. on Saturday 21 September. This means that, unlike last year when the sculptural building was only open from midday until late into the evening, this autumn the BORA team will be available for product presentations and to answer visitors' questions all day long. It will also once again provide its own catering for the evening events – this year in the style of a BORA Oktoberfest, or 'Wiesn' as the locals would say.

During a tour of the building, the BORA Academy will share many of the latest insights from the German-Austrian company. The trainers are well-known to the retail partners' managers and employees as BORA Herford's location makes it a year-round central site for BORA Academy installation and sales training courses for keeping retail partners constantly abreast of the latest knowledge.



BORA is known for challenging the status quo with a mindset of pure determination to reinvent the kitchen as a living space. During the BORA Experience Days, the daily pursuit of perfection and the company's values are clearly visible to the visitors through the collegial and appreciative interactions.

Product knowledge for end customers in the BORA flagship store

The BORA planning days on Saturday 28 and Sunday 29 September will particularly benefit local retailers as this is the Experience Days weekend dedicated to end customer interests. On these two days, BORA partners from the region can send their project customers to the product exhibition to be consulted or even jointly visit the BORA flagship store to specifically focus on planning aspects. End consumers are very welcome to visit even without being connected by a BORA dealer. The BORA experience proves to be especially beneficial as all the latest products can be permanently experienced live in the flagship store – not just during the in-house exhibition in September.

Interested parties from the fields of construction, home living and furnishing can obtain free and personal advice from the BORA team at any time of year. Four product consultants are on hand at the exhibition Monday to Saturday, 10 a.m. to 6 p.m., to attend to visitors on both a drop-in basis and by pre-arranged appointment for planning guidance and demonstrations. The visitors are treated to a personal product experience: a little surprise snack will be jointly prepared on the BORA cooktop extractor systems during the consultations. Anyone who books one of the weekly BORA cooking evenings for an intimate group of attendees can combine business with pleasure and look over the shoulder of a BORA professional chef during the preparation of a four-course meal.

Definitely, the brand-new installations from kitchen furniture manufacturers are sure to be a highlight of the in-house trade fair for private end customers. BORA's strong partners once again use innovative product and implementation ideas to provide inspiration for kitchens as holistic living spaces. The carefully curated selection from the ranges offered by eggersmann, Häcker, Leicht, Nobilia, Nolte, Poggenpohl, Pronorm and next125 (Schüller) complete the line-up for BORA Herford.

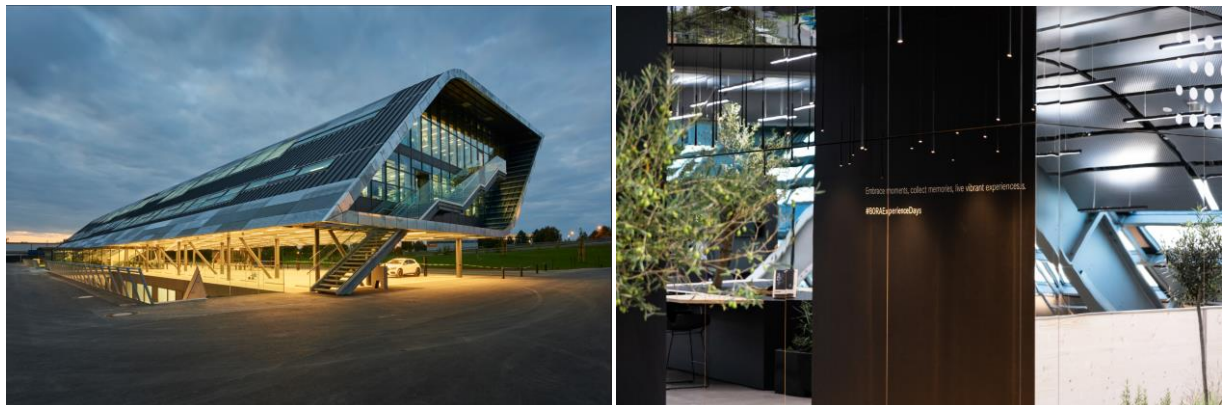
Similarly to the concept used in Willi Bruckbauer's werkhaus near the company's head office in Raubling, visitors to BORA Herford will also find complementary ideas for furnishing, fixtures and fittings. Even the sophisticated displays of JANUA solid wood tables, the Freifrau seating collection and the impressive light and sound solutions from XAL and POET Audio are being redesigned in preparation for the Experience Days 2024.

Restaurant and event catering gastronomie

Just like last year, BORA will once again provide its own chefs and a sophisticated food concept during the Experience Days. Apart from the special in-house exhibition days, fine culinary services are guaranteed through a newly sealed partnership with Fred Breipohl. The renowned gastronome and catering provider is expanding his sphere of activity from Bielefeld, where he has not only been running his restaurant ‘Kocherei’ since 2019 but also using it to host multiple corporate and private events as well as weddings. He will implement his idea of fresh, international and honest cuisine also in the BORA Herford restaurant, where he will work with up to eight employees to offer tasty food and sophisticated events starting in August under the restaurant name Cloud’s. Breakfast and lunch menus have been designed as an initial step and the concept is growing with the positive feedback from both local residents and companies from the region. For larger parties, the 34-capacity restaurant is expanded to include the wide area on the second floor. The open-plan layout is characterised by BORA’s minimalist furnishing style and the restaurant particularly benefits from the unique retractable roof.

BORA Experience Days 2024 – key information

In-house trade fair for business customers	21–27/09/2024	9 a.m. – 6 p.m., 28–29/09/2024	9 a.m. – 5 p.m.
Evening event for business customers	21–27/09/2024	6 p.m. – 11 p.m.	
BORA planning days for end customers	28–29/09/2024	9 a.m. – 5 p.m.	
Digital product launch	20/09/2024	7 p.m. on YouTube	



Embrace moments, create memories, enjoy vibrant experiences. #BORAExperienceDays, from 21 to 29 September 2024



Anyone who has ever enjoyed a BORA experience leaves impressed by the effectiveness of downward vapour extraction. This and more at the BORA in-house trade fair in Herford.



Permanently open: visitors to the dynamic building year-round will not only find an exclusive exhibition room for events, company exhibitions and training courses but also an upmarket restaurant plus end customer product consultations in the BORA flagship store.

Photos: BORA

Image download: <https://www.bora.com/gb/gb/company/press-area/>

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. After the expansion of the product range to include the BORA X BO, a professional steam oven for your home, and the associated multi-drawer, refrigeration and freezing systems as well as lighting followed. 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 650 people worldwide, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship stores in Munich and Herford, and sells its products in more than 40 countries all over world.

The BORA company group is a multi-award-winning and attractive employer, whose products have received multiple internationally renowned design awards.

For further information, please visit [bora.com](https://www.bora.com)

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