

BORA Experience Days – total success during the Küchenmeile

Under the motto 'Eating together', Willi Bruckbauer invited industry players to the BORA Experience Days 2024 in Herford. In just two words, this motto describes the company's goal of making the everyday topics of cooking and eating an all-around positive experience, not only at the in-house exhibition for retail partners, but with well-thought-out portfolio expansions for every kitchen buyer. BORA has developed an app to complement the updated BORA X PURE cooktop extractor system and the BORA X BO professional steam oven and extended its range to include a new innovation: the self-cleaning BORA Sink. At the same time, the company has dedicated an entire book series to the topic of food, which was presented hot off the press in Herford.



First presented during the Küchenmeile trade fair in autumn 2024, the Signature Kitchen stands for the complete system of BORA products available to end-customers from kitchen retailers and features in the brand's visual communication and retailer materials for 2025.

Photos: BORA

Willi Bruckbauer and his team invited industry players to the BORA Experience Days this autumn, during the Küchenmeile trade fair, to once again showcase a variety of innovations. After a guided tour with the BORA Academy trainers, the international retail partners were introduced to the impressive new additions to the product range through direct conversations with product managers and sales colleagues. The atmosphere during the evening events in the iconic brand building, widely recognisable by its wing-shaped design, was just as lively as that of the Munich Oktoberfest happening at the same time. Just like last year's opening, the team from the headquarters in Raubling and the nearby Niederndorf site, together with the local flagship store team, took charge of the entire organisation and hospitality. The colleagues joined forces to handle the catering, service and logistics without calling on any external service providers. The team spirit and enthusiasm were contagious. "This isn't just a company, it's a movement", exclaimed the guests, who celebrated the product launch together on the BORA Wiesn in a laid-back and very personal atmosphere – complete with Lederhosen and Dirndl – after the intense trade fair days. "We were really touched that many of our long-standing partners turned up in traditional Oktoberfest clothing – we didn't expect that", enthuses Willi Bruckbauer recalling the tangible sense of togetherness.

Experiencing BORA live once again made a big difference for retail partners and for end-customers at the planning days held during the Experience Days weekend. This was also the case during the Coffee Ride on racing bikes and in the brand-new Red Bull – BORA – hansgrohe cycling gear.

Innovations on board

Live experience is a key term, since everything in the kitchen retail showroom revolves around the customer's experience during a consultation for their dream kitchen. The recently introduced BORA Sink now gives kitchen professionals the opportunity to incorporate the topic of sinks into the customer journey: by pressing the activation button on the tap, customers can see for themselves how the self-cleaning sink can simplify everyday life. So effortless, so intuitive – and without lengthy explanations.



The same approach applies to the BORA JOY app, which now integrates the interaction of BORA appliances into the cooking experience. During a live demonstration, product managers showed how to use the new app, starting with two products – the new BORA X Pure cooktop extractor system and the BORA X BO professional steam oven with its updated software – that can now be operated via the app as well as manually. Retail partners, press representatives and end-customers were unanimous about its future viability and saw users at the heart of this BORA development: the smartphone becomes an extension of the user's hand, with cooking inspiration merging seamlessly with actual preparation. The app manages the timing of tasks for a perfect cooking result, and users can also register their BORA appliances. It is definitely modern and clearly scalable for other BORA built-in kitchen appliances.



BORA Herford inspires retail partners and end-customers

A visit to BORA Herford is just as diverse as the impressions you get at the Raubling werkhaus, Bruckbauer's blueprint for exclusive interior design at the Bavarian home base. Here, interested visitors can discover the latest trends in living and interior design to inspire their own home projects. Just like in Raubling, the focus at the Herford flagship store isn't solely on expert BORA product advice for dream kitchens and their electrical components. With partners such as Janua and Freifrau, the attention is also on attractive furnishings for the living space. At the same time, retail partners benefit – as evidenced once again this year by the numerous handshakes during the Experience Days – from the ideas offered by XAL with its lighting solutions and Poet Audio with its audio solutions. Lighting ambiance and sound masking not only create a pleasant atmosphere at home, they can also significantly influence the decision-making process for end-customers in kitchen retailer showrooms.

Just like the year-round BORA Live Cooking events with hundreds of international retail partners, numerous trade fair appearances and the annual 'Experience Days' in-house exhibition with activities centred around product launches, help to associate the brand and its extraordinary products with extraordinary experiences.

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 and the BORA Sink 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

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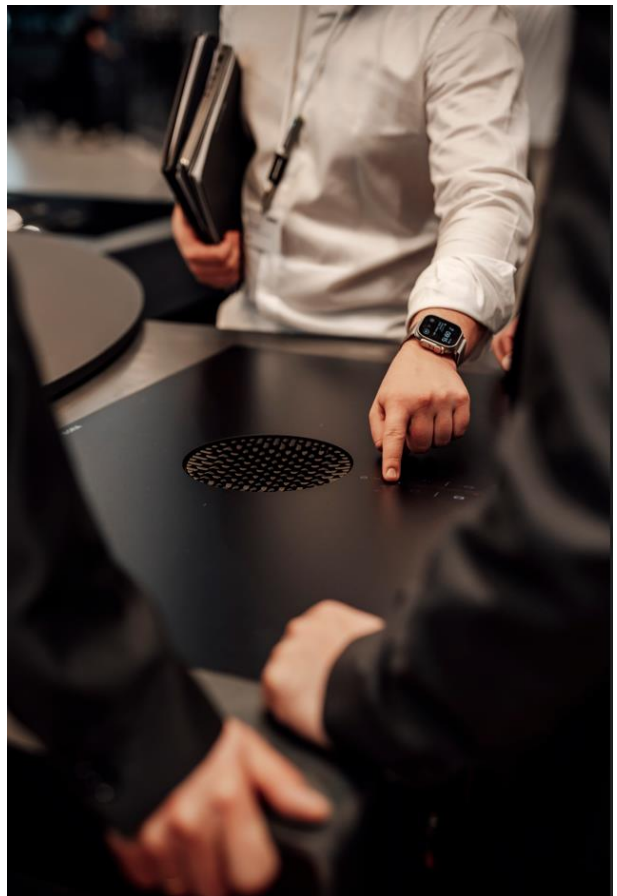




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