



BORA

PURE Original

Performance

A new dimension
of cooking.

Cooking with joy

Original tips that
simplify cooking.

Inspirational

Extraordinary
architecture.



BORA More than cooking.

We transform kitchens from functional rooms to genuine living spaces. Through innovative products and services that simplify cooking and promote a healthy lifestyle.




Originality equals courage.

It all began with a simple idea: more attractive kitchens. Driven by the desire to make kitchens freer, tidier and more functional. Because many of my kitchen studio's clients disliked loud, bulky extractor hoods. As a sixth generation master joiner and kitchen designer, I also found the dominant extractor hoods a thorn in my side, as they limit the design possibilities in kitchens. The solution: cooktops with an integrated extractor. BORA was born from this idea – the revolution for the kitchen as a living space. We suction away vapours directly from their source – at the cooktop itself. With patented technology that makes elegant use of physics: quietly, efficiently and powerfully. But 19 years ago, this idea found no initial support from either companies or banks.

There are moments that lie on the precipice between failure and greatness – and that change everything. An original expresses a unique way of thinking – a distinctive vision. This idea not only revolutionised the world of kitchens, but also made BORA synonymous with a new way of cooking and with cooktops with an integrated extractor. Today, BORA is more than a success – it's a symbol of the strength to achieve the impossible. It's about more than technical innovation – it represents an attitude, characterised by simplicity; products that are made for people and improve quality of life.

We continue to live up to this commitment with the new BORA Pure range – cooktop extractor systems for kitchens of all sizes and people with all lifestyles. Top-quality materials, precise workmanship, sophisticated aesthetics, outstanding extraction performance and impressive odour filtration come together to provide an uncompromising premium cooking experience.

What remains is our drive to rethink kitchens. With inspirational innovation that creates originality.


Yours, Willi Bruckbauer



Read the full story
of how BORA
began here.

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Photos: Issy Croker (1), Red Bull Media House (1)



The BORA grill pan is the perfect partner for the service induction zones of the new BORA Pure range.

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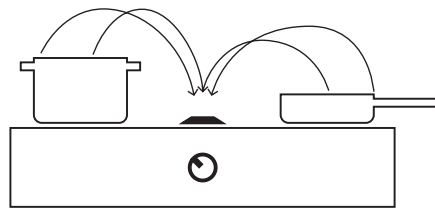
BORA refrigeration and freezing systems provide ideal conditions for food storage.



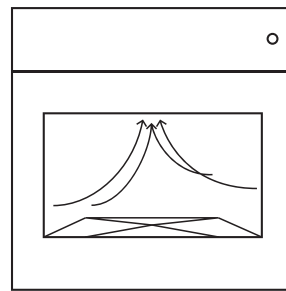
BORA principle

For the love of fresh air.
Physics can be so ingenious.

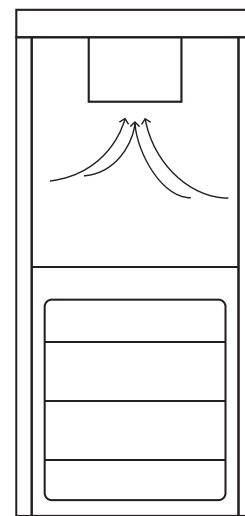
BORA is a pioneer of effective odour filtration – with the revolutionary cooktop extractor systems, the BORA X BO steam oven and the BORA refrigeration systems.



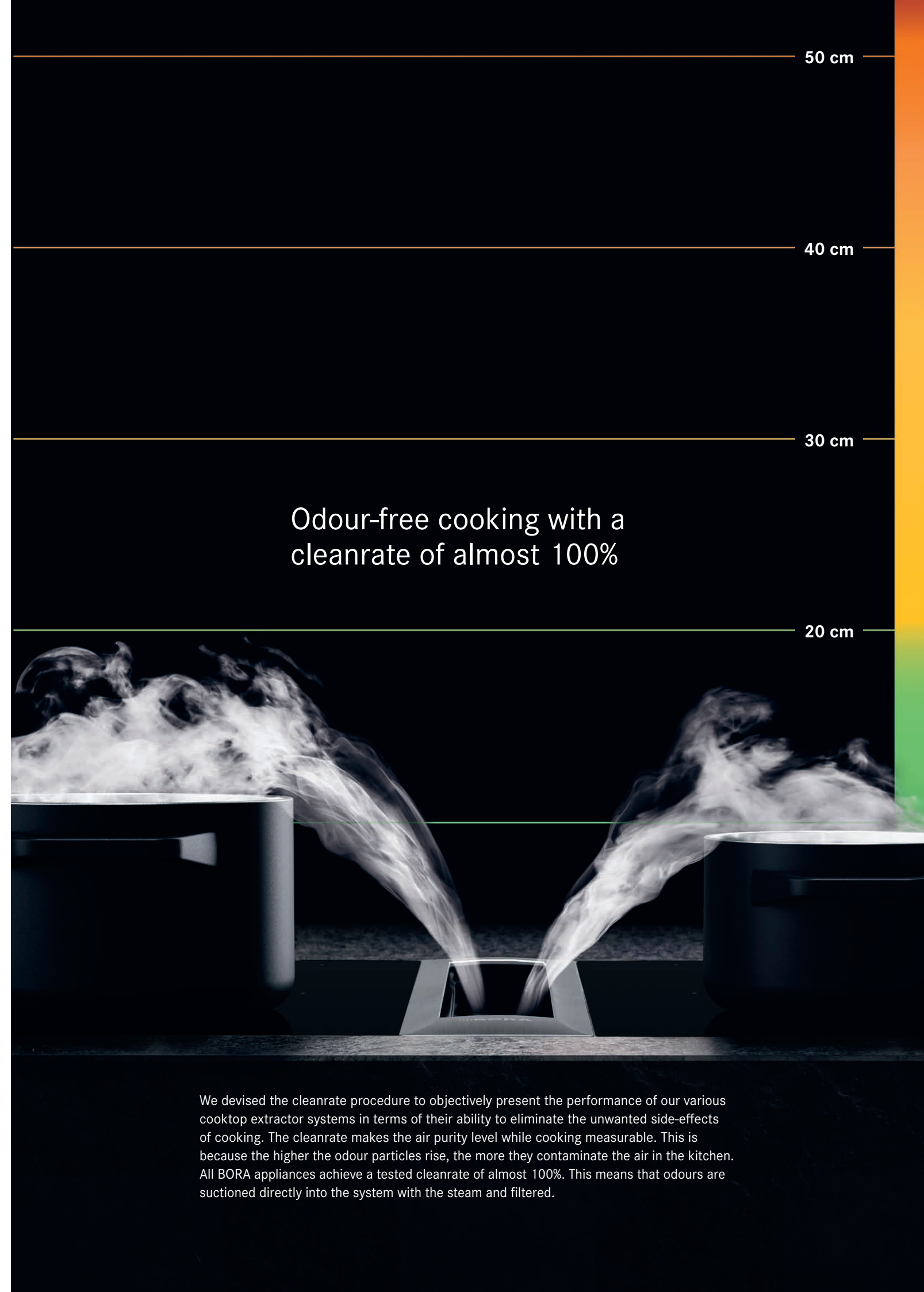
Cooking vapours rise at a maximum speed of one metre per second. BORA cooktop extractors draw vapours downwards at around four metres per second. This generates a cross flow which is greater than the speed at which the cooking vapours rise and effectively extracts steam and odours downwards.



In the BORA X BO, the vapour that arises when steaming, baking and roasting is automatically extracted through the back of the oven before the door is opened. Odours are effectively bound by the activated charcoal filter at the top of the oven chamber.



The BORA refrigeration systems use optimum air circulation at all times to keep food fresh for longer. Odours are also largely neutralised by the integrated BORA Cool odour filter.



Odour-free cooking with a
cleanrate of almost 100%

We devised the cleanrate procedure to objectively present the performance of our various cooktop extractor systems in terms of their ability to eliminate the unwanted side-effects of cooking. The cleanrate makes the air purity level while cooking measurable. This is because the higher the odour particles rise, the more they contaminate the air in the kitchen. All BORA appliances achieve a tested cleanrate of almost 100%. This means that odours are suctioned directly into the system with the steam and filtered.



Space to live

Our holistic designs create a symbiosis of cooking, eating and lifestyle. Discover the BORA advantages.



Timeless design

Thanks to the minimalist BORA design and avoidance of unnecessary edges, the appliances fit seamlessly into any kitchen. From the matt-black inlay frame of the BORA X BO to the wooden features on the refrigerator accessories, BORA always uses high-quality materials and offers minimalist, flawless design down to the finest detail.



Simple cleaning

BORA simplifies everyday life: all movable cooktop extractor system parts are easy to remove and dishwasher safe. The robust, high-quality materials used to make the products are highly scratch and abrasion resistant. The minimalist design makes all surfaces easily accessible – so your kitchen appliances always sparkle and shine, from the hygienically clean refrigerator to the self-cleaning steam oven.



Fresh air and a clear view

BORA extracts odour and grease particles from the source – making it a pioneer in air filtration. With BORA, you can cook, bake and store food as if in the fresh air while also enjoying a clear view of what truly matters: well-organised food, good meals and congenial conversation partners. No unpleasant odours, no steam to block your view or cloud up your glasses and no limited field of vision.



Simple operation

All BORA appliances are impressively intuitive to use – simply tap or swipe the touch panels on the cooktops, BORA X BO or refrigeration and freezing systems, twist the control knobs or use the dimmer function or gesture control for BORA lighting to transform the everyday tasks of cooking and dining into enjoyable experiences.



Top performance

With BORA products, you can cook and bake like a pro and store your food in a well-organised and effectively refrigerated manner. You can also achieve consistent cooking results and enjoy optimum heat distribution and air guidance. What's more, BORA products offer you maximum storage space and individual design freedom. Premium materials impress with their durability and catch the eye as design highlights.

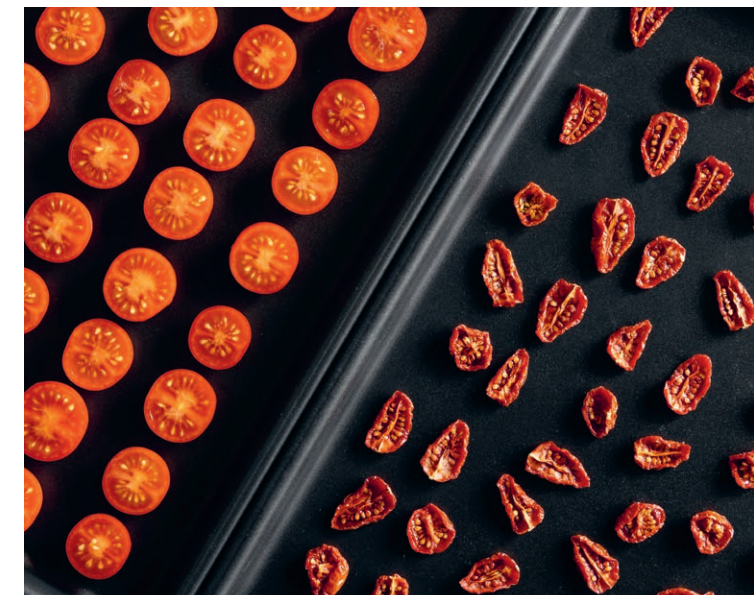
It's all about tomato

Originally from South America, the tomato now grows all over the world in the widest array of shapes and colours. There's hardly a fruit more versatile – or that can add so much to our dishes.

Whether enjoyed raw in a salad, used as a base for sauces or dried to intensify flavour, it's impossible to imagine a kitchen without tomatoes. With their colours, flavour and high content of antioxidants, vitamins and water, they are packed with nutrients and wonderfully healthy. They can also be used in a multitude of ways. This makes them a perfect example when showing how we use our innovative

BORA products and creative recipe ideas to simplify cooking and get the best out of food. The special programmes on the BORA X BO and the Fry function from the new BORA Pure range are particularly practical options when preparing meals. Pre-cooked foods and even entire dishes stay fresher and keep for longer with the help of the BORA QVac vacuum sealer.

Special programme: when dehydrated in the BORA X BO, the tomatoes lose a lot of water and develop a more intense flavour.



Dry, dehydrate & grill

One way to prepare tomatoes is to subject them to direct heat in order to dry, dehydrate or grill them. These methods not only intensify the flavour but also naturally extend the tomatoes' shelf life. Dehydration works best with firm-fleshed Roma or San Marzano varieties. These are chopped in half and placed cut-side-up on a baking tray. They are dried in the oven for several hours at 50 to 70°C – the BORA X BO offers a special programme for this. During this process, the tomatoes lose a great deal of water, their sweetness intensifies and their flavour

becomes more concentrated. Tomatoes can also be dried in the fresh air at 30 to 50°C. Both methods result in flavoursome tomatoes with a long shelf life that are ideal for pasta, salads or as a snack, e.g. marinated in olive oil. Grilling is another great way of getting the full flavour out of tomatoes. Cooking them on a high heat under the grill or in a frying pan brings out beautiful flavours with smoky undertones. Tip: the BORA Fry function enables food to be fried at a specific temperature. Tomatoes also become softer and more flavoursome – perfect as a topping for bowls or burgers.



Temperature-specific frying: the BORA Assist Fry function automatically regulates the desired target temperature.



Preserving made simple: the BORA X BO offers practical special programmes.



Air out: home-made tomato ketchup stays fresh for longer when vacuum sealed.

Similar image



A social media trend: try topping burrata with grated frozen tomato.

Canning & preserving

To can tomatoes, start by blanching them in boiling water before plunging them into cold water and removing their skins. Next, dice the tomatoes into small cubes and add them to a pan with some chopped onion, garlic, salt and fresh herbs. Bring to the boil briefly. Transfer the hot tomato sauce into sterile jars, seal them firmly and boil in a bain-marie at about 90°C for around 30 minutes. The BORA X BO steam oven offers practical special programmes for this – both to sterilise and preserve the jars. This creates a canned product that will last for months, giving you instantly accessible tomato sugo, chopped tomatoes or hearty sauces whenever you like.

Ripe tomatoes can even be used to whip up some home-made ketchup. Simply chop them up, heat them and pass them through a sieve. Mix them with vinegar, sugar, salt and spices then re-heat until the mixture develops a viscous consistency.

Another effective option for storing tomatoes is to preserve them in oil, vinegar or brine. To do so, wash a

number of small, ripe tomatoes, prick them several times (optional) and place them in preserving jars together with herbs and spices of your choice. This gives you a versatile stock for adding that extra special something to antipasti, salads or cheese boards in an instant.

Raw & frozen

Eating raw tomatoes has many benefits: fresh tomatoes contain heat-sensitive vitamins, including vitamin C, that are partially lost when they are cooked. Their natural taste comes through beautifully in salads, sandwiches or tomato carpaccio, without requiring any cooking. The classic use also saves energy and time while simultaneously supporting a nutrient-rich diet. If you have too many ripe tomatoes, e.g. from your own garden, this can be simply resolved by washing them and freezing them whole, diced or as passata. They are ideal for sauces, soups or making a quick and easy fresh tomato purée. As frozen tomatoes lose their soft structure, they can be easily grated.



An Italian classic: focaccia with tomato and herbs.

Cook smarter: 5 practical tips

From a carefully planned shopping list to optimum storage – discover our tips and tricks on how to simplify cooking.

1 Planning

Carefully planned cooking starts when you go shopping: by creating a rough meal plan for the week, you'll not only save time and money but also avoid food waste. Instead of simply buying whatever takes your fancy, it's worth opting for seasonal and versatile ingredients. Always try to think about multiple ways in which you can use things: carrots can go in a salad one day, be cooked as a side dish the next and, if you still have leftovers, blended to make a purée or a soup. A carefully planned grocery shop creates structure, reduces stress when cooking and makes your dishes more sustainable and creative.



2 Keep food fresh for longer

Vacuum sealing is a special method for extending the shelf life of both fresh and pre-cooked food. The targeted removal of oxygen slows down oxidation and inhibits the growth of microorganisms. This is particularly practical for dishes that have already been prepared: when portioned up into vacuum boxes, they can be compactly frozen or refrigerated and heated as required. Even grated cheese or a chunk of Parmesan will stay fresh for longer when vacuum sealed in the storage containers.



3 Advance preparation

Meal prep and batch cooking are two similar yet slightly different approaches: with meal prep, entire meals such as stews, curries or salads (without dressing) are made in advance and divided into portions that are ideal for lunch in the office or stress-free evening meals. With batch cooking, on the other hand, basic components such as a large amount of tomato sugo are pre-cooked and refrigerated. These can then be flexibly used over the next few days to make various dishes such as pasta, shakshuka or casseroles. Both methods help you cook in a mindful way, while saving both time and resources.



4 Use everything possible

Food is too valuable to be wasted. For example, tomatoes are sensitive but they don't go off as quickly as people often think. Overripe tomatoes that are no longer suitable for salads are still ideal for making chutneys or dips. Extremely ripe bananas are perfect for baking with. Whether for cakes, muffins or banana bread, they make the dough sweet and moist. Some vegetables can even be fully used: when chopped up finely, broccoli stalks taste fantastic in soups or stir-fries, radish leaves make delicious pesto with a hint of spice, and carrot greens add a touch of freshness to broths. Even onion peel can be used to make stock.

5 Ideal storage

Proper food storage is extremely important as it's the only way to keep produce fresh for long enough to use it in full. Tomatoes should be stored at room temperature rather than in the fridge. Cold stops them from ripening and destroys their full flavour, making them less tasty. Tomatoes are best stored in a well-ventilated, shady place. They should also be kept away from other fruit and vegetables as the ripening gas ethylene produced by the tomatoes can make these go off quicker. There are multiple ways of storing tomatoes for longer, including drying, pickling, fermenting and even freezing them.

Lamb meatballs

with pistachios in spicy tomato sauce

Prep. time: 65 min.
Serves 4

Ingredients

1 small bunch of parsley
2 shallots
3 garlic cloves
100 g green pistachios
400 g minced lamb (shoulder)
1 egg (medium)
1 egg yolk (medium)
Salt
Freshly ground pepper
40 g panko (Asian breadcrumbs)
3 tbsp olive oil
75 g tomato purée
2 tsp harissa
50 ml red wine
50 ml medium-dry sherry
300 ml vegetable stock
2 tins of chopped tomatoes (400 g each)
2 bay leaves
2 tsp dried thyme
2 tsp honey

Method

Wash the parsley and shake it dry, then pluck the leaves. Chop half of it roughly and the rest finely. Peel and finely dice the shallots and garlic. Blitz three-quarters of the pistachios in the food chopper until the consistency of semolina and leave the rest whole. Mix the lamb with the egg, egg yolk and chopped pistachios, then season with salt and pepper. Stir in the finely chopped parsley. Knead in 40 g panko and give it a little time to bind. If necessary, knead in more panko.

Take about 25 g of the meat mixture at a time and shape it into golf-ball-sized balls. Heat the oil in a deep frying pan and sear the meatballs over a medium heat until brown all over. Remove and set aside.

Sauté the shallots in the frying fat, add the garlic and briefly sauté. Add the tomato purée and harissa and stir constantly until fragrant, then deglaze with the red wine, sherry and stock. Add the tomatoes, bay leaf and thyme and reduce over a medium heat for about 10 minutes, stirring occasionally. Season with salt, pepper and honey. Place the meatballs in the sauce, cover and cook over a low heat for 15–20 minutes until done. Sprinkle with the roughly chopped parsley and whole pistachios and serve. Rice makes the perfect side.



For more everyday recipe ideas, check out the BORA '365 days' cookbook. This reinterprets classic recipes to create exciting taste combinations that whet the appetite for European cuisine.

Anna can do things differently too

Anna Jones initially qualified as an economist, but then changed direction to become a successful cook, food writer and blogger. Her cookbook 'a modern way to eat' is a best-seller. Our interview in Wimbledon is all about her passion for healthy eating.

Anna Jones is easy going. "Perhaps a little hippie-like", she laughs. Even when busy at the stove, she still chats enthusiastically about what she loves the most: cooking. She is naturally extremely experienced as she has written well over a thousand recipes. With her books published in ten countries and a highly successful weekly column in the Guardian, she is often regarded as the voice of modern vegetarian cuisine. But this wasn't the road she started out on at all. The Brit studied economics in Southampton and worked in the business

sector. At some point, she read an article on how to find your true calling. And a simple test: 'Where do you flick to first when opening a newspaper?' To the food section. A flash of inspiration! She attended her first cookery course. "I'd actually always been passionate about cooking. As a child, others played out on the playground whereas I was one of those strange children who didn't want to go outside. I preferred staying in the kitchen baking biscuits and cakes."

Photo: Issy Croker



„When I saw BORA, I instantly knew
I wanted one in my kitchen!“

ANNA JONES

At twelve, she cooked dinner for her family for the first time. Her mother loved food but as a working mum and feminist, she didn't see preparing an evening meal each day as her primary task. Despite that, she still supported Anna's passion from an early age with a twinkle in her eye: "If you can cook well, everyone will love you." Anna laughs as she tells us about it. "My parents both like eating, but cooking isn't their thing. The stove is my domain."

As a self-taught cook, Anna applied to Jamie Oliver with her university degree but little hope of success. And was actually taken on. She ended up working for his TV show for seven years. "It was great training for me: we had three kitchens and tried loads of different products, spices and dishes every day. It raised my awareness of healthy, high-quality products." The Brit loves simple, fresh food, especially vegetables. In her time with Jamie, she became a vegetarian.

Top: Anna Jones is a thoroughly converted vegetarian. She demonstrates just how varied this cuisine is in her blog and cookbooks.

Right: Her job with celebrity chef Jamie Oliver greatly shaped Anna Jones's cooking style – and still does today.

After a four-week trial period, she noticed the positive effect on her body. And so she stuck with it. Today, her husband and son are vegetarians too: "We're a V-family." Jamie Oliver had an enormous influence on Anna's professional development. "He cooks what people love. And I try to do the same as I don't want my books to gather dust on shelves. I want people to flick through them and find traces of enjoyable evenings of cooking on their pages." She still has several anecdotes from her time with the British celebrity chef. How she went to Clarence House and cooked for Prince Charles, a passionate supporter of the organic movement. Or how she cooked for members of the London G20 summit in 2009. "Even Jamie was slightly nervous that evening in Downing Street. The historic house has a really small kitchen and we had to be very careful on the narrow stairs and in the tight corridors. The highlight for me was getting to talk to Michelle Obama, as she sees food and, above all, health as important topics."

Eventually, Anna took the plunge and wrote her own cookbook. When this came out in the UK, she was given a column in the Guardian. Today, she is also a successful blogger. Anna has over 300,000 followers on Instagram. She creates her posts in collaboration with a photographer and stylist in a studio near London. "My blog is read by people of all ages. They look for ideas and experiment. However, I think there's a disparity between the flood of cookbooks and TV shows and what people actually cook at home. There are people with 200 cookbooks who always make the same seven recipes. Doing so is just easy, which I totally get as I have two sons aged ten and two, so I often have to make things quickly too."

Her guiding principle is to focus on vegetables even if she's short on time. And to add non-perishable food of excellent quality. What's more, added bonus, organisation is key. "The lists of ingredients in my cookbooks follow a simple principle: you don't just buy harissa or miso paste for a single dish. I provide multiple recipes with these ingredients, so they can be used time and again rather than just lying around pointlessly until they go out of date."

You can constantly feel the respect that Anna Jones has for food. That's as important to her as the fun factor when eating and being sociable while in the kitchen. She likes to cook with her friend Melissa Helmsley, who has already worked

with BORA to develop a short cookbook packed with recipes for quick and healthy meals. "It was at Melissa's that I first saw a BORA product – and absolutely loved it. I'd already spent time in so many kitchens that I thought I'd seen it all." And so, she started meticulously inspecting the cooktop extractor system: where does the steam go, how does it work and how do you clean it? "I found it really exciting. I like things to be clean. Hoods are often ineffective and look really bulky. And the fact that all the parts can go in the dishwasher is a dream come true. When I saw BORA, I instantly knew I wanted one in my kitchen!"

After all, even vegetarian recipes often create a lot of cooking vapours, which should ideally be discreetly extracted. In addition, Anna and her husband do a lot of cooking in their free time, preferably with friends at weekends, which always inspires them. "Everyone asks each other how they are doing things. We learn from one another and become a food family for an evening". Her private life and job go hand in hand.

Her latest, cookbook 'Easy Wins' came out in 2024 and has been a huge hit. Over 360 pages, the 'Queen of the Greens' presents her twelve absolute favourite ingredients for vegetarian cooking, among plenty of other things.

Follow Anna on Instagram: @we_are_food.



Photo: Instagram/we_are_food



Photo: Issy Croker



Between heaven and Earth

Magic meets modernity in
photographer Finn Beales' country
cottage – a dream home in Wales!



Low clouds nestle against the lush green hills that separate Wales from England. This area of the world, the Brecon Beacons National Park, is characterised by vast moorlands, picturesque valleys and stunning waterfalls, and is often regarded as one of the UK's most enticing regions. In its midst is a small farmstead. The traditional Welsh cottage from the 17th century is home to Finn and Clare Beales and their children Harlan and Seren – and has been owned by the family for decades. The Beales share the large plot with a whole array of animals: horses, sheep, chickens, guinea pigs, honey bees and their dog Otto. As a successful photographer, Finn Beales has a busy work diary. Not only does he travel around the world for shoots but he also directs film projects and has already published two books about photography. “My job requires a lot of creative energy – and that can sometimes be stressful”, he says. This makes it all the more important for him to be able to relax at home and recharge his batteries. “Comfort, security and peace and quiet – that’s what home is about for me.” Speaking of home, Beales grew up in the Welsh countryside and after several years in the hustle and bustle of Brighton and London, he and his wife decided to return to there, in part due



Far left: Finn Beales picks his home-grown vegetables. In addition to tomatoes, he and his family also grow courgettes, aubergines, carrots and beans.

Left: The BORA Professional 3.0 extracts the steam almost silently while cooking.

Bottom: The Beales cook fresh vegetables on the Tepan stainless steel grill almost every single day: “Cooking is suddenly such a visual experience. Our guests love it!”

Right: The Beales family spends a lot of time in the garden, where they’ve created themselves a little piece of paradise.



to planning a family. “We wanted our children to grow up in the countryside. In a place where you feel safe to leave your door open”, says Beales. Clare’s grandfather bought the cottage as a holiday home in the 1960s before passing it on to his son, who in turn sold it to Clare and Finn. “It was pretty run down when we moved in over 15 years ago”, recalls Beales. “We’ve had it re-roofed and are in the process of replacing the windows... it’s a never-ending story.” Beales laughs, as despite all the work, the old farmhouse has something wonderful to offer: its history. Joiners have carved their names or initials into the wooden beams, some of which are over 400 years old. “It reminds me just how many people were here before us and how many will come after us too”, explains Beales.

The dark, cosy rooms in the original part of the house invite you to retreat to their warmth, especially in winter, and watch as storms roll in through the valley. In 2020, Finn and Clare decided to create more space and light. “We wanted a contemporary extension, but not something shiny and modern as we didn’t want to destroy the traditional cottage’s beauty. The new-build section had to respect the existing one.” To achieve the desired result, the couple selected perfectly imperfect materials: bare plaster walls, sealed with beeswax rather than paint. Knotted oak. Uneven concrete floors. Welsh slate and brushed brass fittings. These materials develop a patina over time – an important design feature for Beales. Even from the outset, it was clear that the kitchen should be the heart of the extension. A bright and airy, open-plan room with large, east and west-facing





“The Tepan stainless steel grill has completely changed our relationship with cooking and eating.”

FINN BEALES

Top: The kitchen island is made of a single piece of oak – as you can see from the perfect waterfall edge. Incidentally, the wood was regionally sourced.

Bottom: Natural materials and centuries-old walls create a cosy atmosphere. Together, the old and new-build areas span 200 square metres.



Top: Clare Beales relaxes by the fire pit, which can be directly accessed from the kitchen just before the beautiful perennial garden.

Right: Finn and Clare with their children Seren and Harlan plus the family dog Otto. A bench is integrated into the wall of the house.



windows that flood the cottage with soft, golden light in the evening. A place where Beales can relax as he cooks with his family but that he can also use for food and lifestyle shoots for his job.

“I didn’t want an extractor hood over the kitchen island as it would have totally ruined the look of the room, the atmosphere and all my photos”, explains Beales. While researching alternatives, he came across the BORA Professional 3.0 and chose a combination of two induction cooktops and a Tepan stainless steel grill. “The effect of steam defying the laws of physics and disappearing into the cooktop is an instant crowd-pleaser when we’ve got guests round – like a magic show that impresses time and again.” The family loves getting together here to cook. “The Tepan stainless steel grill has completely changed our relationship with cooking and eating – it’s astonishing”, enthuses Beales. In the evenings, they head out into the garden with friends and pick fresh, home-grown vegetables before grilling them in the kitchen. All visitors love the vegetable garden, where the couple grows beans, carrots, tomatoes, chillies, cucumbers, cabbages, aubergines and more. Broccoli with crushed garlic, red chilli flakes and a splash of red wine vinegar is a favourite snack. Whether vegetables, omelettes or pancakes, thanks to the large stainless steel Tepan grill, everyone can eat at the same time and



there’s no need to wait for different items to be prepared in multiple pans. Beales values this mindful life in the countryside: spending time outdoors, feeling connected to nature and cooking home-grown and harvested food with loved ones. “Gardening and cooking ground me, in the truest sense of the word”, Finn Beales states in summary. “I stand with my feet firmly planted on the ground and love coming home after my travels for work.”

Left: Old meets new. The extension may well be modern but it still blends perfectly into the landscape and with the original farmhouse.



A new era in cycling

Red Bull is on board: the BORA - hansgrohe cycling team has had a new name since 2024. An interview about how this came about, opportunities and aims.

With Red Bull as the majority owner and title sponsor, a new era in international cycling has begun. What lies behind the strategic decision and what sporting and business opportunities does it open up for the team? In an interview, Ralph Denk, founder and CEO of the team, provides insights into how this step came about – as well as the new opportunities for both the cyclists and the team as a whole.

It's been a while now since Red Bull came on board. Do you feel like you've become a 'Bull'?

Ralph: Previously, the team was 100 percent 'Denk Pro Cycling'; since 2024, Red Bull has had a 51-percent share

and I've had 49 percent. Ever since the change process began, it's been clear that it would be a long one. We're still not done. Red Bull isn't a partner that's content to simply put its logo on the jersey – it wants to provide targeted support. If that weren't the case, it would have founded its own cycling team. It intentionally chose us because we already have the cycling expertise. We won the Paris-Roubaix and the Giro without Red Bull and became world champions. In return, Red Bull offers considerable expertise in sport and marketing.

How did you come to the decision to attract Red Bull as an investor?
In 2019, we were second in

the world rankings and had won many races, including big ones. Then the Arabian influence came, massively pushing up team budgets; over the last six or seven years, these have doubled for the top teams. In cycling, 95 percent of the team budgets are funded by sponsors, often medium-sized companies. Unlike with football, all income received from hospitality tickets or TV rights is exclusively retained by the race organisers. I therefore faced the question of whether to remain a team with medium-sized sponsors that celebrated the occasional respectable result and had little say with regard to the really big races or to enter into an alliance with an investor and allow a

Photo: Maximilian Fries



Jai Hindley, Primož Roglič and Giovanni Aleotti at the Giro d'Italia 2025.

Nico Denz sends out a strong sign and secures victory on the 18th stage of the Giro d'Italia 2025.



takeover. At Red Bull, not only did we quickly find a receptive audience, but we also had a good feeling right from the start.

What are the long-term goals of the partnership?

We want to improve from a sporting perspective, but not by spending millions on buying superstars. We want to do this through scouting and talent development – with both the U19 and the newly founded U23 teams. Both are already successful. Over the medium to long term, we want to be the most attractive

cycling team in the world and to revolutionise the sport. We want to drive this forwards as our mission and our vision. It's about far more than just winning the Tour de France. Cycling has become a lifestyle. We want to use that and make the sport even bigger. At the same time, we want to remain an approachable team. A team that inspires young people. With Red Bull, we now have something that attracts them.

Would you say there are risks associated with this too?

I don't really see a risk. In competitive

sports, the more ambitious the project, the greater the pressure. If you can't deal with that, you're in the wrong place.

How can Red Bull develop the team from a business perspective?

It offers us a great deal of business support. In the past, we didn't always get the talents we wanted because we perhaps weren't 'sexy' enough or couldn't offer the ideal environment. That's being built now. We'd ideally love to find the next Peter Sagan and have him achieve great things with us.

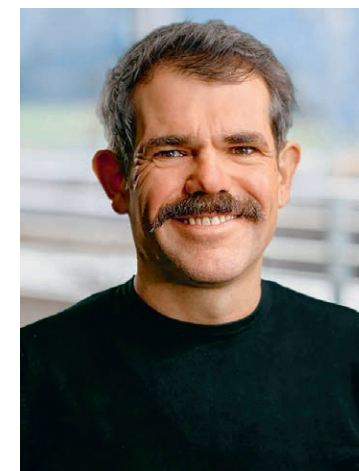


Full commitment, full success: Florian Lipowitz takes third place and the white jersey for the best young rider in his debut Tour de France in 2025.

Photos: Maximilian Fries, Matthias Waetzel, Getty Images

Ralph, do have a dream you'd still like to fulfil?

From a sporting perspective, I'm still hoping for a win in the Tour de France and at least one other monument. I'd love us to win all five monuments at some point – the Cycling Grand Slam, so to say. From a business perspective, my aim is to develop cycling so as to offer the teams greater financial stability. At the moment, we're still lagging a long way behind other sports in that regard.



Ralph Denk – founder and team manager

Ralph Denk is a dominant figure in the world of international cycling. Born in Bavaria in 1973, he is a former competitive cyclist who retained his professional links to the cycling world even after retiring from active sport. He started out by founding an MTB team followed by the NetApp road cycling team in 2010, which was renamed BORA - hansgrohe in 2017. He used strategic skill and a clear concept to bring this up the rankings from the Continental category to the WorldTour. The team celebrated major victories under Denk's management, including those of Peter Sagan in Roubaix 2018, Jai Hindley at the Giro d'Italia 2022 and Primož Roglič at the Vuelta 2024.

BORA products

Our holistic kitchen concept empowers people to achieve the best cooking results. Discover the BORA product categories.

①

BORA cooktop extractor systems

Cooktop and extractor in one. With the modular and compact BORA cooktop extractor systems, unlimited freedom in kitchen planning is guaranteed.

②

BORA steam cooking and baking systems

Steam in its finest form. With the BORA X BO, steam, bake and fry intuitively and easily at professional level thanks to innovative Rapid Air Technology. The wonderfully versatile BORA multi-drawer for keeping food warm, defrosting, low-temperature cooking and much more is the ideal optional accessory.

③

BORA refrigeration and freezing systems

Store food that is effectively cooled and clearly arranged. The freezer and various refrigerator models are characterised by features such as innovative convection cooling, separate cooling circuits, No Frost technology and sophisticated components for the interior.

④

BORA lighting

Minimalist design and maximum light. BORA Horizon and BORA Stars create the perfect lighting for the broadest range of situations when cooking and dining, brightening up the kitchen as a living space in both a functional and an emotional way.

⑤

BORA supplies and accessories

The perfect accessories for extraordinary cooking experiences: the BORA QVac vacuum sealer and many more products help make this dream a reality.



Like cooking in the fresh air – it's second nature to us.

Kitchens are always unique. They are as different as the people who cook in them. And yet, they always have the same thing at their heart: the cooktop. With the modular and compact BORA cooktop extractor systems, we offer unlimited freedom for kitchen design and planning. Plus, best of all: BORA cooktop extractor systems are quiet, easy to clean, simple to operate and highly effective at filtering cooking odours.





BORA Professional 3.0

The high-end cooktop extractor system with innovative knob operation and individually selectable cooktops.

The self-assured BORA Professional 3.0 raises the bar for enjoyable cooking experiences and takes the extractor to a new level in terms of appearance, functionality and convenience – while also rounding off demanding kitchen designs as a statement feature. Our flagship product within our BORA cooktop extractor system range is one of two modular systems that you can freely combine with one, two or more cooktops in line with your desires. It is characterised by the largest individually combinable cooktops with a depth of 540 mm and innovative, analogue-digital operation through the use of knobs and touch panels.

The extra-deep cooktops offer maximum space for cooking, even when positioning larger pieces of cookware one behind the other. Many practical functions such as the child lock and pause function can be quickly and efficiently activated using the extractor's central control knob. All parts that come into contact with cooking vapours can be easily removed through the wide and easily accessible air inlet opening and cleaned in the dishwasher, where they take up very little space. The control knobs with a black glass finish on the front edge of the worktop are visually striking. White, rectilinear LED displays round off the avant-garde design.

Modular system

Mix and match our largest cooktops with a depth of 540 mm in line with your cooking preferences: from surface induction to gas cooktops or the Tepan stainless steel grill, all of the options can be freely combined with the extractor system, even when using one, three or more cooktops. A second extractor is required when using more than two cooktops.

Automatic cover flap

The cover flap opens and closes automatically when the extractor is used. The integrated sensor technology reliably prevents items from getting trapped during closure. When switched off, the elegant system is fully closed.

**Custom design**

The BORA Professional 3.0 features an impressively elegant design. The cooktop extractor and control knobs are available in All Black or stainless steel. The surface induction cooktop also comes in a choice of high-gloss or matt glass ceramic.

Intuitive control knob

The combination of a classic knob and a sensitive, touch-operated surface with a high-definition LED display guarantees perfect control. All functions are conveniently, easily and intuitively activated by twisting the knobs and tapping the central touch panel.

The combination of a classic knob and a black glass surface with a clear LED display enables perfect control.



bora.com/professional

BORA Classic 2.0

The modular cooktop extractor system with intuitive operation and freely selectable cooktops.

Boasting customised precision and timeless elegance, the BORA Classic 2.0 can be perfectly integrated into any classic or modern kitchen. In developing the design, our key focus lay on achieving maximum individuality for unique cooking experiences. The result is a cooktop extractor system that has been well thought out down to the very last detail. The innovative, multi-coloured sControl+ operating panel with a smooth hollow enables precise and intuitive operation. The cooktops and extractor systems can be mixed and matched as desired. This means that you can combine cooktops of one, two or even more types. Thanks to their central positioning, two induction cooktops provide plenty of space for up to four 24 cm pots or pans, for example. The oversized surface

induction cooking zones uniformly heat even very large pots, pans or roasters, such as the BORA serving pan. The Tepan stainless steel grill can be heated to a precisely controlled 250°C in next to no time. But that's not all: the high-performance gas cooktop makes cooking with gas extremely enjoyable too. The pièce de résistance of the BORA Classic 2.0 is the BORA cooktop extractor. Thanks to the automatic extractor control, manual adjustment is still possible at any time but no longer a must. With a modern fan and optimum airflow, the cooktop extractor is so quiet that it won't disturb your conversations. The join-free design and lack of unnecessary edges make the cooktop surface particular easy to clean. After cooking, all movable parts can simply be placed in the dishwasher.



Innovative operation

The touch panel can be intuitively operated by swiping up and down a smooth hollow or directly tapping with your index finger. Important functions can be accessed with a single touch. A colour change differentiates between the cooktop and extractor controls.

**Modular system**

Whether surface induction, gas, wok or the Tepan stainless steel grill, the system can be customised with seven different cooktops to suit your cooking preferences. Even combinations of multiple extractors and cooktops are possible.

Highly elegant design

The cooktop and extractor are completely flush-integrated. The straight lines allow subtle yet elegant integration into any kitchen design. The operating panel is practically invisible in standby mode and scaled down to the essentials during operation.



The innovative, multi-coloured sControl+ operating panel with a smooth hollow enables precise and intuitive operation.



bora.com/classic



BORA Pure range

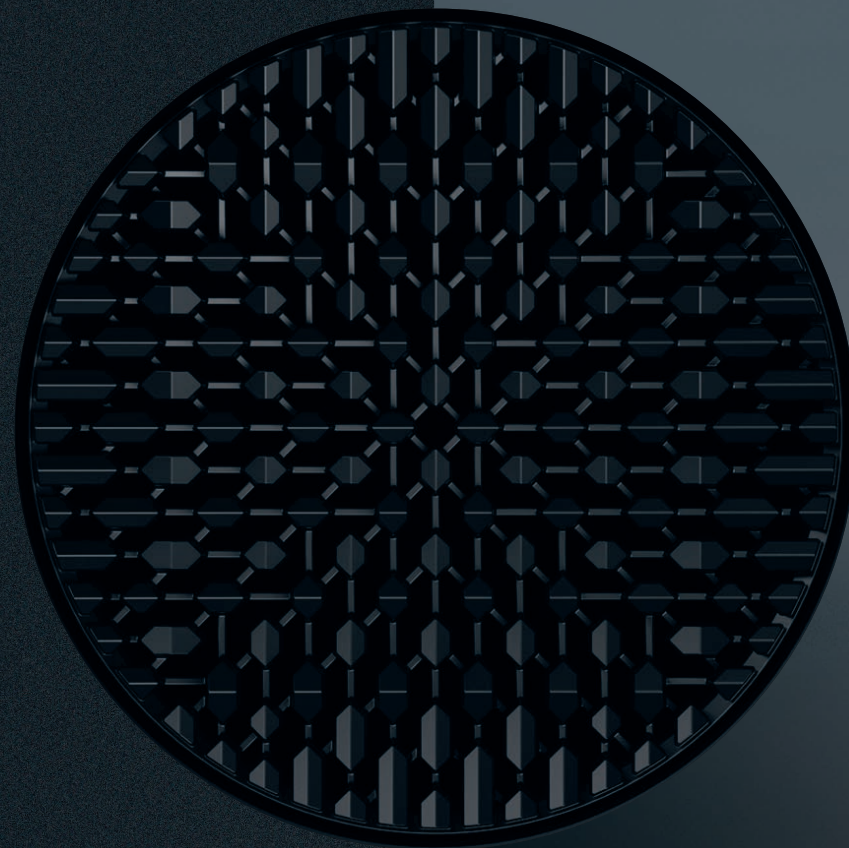
Perfect cooktop extractor systems for kitchens of all sizes.

The BORA Pure range offers the perfect solution for kitchens of any size. Elegant, minimalistic and technically sophisticated, the BORA X Pure, M Pure, Pure and S Pure combine flush design with premium glass ceramics in a matt or high-gloss finish. The best materials, excellent extraction performance and outstanding odour filtration come together to provide a premium cooking experience. The combination of the cooktop and extractor creates a compact, closed unit that integrates into any kitchen. With an installation height of less than 20 cm, valuable storage space is preserved – without compromising on functionality or design. The Pure range sets new standards for customised room aesthetics that know no limit with regard to planning freedom.

The tricoloured sControl+ operating panel makes it easy to quickly navigate between the cooktop, extractor and all other functions at any time. All important operating functions can be accessed with a simple touch by intuitively swiping up and down or directly tapping. The automatic extractor control independently adjusts the extractor's power level to the cooktop usage. The intelligent cleaning lock automatically detects the length of time during which the cooktop is being cleaned and only deactivates at the end of this period. With its carefully conceived design, the air inlet nozzle can be easily removed using the tilt function. All movable parts are dishwasher safe for effortless cleaning and long-lasting cooking enjoyment.

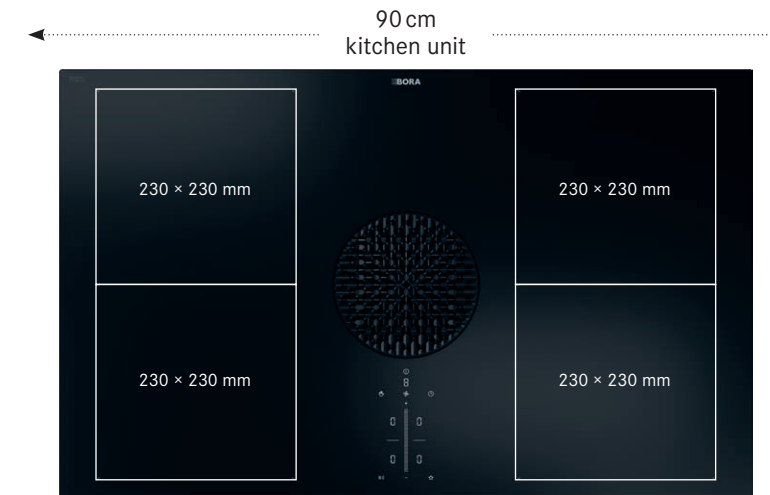
Matt

High-gloss



Elegant design with matt glass ceramic

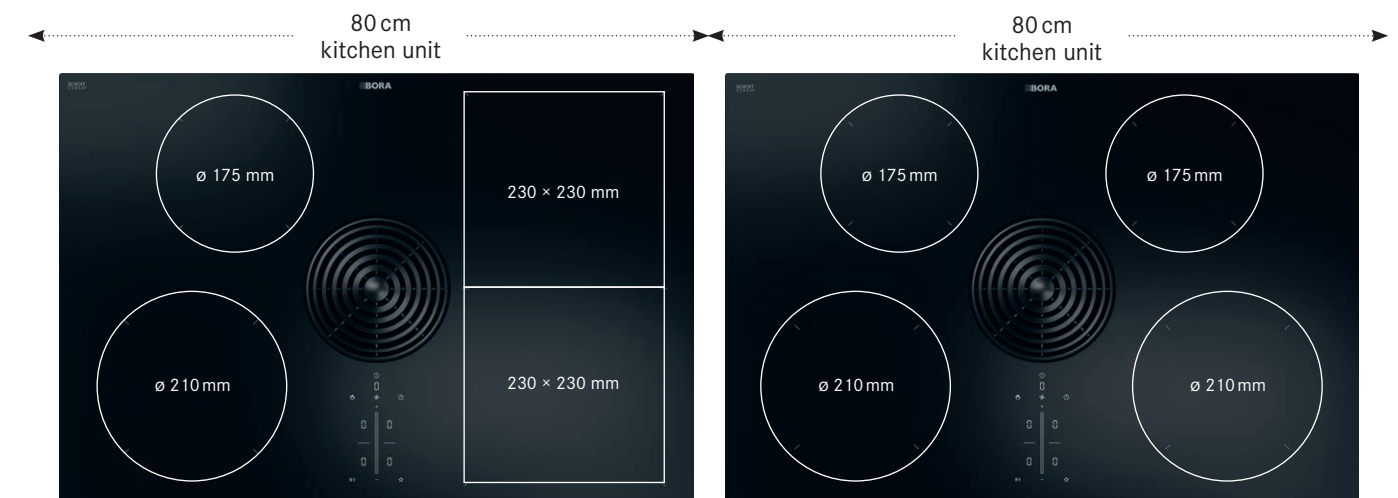
The cooktop extractor systems in the BORA Pure range boast an impressive flush-mounted design and are available in high-gloss or matt glass ceramic. The matt glass gives the cooktop extractor system an elegant finish and makes signs of use far less visible.



With an installation height of less than 20 cm, valuable storage space is preserved.

BORA X PURE 830 × 515 × 199 mm

The minimalist cooktop extractor system with maximum cooking space and a distinctive design. More space when cooking – ideal for a 90-cm-wide kitchen unit.

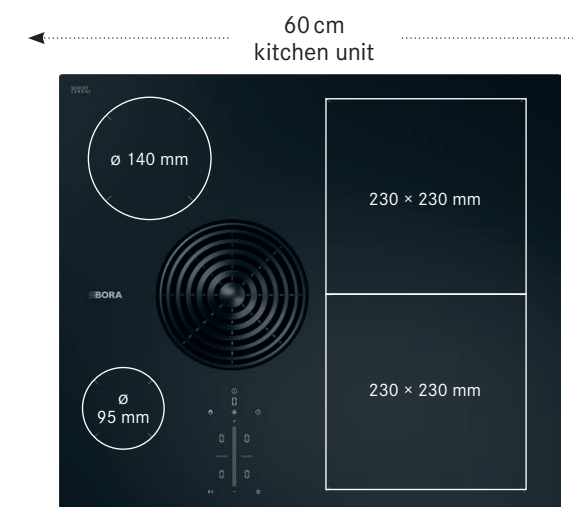


BORA M PURE 760 × 515 × 199 mm

The versatile cooktop extractor system with outstanding flexibility – ideal for an 80-cm-wide kitchen unit.

BORA PURE 760 × 515 × 199 mm

The cooktop extractor system for embarking on a premium cooking experience – ideal for an 80-cm-wide kitchen unit.



BORA S PURE 580 × 515 × 199 mm

The most compact cooktop extractor system for small kitchens. The perfect solution for a 60-cm-wide kitchen unit.

Generous cooking areas for plenty of room when cooking

BORA X Pure, M Pure and S Pure offer maximum freedom for all culinary adventures. The entire surface can be optimally used when the bridging function is activated thanks to the extra-large surface induction cooking zones measuring 230 × 230 mm or 230 × 460 mm.

Maximum storage space, minimum footprint

With an installation height of just 199 mm from the top edge of the worktop, almost the full storage space is retained in the kitchen unit – only the top drawer is lost. Thanks to their compact dimensions and a cooktop depth of 515 mm, the systems fit perfectly in any standard row of kitchen units.

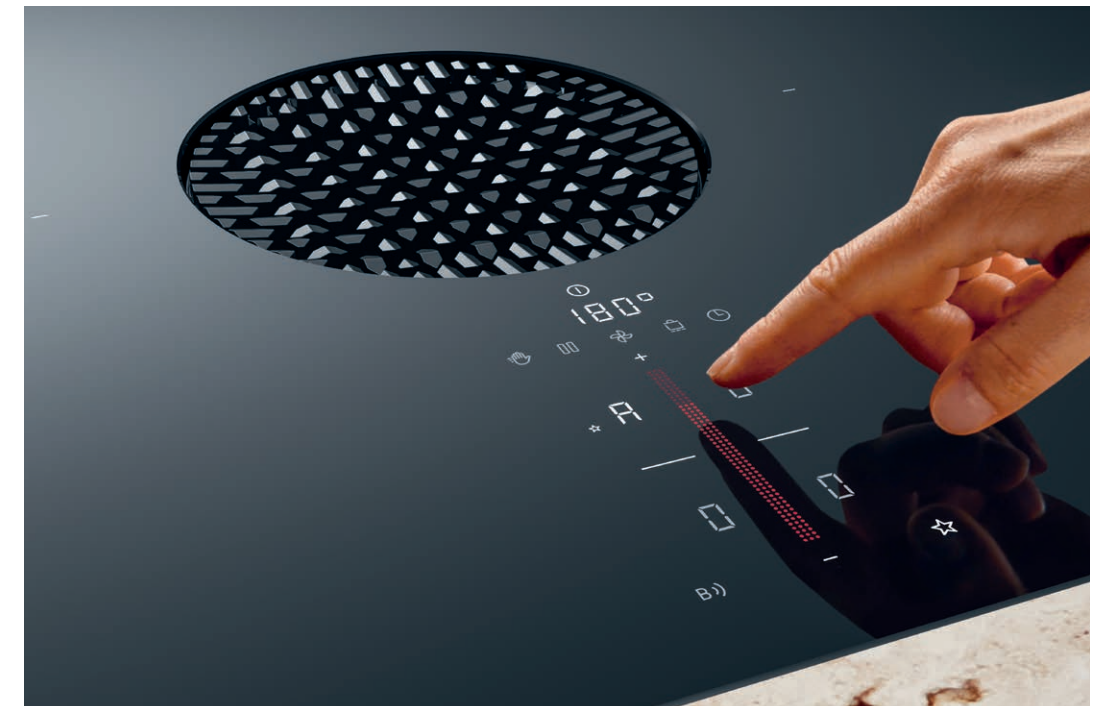


The most intuitive use in its class

The BORA Pure range can be controlled using the tricoloured sControl+ touch panel. The different control settings are easy to tell apart thanks to the colour-coded design: red for operating the cooking zones, blue for controlling the extractor and white for other functions.

Simplified cooking enjoyment

Thanks to BORA Assist, cooking with the new Pure range is simpler than ever. In combination with Assist-compatible cookware like the BORA grill pan, the Assist functions can be directly operated via the cooktop. Further Assist functions and recipes can be selected and started via the BORA JOY app.



The sControl+ operating panel on the new BORA Pure range can be intuitively used in any cooking situation thanks to its multi-coloured design. The cooking zone settings are displayed in red (top) and the extractor in blue (bottom).

Intelligently connected, the range of functions offered by the BORA Pure range is expanded by the BORA JOY app.



Developed to simplify your cooking experience

Cooking made easier and more relaxed: the BORA Assist functions help you focus on the things that matter – your friends and guests (the main ingredients!). With five spots for Assist functions, the appliances can be personalised to

suit your cooking preferences. The cooktop comes with a number of pre-defined Assist functions, but three more can be selected using the BORA JOY app and stored to the appliance. The BORA Assist functions can only be used with compatible cookware, such as the BORA grill pan.

The BORA Assist Fry function for temperature-specific frying

Better results can be achieved when cooking by specifying a precise target temperature. This can

be set when using Assist-compatible cookware such as the BORA grill pan. The cookware is heated to the desired temperature and automatically kept at this once the food has been added.



The new BORA Pure range makes temperature-specific frying possible: the target temperature can be set to between 120°C and 220°C as desired.

Thanks to the asymmetrical arrangement of the cooking zones, the BORA S Pure takes up minimal space while offering maximum design freedom.



Unique coffee function

The BORA S Pure boasts a unique highlight: delicious coffee at the touch of a button. The Assist Coffee function automatically controls the brewing of coffee in induction-compatible espresso pots with a diameter of at least 7 cm.

The solution to all space issues

Ideal for standard kitchen units with a width of

60 cm: at under 20 cm, the low installation height and integrated recirculation unit guarantee maximum storage space for pots, pans and other kitchen utensils in the cupboard below. Even in recirculation mode, there is no need to shorten drawers. With an asymmetrically positioned air inlet nozzle and a surface induction cooktop on the right, the available surface area is fully utilised.

The particularly large surface induction cooking zones on the right enable optimum use of the entire 230 x 460 mm area.



More effective than any extractor hood

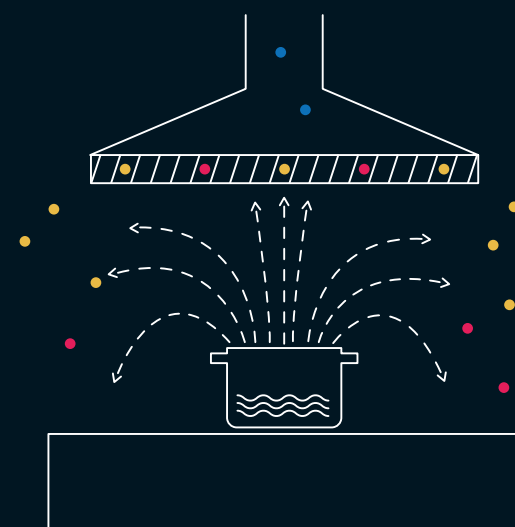
As the pioneer for ventilation technology, we have always been committed to the effective extraction of cooking vapours and grease particles, directly where they occur, in the pot or pan. With a recirculation system, the BORA eSwap odour filter provides fresh air while cooking – for an impressive 150 hours. That's about the same as using it for one year. The extractor draws away the air contaminated with cooking and frying odours as well as grease molecules, effectively filters it through the grease and odour filter, and releases the purified air back into the kitchen environment. The activated charcoal in the BORA odour filter binds the odour molecules from the cooking vapours.

After cooking, the fan's automatic after-run function dries the exhaust air channel and, in recirculation mode, the odour filter. This provides sufficient air exchange and enables the optimum performance and service life of the recirculating filter.

Optimum extraction performance

The ideal air permeability of the filter ensures that the extractor is always highly efficient and the filter performance is not impaired. This guarantees excellent air quality and extractor performance together with minimum noise at all times.

CONVENTIONAL
EXTRACTOR HOOD



BORA
COOKTOP EXTRACTOR SYSTEM



■ Fresh air ■ Grease contained in the cooking vapours ■ Odour molecules

Maximum odour filtration

The BORA eSwap odour filters filter out odours that arise when cooking, so the air in your kitchen remains pleasantly fresh even after making strong-smelling meals. The extra-large filter surface keeps the air in the filter for a long time, so odours are optimally filtered out.

Simple, patented eSwap filter changes

The filter can be easily replaced from the top through the air inlet opening, without having to remove any drawers or plinths. This not only saves time and effort but also makes filter maintenance particularly user friendly.



Automatic filter service display

To ensure effective extraction performance and odour filtration, the odour filters need to be replaced after 150 hours of use. The system automatically indicates when a filter change is due.

More about our
odour filters





BORA Basic

The cooktop extractor system with a radiant cooktop and effective extraction.

The BORA Basic combines a high-performance cooktop and effective vapour extraction in a single appliance. A special highlight: the BORA Basic heats up extraordinarily quickly for a radiant cooktop. The Hyper cooking zone at the front left features radiant heating elements and offers up to 50% higher performance on the power setting. Thanks to the central operating panel and optimum assignment of the cooking zones, there is always room to cook with four pans measuring up to 24 cm at the same time. Like all BORA cooktop extractor systems, the

BORA Basic is available as an exhaust air or recirculation solution. The low height of less than 20 cm and the integrated filter unit on the recirculation version ensure maximum storage space in the base unit. The black air inlet nozzle blends in with the overall cooktop appearance and has a discreet, modern look. Thanks to the heat retention function with a constant temperature of 75°C, every dinner will go perfectly – even if your guests are late. The parts that come into contact with cooking vapours can easily be removed through the air inlet opening and are dishwasher safe.

Extractor opening overflow protection

The raised design of the air inlet opening prevents liquid from running into it from the cooktop.



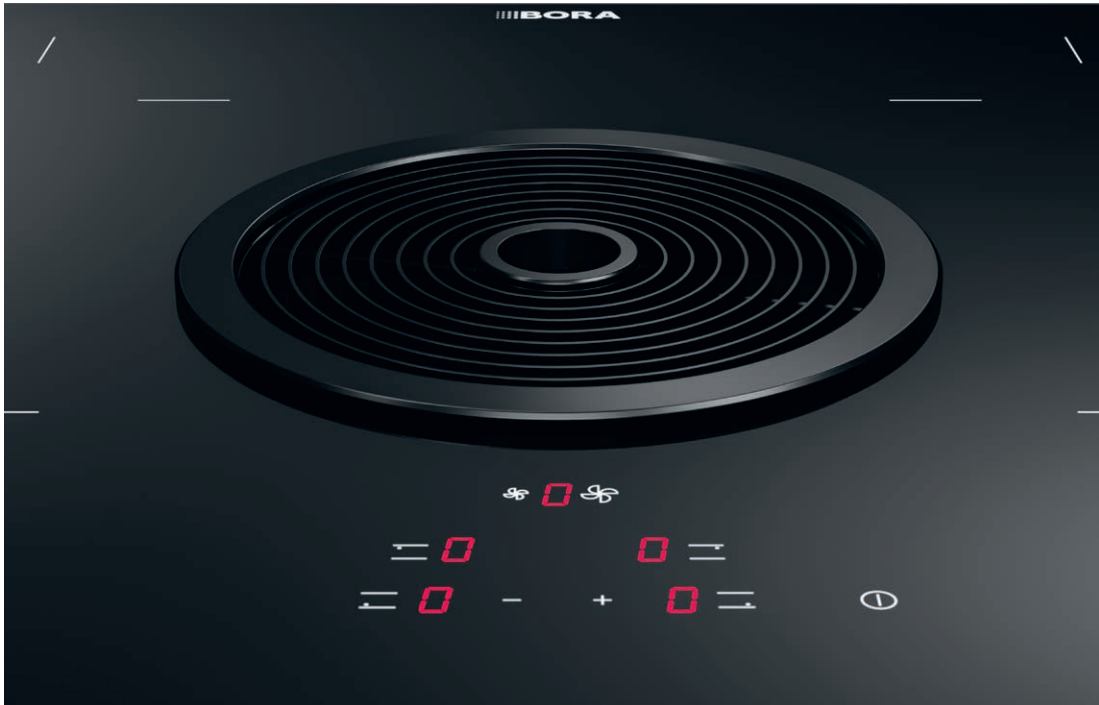
Particularly quick initial heating

The Basic Hyper heats up extraordinarily quickly for a radiant cooktop. The Hyper cooking zone with its radiant heating elements offers up to 50% higher performance on the power setting.

Compact radiant cooktop

The radiant heating elements are heated and emit heat to the cookware. All kinds of cookware can be used, including ceramic and copper pots.

Whether from a deep pot or a shallow frying pan, BORA Basic extracts all vapours and odours while cooking.



bora.com/basic



A professional device that can do anything.

As a steamer and oven rolled into one, the BORA X BO is a true all-rounder. The combination of Rapid Air technology, innovative steaming, hot air technology and intuitive operation makes it easy to cook like a pro at home. The BORA multi-drawer is the perfect addition. It can be used in a variety of ways, including to pre-heat crockery, regenerate food, defrost, cook at low temperatures and more.

BORA X BO

The professional steam oven for your home.

Whether you want crispy roasts, tender vegetables or golden croissants, the BORA X BO uses uniform steam production and optimum heat distribution to deliver perfect results – even when cooking on three shelves at the same time. Inspired by professional kitchen technology, the BORA X BO enables users to cook like a pro at home. It combines multiple functions in a single appliance to act as a steamer and an oven in one. Food is cooked by a mixture of hot air and steam. By combining innovative, professional-standard steaming technology with intuitive controls, meals can be prepared uniquely, more healthily and, most importantly, quickly and easily. With its intelligent design and wide range of accessories, the BORA X BO replaces multiple kitchen appliances. The baking and grilling plate and the air fry tray make it a one-stop alternative to air fryers, pizza ovens and more – all while offering outstanding performance. The automatic steam extraction function draws the steam out backwards before the door is opened, so there is no blast of hot steam to hit you in the face. What's more, an activated charcoal filter effectively absorbs even the most powerful cooking odours. Operating the steam oven is a piece of cake thanks to a high-resolution 19-inch touch display, which conveniently responds to a tap or swipe of your fingertips, just like a smartphone.



A premium design with a large touch display

Jet black and understated with a confidently restrained design: the BORA X BO features high-quality glass surfaces, multi-level lighting in the stainless steel oven chamber and an operating concept that dispenses with knobs and handles in favour of a large, 19-inch touch display.

Pre-set programmes and perfect cooking results on all levels

Perfectly designed automatic and special programmes enable particularly uniform cooking results thanks to Rapid Air technology and make it easier to switch from a conventional oven to cooking with steam and hot air. For perfect results every time, even when cooking on all three levels. The programmes can be controlled directly on the appliance or via the BORA JOY app on your smartphone.



The automatic programmes can be controlled directly on the appliance or via the BORA JOY app on your smartphone.



Perfect dishes at the push of a button

The BORA X BO steam oven comes with over 200 pre-set automatic programmes for optimum flexibility when simply and gently preparing your favourite dishes. With the automatic programmes, the optimum temperature, cooking time and steam usage are preselected. The starting conditions for many of these programmes are indicated on the BORA X BO's display so the desired cooking results can be reliably achieved.

In addition, special programmes make it far easier to perform innumerable everyday processes, such as defrosting, sterilising or proving dough. If you don't use the BORA Joy app, the QR codes provided with many of the automatic programmes will take you straight to the recipes. Keeping your BORA X BO connected to your Wi-Fi helps ensure that your software is up to date at all times. Continually benefit from new automatic programmes, functions and improvements.

Fully automatic intensive cleaning programme

The fully automatic cleaning programme makes even cleaning a cinch. The appliance is cleaned and dried automatically – all you have to do is screw the environmentally friendly, recyclable cleaning cartridge into the centre of the oven rack.

Automatic steam extraction and effective odour filtration

BORA Smart Open automatically extracts the steam from the oven chamber before the door is opened – so it will no longer fog up unit fronts or hit you in the face. The odour filter also neutralises unpleasant odours. Changing the filter is extremely easy.



The special programme 'air fry' creates perfectly crispy chips and much more.



Simple cooking enjoyment

Intuitive user guidance makes cooking naturally enjoyable. You can not only choose between manual cooking, classic cooking and automatic programmes but also use special programmes. The classic function makes it easy to switch from a traditional oven to cooking with steam and involves four different modes: hot air, baking with moisture, steaming and hot air grilling. Steaming is a very gentle cooking method which better preserves vitamins and nutrients. Hot air grilling beautifully browns the surface of meat, gratins and vegetables. Particularly crisp results can be achieved with practically no additional fat by using the special programme 'air fry' and the BORA air fry tray with a premium non-stick coating. This replaces your air fryer in an instant. Simply select the desired dish from five food categories with pre-set air fry parameters and enjoy perfectly crispy results. Thanks to the Cooldown function, the BORA X BO now cools down in the shortest of times so that other programmes with lower temperatures, such as the cleaning or steam functions, can start up sooner.



bora.com/x-bo



BORA multi-drawer

The versatile heat drawer with variable functions.

The BORA multi-drawer is the perfect complement for the BORA X BO. The flush, handleless drawer front made from premium materials such as glass and stainless steel can be easily opened with a gentle press. The pre-sets and spacious interior make the multi-talented product highly versatile: you can use it to pre-heat crockery, cook at low temperatures, heat up dishes, defrost food or keep meals warm. The temperature and time settings are manually configured. The multi-drawer comes

in two sizes: 140 and 290 mm. With the deeper version of the BORA multi-drawer, you can even use two different levels, and the shelf rack can be simply and conveniently cleaned in a dishwasher. Simply tap the user-friendly touchscreen to select the desired programme from the pre-sets – or set the temperature and heating duration individually. If connected to the BORA X BO, the multi-drawer can also be controlled via its display.



Warm crockery
60°C | 1 h



Defrost food
30°C | 4 h



Low-temperature cooking
80°C | 30 min–6 h



Keep food warm
70°C | 3 h



Reheat food
100°C | 1 h



BORA Connect
Connectivity



bora.com/multi-drawer



Smart design meets effective cooling.

There's probably no other door that's as eagerly opened as this one. After all, there are few other doors that provide access to as many fresh, tasty treats for dinner parties or so many refreshing drinks for when you've something to celebrate. This is a door that reveals optimally refrigerated food and drinks fitting for almost any occasion. A door in the midst of the kitchen as a living space and yet discreetly concealed behind the kitchen front. May we present the BORA refrigeration and freezing systems.



Freshly conceived – effective, well-organised food refrigeration with BORA refrigeration and freezing systems.

Enjoy long-lasting freshness

Thanks to the BORA refrigeration and freezing systems, you can keep ingredients neat and tidy and nice and cool. The different refrigerator models and the freezer are all characterised by elegant designs, with high-quality, sophisticated components for the interior. The omission of ornamental trims and features coupled with the use of easy-to-remove inserts highlights the focus on the essentials and makes the appliances easier to clean. Our products naturally offer outstanding refrigeration and freezing and feature innovative convection cooling, separate cooling circuits, No Frost technology and a BORA Fresh zero compartment. The current range includes the BORA Cool and BORA Cool Combi, the new BORA Cool Combi XL and the BORA Freeze.

More room for freshness

BORA refrigeration and freezing systems offer an impressive capacity thanks to their spacious interiors. The BORA Cool Combi XL refrigerator-freezer with a

height of 194 cm makes use of the often-unused space above the refrigerator, providing even more refrigeration space for well-organised storage. Despite its increased height, it fits in standard-width kitchen recesses. The combination of a BORA Cool refrigerator and a BORA Freeze freezer as a side-by-side solution offers maximum room for food storage with flexible partitioning.

Perfect organisation throughout

The ability to position the accessories in line with personal preferences provides a clearer view of the contents and maximum order, preventing food that has been stored from being forgotten. The accessories are characterised by their multi-purpose designs. For example, the unique multi-tray can be used as a berry box, a cheese dome or for defrosting and freezing food. The pull-out trays in the freezer and the easily removable BORA Fresh zero trays in the refrigerator make the appliances easy to systematically stock with food – so adding and removing items is a piece of cake.

Fresh air thanks to the BORA Cool odour filter

We've always been fascinated by odour filtration. The newly developed BORA Cool odour filter installed in the refrigerator systems features a honeycomb activated charcoal core and minimises food odours. The filter has an effective air flow area of around 600 mm² and overall dimensions of just 4.82 x 4.25 x 0.98 cm (W x D x H). Thanks to its large air flow profile, the sophisticated filter design does not impede the convection cooling. The temperatures within all areas of the refrigerator interior remain constantly stable. The BORA Cool odour filter is discreetly positioned behind the ventilator cover and simply needs to be manually replaced once a year.

Perfect lighting

The lighting concept for the refrigeration systems was designed to ensure uniform lighting throughout the interiors. The brackets for the glass shelves double up as light sources to ensure sufficient lighting even when the refrigerator is full. The soft light attractively stages the food in the refrigerator.

The BORA Cool odour filter reduces even strong odours thanks to its high-performance honeycomb activated charcoal core.



The various light sources evenly illuminate all food.



BORA refrigeration and freezing systems blend perfectly into any modern kitchen environment thanks to their refined yet subtle design.

The BORA Fresh zero trays can be simply and conveniently removed.



BORA Fresh zero

With BORA Fresh zero, the refrigerator interior is divided into two zones: a refrigerator area and a storage area. With our fresh system with temperatures close to 0°C and humidity regulation, food can be stored for an optimum period of time. The BORA Fresh zero trays sit on pull-out shelves, enabling them to be conveniently pulled open and removed for simple filling or cleaning. The trays come in a range of sizes, with three available models for the BORA Cool refrigerators and two for the BORA refrigerator-freezers, each with varying heights and capacities.

Accessories with a wow factor

The various features packages enable the refrigeration and freezing system interiors to be optimally designed in a neat and tidy fashion for every household situation. There are two different features packages to choose from: BORA Good and BORA Best. All BORA refrigeration and freezing systems come with the BORA Good basic features package as standard. The BORA Best features package makes cooking and storing food an extraordinary experience with a wow factor. From the storage box and the serving board to the wine cooler, the BORA accessories are all wonderfully stylish and refined.



bora.com/cool

Approx. 5°C

Dairy products, cheese, open foods, jarred food, eggs, butter, jam, dressings and tubes

Almost 0°C

BORA Fresh zero tray with moisture regulating cover: the ideal environment for loose fruit and vegetables

Almost 0°C

BORA Fresh zero tray without a moisture regulating cover: ideal for storing packaged fish, meat and seafood.

Approx. -18°C

Ice cream, ice cubes, frozen vegetables or frozen meat



How to keep food fresh for longer.



Systematic storage for longer-lasting freshness.

Storing food correctly has multiple benefits: longer-lasting freshness, better flavour and less waste. The BORA refrigeration and freezing systems make this particularly easy. This is because ingredients keep for far longer thanks to the sophisticated zones, the versatile accessories for well-organised storage and the innovative BORA Fresh zero areas. Sensitive foods like fish, meat or seafood are particularly happy at almost 0°C, as offered by the BORA Fresh zero storage area. Packaged products can be stored in the tray without a moisture regulating cover – to optimally preserve their structure and flavour. Loose fruit and vegetables can be placed in special trays with a moisture regulating cover and high humidity. These are ideal for keeping crunchy carrots or crisp lettuce wonderfully fresh. Our tip: vacuum seal food

before transferring it to the BORA Fresh zero tray. This additionally extends the shelf life and ensures hygienic storage. The temperature right at the top of the refrigerator is around 5°C, making it the best place for sauces, preserves, open foods, butter, eggs, jam and tubes of mustard or mayonnaise. Open foods stay fresh for even longer when vacuum sealed in boxes.

And what about freezing food? Trim and wash fruit and vegetables before freezing them. Pre-made meals should ideally be frozen in small portions. For an optimum shelf life, vacuum sealing can be combined with freezing – this also prevents freezer burn, a problem that occurs when air gets to frozen food and dries out its surface. Label vacuum-sealed boxes with the contents and date to help you keep track.

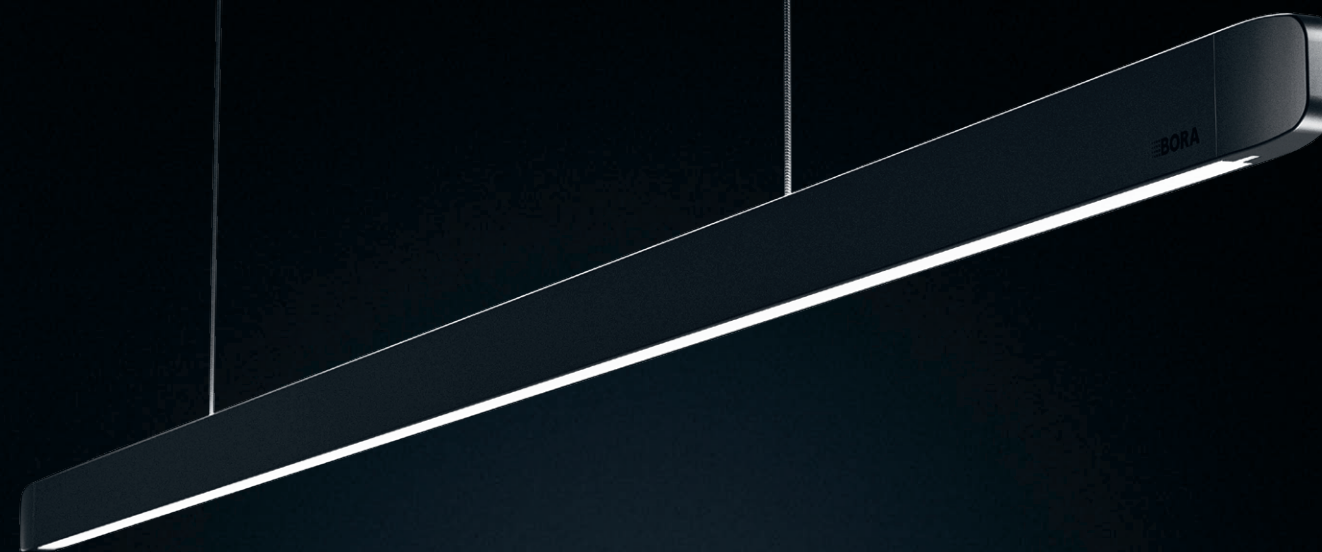


Open foods and pre-made dishes should be placed in air-tight containers where possible and stored in the correct zones at the optimum temperatures.

Vacuum-seal food before storing it in the refrigerator for an even longer shelf life.

The BORA multi-use hanging rack is the perfect addition to your refrigerator's organisation system.





Minimalist design and maximum light.

Functional yet emotional. Subtly restrained yet naturally sophisticated. It's not just the people who use them that give life to kitchens. How can you cook without the right lighting? Can you imagine hosting a dinner in the dark? BORA lighting creates the optimum lighting mood for all situations.

The seemingly weightless Horizon linear pendant light fits discreetly and elegantly into the overall picture of the kitchen.



BORA Horizon

Smart direct and indirect lighting.

The kitchen is the heart of almost all homes. Having the right lighting makes it feel even more inviting. From dimmed warm light to wonderfully bright light, the BORA Horizon* creates the appropriate atmosphere, whether functional or emotional.

High quality and aesthetically pleasing

The BORA Horizon linear pendant light is suspended above worktops, cooktops or the dining table and blends discreetly into the overall kitchen environment, adding a touch of finesse. The light is available in three colours: elegant black, soothing moss green and picturesque rose gold.

Compact 2-in-1 lighting

The linear pendant light can be used as either an indirect ambient light above the dining table or a direct light source above a cooktop. The two light sources can be controlled separately.

Convenient operation

The BORA Horizon can be intuitively gesture controlled and offers a wide range of functions: dim light, change light temperature, decouple from direct and indirect lighting and, of course, light on and light off.

Adjustable height

Both BORA Horizon models can be adjusted without tools. With the 'fixed' version, this is done using the stop beads on the ceiling housing. With the 'move' version, the height can be adjusted on the light fixture itself so as to tailor the height to the conditions in the room.



bora.com/horizon





BORA Stars

Beautifully subtle single and cluster lights for top-quality kitchens.

As the perfect dining table lighting, the pendant light creates refined lighting accents. Use the versatile lighting system to create different constellations of the BORA Stars in line with your preferences, featuring a single light in a surface-mounted or built-in version or three lights in a linear or circular arrangement.

Variable system

The BORA Stars is available with three lights in a linear or circular arrangement or as an individual light in either a surface-mounted or built-in version.

Dimmable design for the perfect lighting mood for any situation

The BORA Stars models with three lights in a linear or circular arrangement can be infinitely dimmed using a rotary knob or a light switch and thus easily adapted to the cooking situation at hand.

High quality and emotional

The BORA Stars float above worktops, cooktops or the dining table and add a touch of finesse to the overall kitchen environment. The light is available in three colours: elegant black, soothing moss green and picturesque rose gold.

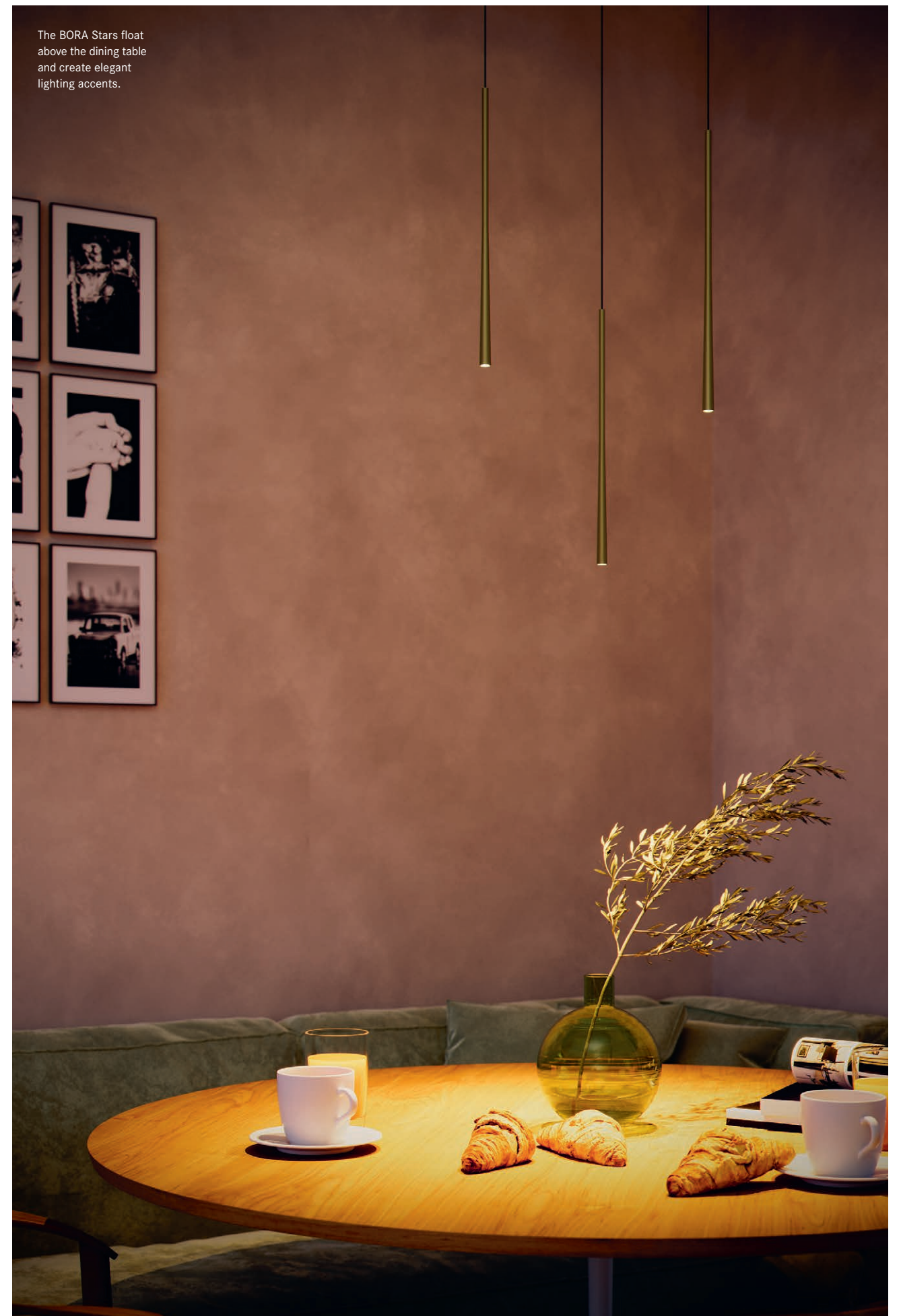


Information on light planning can be found in our lighting guide.



bora.com/stars

The BORA Stars float above the dining table and create elegant lighting accents.





Vacuum seal, marinate and much more.

The BORA QVac vacuum sealer keeps food fresh for longer and extends its shelf life. Our vacuum sealer is also a must-have when it comes to vacuum sealing for sous-vide cooking, marinating food and preserving liquids.

BORA QVac

The vacuum sealer for longer-lasting food and an extraordinarily fresh taste.

Make food last up to three times longer and reduce waste with the BORA QVac vacuum sealer. Vacuum sealing retains both the food's delicious taste and its appetising appearance. The BORA QVac has three functions: vacuum sealing in vacuum boxes and vacuum bags, resealing bottles and marinating. The BORA QVac vacuum sealing set comes in two different designs that can be installed in almost any kitchen: Stainless Steel and All Black.

Unique installation concept

Thanks to the innovative and unique installation concept, the BORA QVac doesn't take up any of the coveted space on kitchen work surfaces: the device is located below the worktop. The built-in vacuum sealer can be installed either flush or surface mounted.

Super-speedy marination

The marinating ring, which is placed on one of the associated vacuum boxes, creates a vacuum.



The resultant marinating process takes no more than ten minutes rather than several hours or days.

Keep liquids fresh for longer

The vacuum seal extends the shelf life of bottled liquids, such as wine or oil, that have been opened. Once vegetables have been cooked, the resultant stock can even be stored as a sauce base, for example.

Securely packaged with an airtight seal

The BORA vacuum bags come in three different sizes and are perfect for sous-vide cooking in the BORA X BO. The BORA vacuum boxes have a capacity of up to one litre or up

to two litres depending on the version selected. They are BPA free as well as freezer and dishwasher safe. Cooked meals can be vacuum sealed and kept for several days or even frozen.

BORA QVac Move

The BORA QVac is also available as a freestanding appliance in the Move version. This offers the same range of functions without any need for installation. With a minimalist All Black design and compact structure, it is simple to store or can be beautifully displayed on the kitchen worktop as a freestanding appliance. It also offers maximum flexibility in terms of use.



bora.com/qvac



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BORA Vertriebs GmbH & Co KG
Innstrasse 1
6342 Niederndorf, Austria
Tel. +43 (0) 53 73 6 22 50-0
Fax +43 (0) 53 73 6 22 50-90
support@bora.com
bora.com

Managing Director: Willi Bruckbauer
Tax number: 166/4115
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Responsible for content: Willi Bruckbauer

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Storyboard GmbH, Munich
Photo editor: Jasmin van de Loo

Graphic design

Claudia Homer, Ellen Fischer

Text

Fabian Kist, Luisa Kroiß, Fabian Mamok,
Klaudia Meinert, Mirijam Pelikan, Alissa Selge

Proofreading

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Pascal Pauly, ace.studio OHG,
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BORA More than cooking.



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