Manufacturer launches complete marketing with BORA

Verl. As part of its complete marketing strategy, the kitchen manufacturer Manufacturer will partner with BORA Lüftungstechnik GmbH in the future. The collaboration launches with the commencement of this year's Manufacturer open house exhibition and the Kitchen Mile A30. BORA will introduce its Basic product range in the Manufacturer exhibition centre in Verl and will offer consultations with expert personnel on-site.
BORA will, however, continue its selective distribution within the scope of this collaboration. Namely, Manufacturer will supply its BORA product line exclusively to BORA authorised and trained retailers. With this new collaboration Manufacturer offers its retail partners an additional attractive product range for the joint distribution of furniture and appliances from a single source as part of its "one stop shopping" approach.

The collaboration includes two BORA products: The BORA Basic induction hot plate with cooktop extractor BIU and the BORA Hyper hot plate with cooktop extractor BHU. Furthermore, the BORA hot plate frame BKR 760 is available for surface mounting of both variations. The appliances are distributed by Manufacturer under the brand BORA. These appliances provide end customers with clear advantages, since they require no cable routing duct, which leaves the entire space inside the unit available for storage. A unique solution in the area of hob technology thereby finds its way into Manufacturer block marketing approach.

"We are so happy to be joining Manufacturer – the largest kitchen manufacturer in Germany – as this will further simplify business for our retail partners. The advantages for the kitchen trade begin with planning and ordering and extend to logistical simplification and uncomplicated installation. Our collaboration with Manufacturer brings us one step closer to realising our vision – the end of the cooker hood," explains Rouven Göhner, Distribution Division Manager at BORA.

"We are honoured that BORA has selected us as the first and only kitchen furniture supplier for this distribution partnership. This demonstrates that we have not only achieved a position in the planning sector of kitchen and furniture speciality retailers, but that we have firmly established it. Our distribution from a single source ("one stop shopping") is attractive to many retailers as well as partners on the vendor end," confirms Managing Director Dr. Oliver Streit.
He is especially pleased that Manufacturer can also bring this topic to partners in numerous markets abroad as well as domestically. "We are very excited about our partnership with Bora."

Manufacturer open house exhibition 2018
The Manufacturer open house exhibition takes place September 15 - 23, 2018 in Verl.

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Opening times: daily from 9:00 a.m.

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