

Schinznach-Bad, 20 August 2025

## Strategic realignment of Suter Inox AG: Focus in stainless steel expertise

- **Suter Inox AG, a reliable quality partner in the production of custom stainless steel solutions and kitchen sinks/bowls, is strategically repositioning itself. From April 2026, the company will strengthen its position as a stainless steel specialist.**
- **The distribution agreement between Suter Inox AG and the household appliance manufacturer BORA will not be renewed by BORA as of 1 April 2026. BORA will integrate distribution into its own company and take over direct customer service in Switzerland and Liechtenstein.**
- **Customers in Switzerland and Liechtenstein will continue to be served by Suter Inox AG until the end of March 2026.**
- **As a stainless steel specialist, Suter Inox AG is planning to enter the German market and will be present at the M.O.W. – Europe's most important kitchen trade fair – in September 2025.**

**Schinznach-Bad, 20 August 2025** – From April 2026, Suter Inox AG will focus even more strongly on its core competence as a stainless steel manufacturer and strategically realign the company. At the center is a clearer profile of this positioning and the consistent development as a stainless steel specialist – accompanied by a targeted promotion of innovation in product development. At the same time, Suter is strengthening its core product range related to the water center and customized kitchen solutions.

The distribution agreement between Suter Inox AG and the household appliance manufacturer BORA will not be renewed by BORA as of 1 April 2026. "Since 2012, we have had a very good and cooperative partnership with BORA and, as the exclusive sales representative, successfully positioned BORA's products and brand in Switzerland and Liechtenstein. Unfortunately, BORA will not renew the contract with Suter Inox AG from 1 April 2026, which we very much regret," explains Marco Suter, Chairman of the Board of Directors of Suter Inox AG. The established specialist in the production of custom stainless steel solutions and kitchen sinks will continue to accept orders from BORA customers in Switzerland and Liechtenstein until the end of March 2026 and deliver them until the end of June 2026. From April 2026, BORA will integrate distribution into its own company and take over direct customer service.

"We regularly review our strategy and use this new situation to make forward-looking decisions for the future of our company. Our focus is on strengthening our core business and further developing into a stainless steel specialist – a visionary realignment that looks to the future," says Marco Suter.

As part of the realignment, Suter Inox AG is also planning to enter the German market and will already be present in September 2025 at the M.O.W. – Europe's most important kitchen trade fair. The company will showcase its stainless steel products such as sinks/bowls, custom stainless steel solutions, and faucets at two locations: at the Architekturwerkstatt in Löhne and at the BORA site in Herford.

## **About Suter Inox AG**

The Swiss company Suter Inox AG – founded in 1947 by Alfred Suter – is headquartered in Schinznach-Bad (AG) and is a traditional family business, managed by the second generation since 1999. Suter Inox AG specializes in the production of custom stainless steel solutions for private kitchens. The company is one of the leading providers in Switzerland of stainless steel products and system solutions for private kitchens.

## **Media Contact Suter Inox AG**

Flowcube Communications AG  
Alfredo Schiliro  
T +41 43 344 30 33  
E-Mail [alfredo.schiliro@flowcube.ch](mailto:alfredo.schiliro@flowcube.ch)