

FOR IMMEDIATE RELEASE

Designers Find New Options for Trend-Forward Matte Black Looks with SieMatic's PURE Style Collection

Elegant profiles and endless textural options ideal for incorporating black matte finishes into modern kitchens

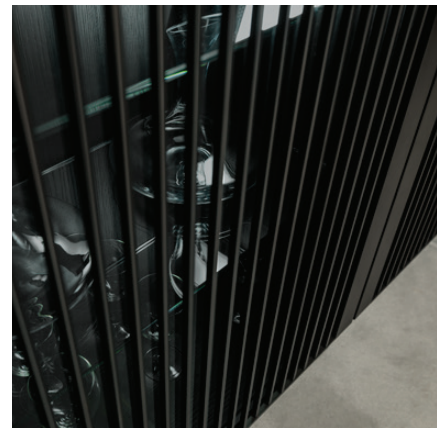
(Yardley, PA, October 19, 2016) Though polished, high-gloss finishes and gleaming white hues have been dominating kitchen and bath design for some time, dark matte finishes continue to come on strong as one of the biggest trends for 2016. "Matte black is especially popular in the kitchen, where it's a surprising departure from the shiny white surfaces we're accustomed to seeing in this room," proclaimed a recent article on Apartment Therapy. "Many designers are juxtaposing mattes with shiny metals to create eye-catching opposition."

SieMatic offers the ideal option for achieving this trend-forward and increasingly popular look with its PURE design theme. With combinations of materials that complement matte black fittings and fixtures as well as matte finishes and components for cabinets, PURE directly emulates and expands on the trend.

PURE minimalism is available with or without handles, and central to the aesthetic is a narrow 6.5 mm frame and glass slat doors, which create a modern vibe and can be specified in material combinations complementary to the black matte trend. For example, black metal doors with a matching edge alongside vertical slat doors in black metal offer a unique twist on the glass door trend, with items inside visible, but not on full display. Glass slat doors also come in Gold Bronze and Nickel for an elegant metallic contrast to an all-black look.

For a direct interpretation of the trend, designers will want to look to a black metallic brushed option for the SE 3003 R door. New to the PURE style collection, this brushed matte finish creates a deep, textured black. The same 6.5 mm edge in shiny black aluminum offers a hint of reflective gloss, while side panels in black matte oak can be specified to provide subtle wood grain texture.

As a more striking alternative, designers can contrast PURE's bright white glossy cabinets with dark matte black cabinets on opposing walls. A characteristic thin frame ties the looks together while maintaining a delicate profile.



Above: PURE themed SieMatic SE 3003 R kitchen floating cabinets (left) in matt black oak with metallic brushed matt doors; below: Black brushed metal vertical slats on glass door offer a subtle view into kitchen island cabinet interior in matt black oak

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“A carefully coordinated selection of material and finish combinations offers designers tremendous flexibility for creating unique, modern kitchen spaces,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. “That same flexibility brings opportunity to capitalize on the matte black trend, either through our matte finish options or contrasting polished metallic finishes. As a result, designers can achieve the look in subtle ways or through direct interpretation and highly visible components.”

For consumers not ready to commit to black, SieMatic also has dark gray options that can achieve a similar, more subtle and less stark vibe.

About SieMatic

SieMatic is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company’s constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit www.siematic.com.

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Above: PURE themed SieMatic SE 3003 R black kitchen cabinet with narrow 6.5 mm doorframe and handle in black aluminum with hint of reflective gloss edging; below: PURE themed island cabinet and wall paneling in matt black oak offers high contrast against matt lacquer tall cabinets in Titan White

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