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SieMatic's Evolution of Style Takes Center Stage During M.O.W. Furniture Fair in Germany

CLASSIC collection is key attraction with new innovations and details reflecting contemporary interpretations of traditional elements

(Yardley, PA, November 16, 2016) As part of the 2016 M.O.W. autumn furniture fair in Löhne, Germany, **SieMatic** hosted the "Forum for Timelessly Elegant Design." The exhibition inspired and informed kitchen specialists, interior designers and journalists from around the world, showcasing the latest innovations and kitchen trends as demonstrated in SieMatic's CLASSIC, PURE and URBAN style collections.

The CLASSIC kitchen style collection took center stage during the exhibition, revealing an evolving style through new elements and lighter, subtler finishes that reflect consumers' preferences toward contemporary interpretations of traditional elements. CLASSIC offers a delicate play of classic and minimalist modern style elements, symmetry and asymmetry, and matte and glossy surfaces of different materials, from lacquered wood and stone to metals.

"Like design itself, our CLASSIC line has continued to evolve, most recently with subtle infusions of classic elegance," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "New or revisited elements, including glass shelves, nickel doors, and an absence of handles, shift the line more toward the contemporary, yet in a subdued form."

Highlights from CLASSIC's latest evolution include:

- Chinese Wedding Cabinet: The unique Chinese Wedding Cabinet, first introduced with the BeauxArts style collection, has evolved with sleek details that modernize styling without detracting from its classic appeal. Updates include matte black oak and polished nickel accents. It is available with a dishwasher or refrigerator/freezer.
- Elegant metal edges for SieMatic StoneDesign countertops.
- Linear, delicate wall-mounted metal and glass shelves, that lend an extra luster in gold bronze or polished nickel.
- Pocket-door hidden wet bar with nickel faceted cabinets inside.
- Wood veneer inserts for countertops.



Above: SieMatic CLASSIC showcased continuing evolution with subtle shift toward contemporary; below: Chinese Wedding Cabinet with modernized styling

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New to all three kitchen style collections is a sophisticated AntiPrint coating, which prevents fingerprints on the company's SieMatic "Superior Quality" SQ lacquer or new silky matte SieMatic SimiLaque surfaces. Other additions include platinum grey oak, truffle oak and smoked oak veneer finishes for cabinets and new, intelligent storage elements for the company's Aluminum Interior Accessories System for drawers and pullouts.

"SieMatic is known for our design leadership, and for interpreting and setting trends in timeless elegance," adds Henkes. "The enhancements to CLASSIC, along with introductions across our lines, reflect emerging preferences among consumers worldwide, highlighting sleek design elements that are elegantly interpreted and functionally superior."

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: SieMatic PURE in smoked oak veneer; below: SieMatic URBAN demonstrated trend of bringing nature indoors with herb garden

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