

FOR IMMEDIATE RELEASE

SieMatic Debuts Premium Showroom Space in Montreal

Upscale venue showcases Classic, Pure, and Urban cabinetry collections in true-to-life vignettes

(Yardley, PA, July 25, 2017) SieMatic has relocated its Montreal showroom, providing a sophisticated, inspirational space for designers and consumers to experience the premium kitchen brand's lifestyle collections. The new **SieMatic Montreal** location is ideally situated among other design houses and upscale showrooms, providing convenience while complementing the timeless and distinctive elegance for which SieMatic is known.

Discerning consumers entering the new showroom are greeted by four kitchen vignettes, each showcasing a SieMatic style collection while helping the visitor get a true sense for the individual lifestyle each exudes. The Classic vignette reveals a contemporary interpretation of traditional cabinetry and kitchen design elements through subtle features such as glass shelves, nickel doors, and an absence of handles. Meanwhile the vignette's wood flooring and molding further enhance Classic's traditional inspiration.

In the Pure vignette, sintered stone flooring provides a natural look that complements the collection's soothing simplicity. Characterized by clean, sleek lines, Pure's delicate frames, blend of metallics and woods, and nuanced lacquer hues convey a purist, minimalist ambiance.

One of two vignettes highlighting SieMatic's Urban collection features a brick wall and large black-framed window reminiscent of metropolitan lofts. The industrial-chic feel correlates with Urban's interplay of intensity and composure. Completing the tour is a Urban vignette featuring the FloatingSpaces panel system, which embraces an open layout with a living room area and open shelving.

"The new, reimagined Montreal showroom is designed to inspire designers and their clients, with authentic vignettes exuding the distinctive vibe of each design theme," says Jean-Martin Lapointe, vice president of development, SieMatic Montreal. "Homeowners can truly visualize not only how the cabinetry will look in their kitchens, but how the collection will impact the feel of their entire home."



Above: SieMatic Montreal Classic display; below: SieMatic Pure S2 lacquer display

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Place, Suite 200
Carlsbad, CA 92008-6583
Tel 760.918.5622
marybeth@duehrandassociates.com

SieMatic

Along with experiencing SieMatic's kitchen design themes firsthand, homeowners can take advantage of the showroom's professional design services.

Located at 5341 Ferrier Street, the SieMatic Montreal showroom is open Monday–Thursday 10:00 a.m.–6:00 p.m., Friday 10:00 a.m.–5:00 p.m., and Saturday by appointment.

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

###



Above: Jean-Martin Lapointe, vice president of development, SieMatic Montreal giving interview; below: SieMatic Montreal

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Place, Suite 200
Carlsbad, CA 92008-6583
Tel 760.918.5622
marybeth@duehrandassociates.com