

For Immediate Release

Introducing the SieMatic S2 Kitchen

The next generation handle-free kitchen

(Löhne, Germany, September 22, 2009) SieMatic Möbelwerke, international leader in high-end kitchens, is introducing the SieMatic S2 kitchen at the SieMatic Forum 2009 in Löhne, Germany, September 20th through 23rd. Cousin to the SieMatic S1 kitchen; the SieMatic S2 is the next generation “handle-free” kitchen. The SieMatic S2 kitchen owes its clean lines and sophisticated, streamlined design to the absence of exterior embellishment, including knobs and handles. Also introduced is the new premium interior system for drawers and cabinets in light oak finish combined with elements of white porcelain. Says SieMatic Möbelwerke CEO, Ulrich W. Siekmann, “As the inventor of the handle-free kitchen, SieMatic introduces the SieMatic S2 kitchen, which builds upon the legacy of the popular SieMatic S1 design and sets a new standard going forward.”

Kitchen with a straightforward design

The new SieMatic S2 kitchen is characterized by a minimalist design tastefully void of nonessentials and without visible handles. The design exudes an open and hygienic environment. Some of the functional elements of the SieMatic S1 design are carried over to the SieMatic S2, such as the multi-media elements, the recessed vertical grip, and the interior system. “The SieMatic S2 uses many of the design concepts and engaging characteristics customers loved in the SieMatic S1,” says Siekmann. The S2 continues the minimalist, handle-free design that started almost 50 years ago with the SieMatic 6006. It emphasizes the straight horizontal lines combined with vertical elements familiar to the SieMatic S1 kitchen. New colors and finishes, in addition to combinations of premium materials, including lacquer, glass, stone, and wood, accessorize the SieMatic S2 kitchen, as do tone-on-tone accents. New innovations include an extendable lower cabinet shelving system.

Interplay of materials and design concepts

The interaction of varying materials and dimensions is unmistakably evident in the Lotus White SieMatic S2 LM showcasing in Löhne at SieMatic Forum 2009. The combination of matt lacquer, white glass, light limestone, and wood highlights the contemporary design. The new limestone countertop in Maljat Cream adds a dimension of warmth and comfort to the design. The



Above: SieMatic S2 LM kitchen in Lotus White; Below: SieMatic S2 L kitchen in Truffle Grey

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familiar tall cabinet with integrated flat-screen TV that pulls out and adjusts and the multimedia system are functional elements brought over from the SieMatic S1 design. Handle-free, paneled wall cabinets with tinted-glass fronts offer additional storage and give the kitchen a fresh new look.

An unobtrusive, tone-on-tone design with strong color accents is found in the SieMatic S2 L kitchen in Truffle Grey combined with the new natural stone Maljat Brown. Its tall cabinets feature recessed vertical grips, à la SieMatic S1, made wider for optimal comfort and functionality.

Interior system with a unique mix of materials

The new interior system for drawers and cabinets in light oak is based on the SieMatic S1. A mix of aluminum and porcelain in a linear arrangement accentuate the elegant, modern design of the elements. New high-quality, hard-glazed porcelain adds soundness to practical usage. Stackable storage containers and decorative wooden storage boxes make the most of interior spaces. Porcelain lids can be labeled and spice jars include glass centers to easily identify contents.

Currently available in over 62 countries on five continents, SieMatic is an industry leader in the high-end kitchen segment with unyielding commitment to innovative engineering and manufacturing excellence. The company philosophy of complementing a lifestyle, not just offering a product, makes it unique in the industry. From manufacturing plant to showroom floor, SieMatic's commitment to providing its customers with "the premium lifestyle they deserve" makes the SieMatic brand name synonymous with unparalleled luxury.

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Above: Interior System for drawers and cabinets; Below: Interior System in Light Oak

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