

For Immediate Release

SieMatic Pulls Out all the Stops with New High-Tech Drawers and Pullouts

The SieMatic SF10 carries the load with trend-setting design and environmental refinements

(Feasterville, PA, July 29, 2009) Who says technology is exclusive to the paradigm of digital electronics? The new SieMatic SF10 drawer and pullout system is the mechanical equivalent to the high-tech gadgets that are part of our daily lives. Both enhance lifestyle, but the major difference is the SF10 is also made to ease it.

From materials to design to functionality, the SF10 system of drawers and pullouts delivers on all the features of the existing SieMatic aluminum system, and then some. Constructed of steel, the SF10 drawer and pullout is more environmentally friendly, leaving a smaller carbon footprint by the production process of steel versus aluminum. Moreover, it is a stylish and durable storage solution boasting extraordinary stability with minimal subsidence at load-bearing capacity, which allows drawers, pullouts and doors to be opened simultaneously with no interference. Clean lines define the new trend-setting design, which flows harmoniously with surrounding elements. The contemporary, aluminum-colored drawer and pullout surface is aesthetically consistent with the casing and railing, giving the kitchen space an appealing, hygienic appearance. As an added touch, each drawer and pullout reveals brand prestige when opened with the SieMatic logo on an attractive chrome/gloss plate.

Spacious and Secure Storage Solution

Allowing for larger storage space, the precisely engineered pullout casing and railing is symmetrically spacious. The well-proportioned space between casing and railing makes for a more organized appearance, even when filled to capacity. The closed back panel of the pullout, which is taller than the original SieMatic aluminum system, is sturdier and prevents contents from falling out over the back of the pullout upon opening. Taller guide rails now have a more coordinating, rectangular design and accommodate taller contents. SF10 pullouts include new adjustment mechanisms hidden under covers for precise, flush surface alignment.

Clean and Hygienic

The guide rails are completely encased, so they remain dirt and dust free.



Above: The new trend-setting SieMatic SF10 system of drawers and pullouts; Below: Taller guide rails allow more storage; back panel prevents contents from falling out

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Pullouts and drawers can be fitted either with a cutlery insert or easy-care, hygienic white plastic trays. Pullouts and internal pullouts come standard with lining-mats. Cutlery inserts for the SF10 are made of high-quality gloss white plastic that cleans easily and is less prone to scratching than matt surfaces. Elegant wooden cutlery inserts will also be available. As an added benefit, the arrangement of the insert compartments prevents damage from sharp knives and forks.

The new SF10 system of drawers and pullouts will be available September 1, 2009 and will come standard with all new SieMatic kitchens beginning January 1, 2010.

Currently available in over 62 countries on five continents, SieMatic is an industry leader in the luxury 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 lifestyle of luxury they deserve" makes the SieMatic brand name synonymous with comfort and luxury.

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Above: Encased guide rails remain dirt and dust free; Below: High-quality gloss-white plastic cutlery inserts are durable and clean easily

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