

For Immediate Release

SieMatic SmartDesign with MultiMatic...it's about Time, it's about Space

Space saving SmartDesign kitchen collection made smarter with timesaving MultiMatic and onWall organizational systems

(Feasterville, PA, February 10, 2009) Despite the global economic climate, pockets of metropolitan areas around the US are still seeing growth. But regardless of location, words like, "staycation" have crept into our vocabulary and we're spending more time at home, especially in the most popular room in the house: the kitchen. We're learning to make better use of our time and space, and there's no better teacher than SieMatic's SmartDesign kitchen and its MultiMatic and onWall organizational systems.

SmartDesign is about making the most of your space. The collection combines the ultimate in functionality with extraordinary storage for optimal space usage. It couples comfort with efficiency, as exemplified by newer, open kitchen designs that include living space and workspaces.

SieMatic, together with renowned Dutch designer, Marcel Schepers, created the SmartDesign kitchen with the linear, contemporary features of the popular SieMatic SL and SC collections. New colors and attractive wood finishes add exciting vibrancy to the collection, evident in the SmartDesign SL 101, which displays SieMatic's new Greige finish with Titan Walnut accents. The SL 101 countertop and side panels are strong, yet thin which emphasize the linear, streamlined appearance. The unique sliding-door cabinet accentuates the horizontal lines, while providing smart functionality.

Another SmartDesign, the SC 10, displays clean lines and a striking Lotus White color scheme that extends handles to countertop and makes for a spacious feel in any size kitchen. The alcove with beautiful oak finish draws stylish contrast to the cabinetry, which offers up lots of storage. And if space saving in the kitchen is desirable, *organized* space saving in the kitchen is optimal.

MultiMatic and **onWall** systems deliver just that—optimal organization. SmartDesign is designed to expand your lifestyle with space, while MultiMatic and onWall are designed to liberate your day with more time. MultiMatic and onWall is kitchen organization with utilitarian flow *and* aesthetic appeal.

The 22 accessories that make up MultiMatic transform SmartDesign cabinetry into a symmetrical, streamlined system of organization. Transparent canister drawers, spice baskets, coffee filter holder, flexible shelves, silverware



Above: SmartDesign SC 10 in Lotus White; Below: The MultiMatic system—the ultimate in flexible organization

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pullouts, bottle racks, even a holder for such things as napkins and plastic lids are timesavers and make life easier. And MultiMatic's multi-tracking system is flexible—the tracking is embedded into the cabinet interior walls and door, no hole drilling necessary. The patented system can be reconfigured again and again. From the rack that holds glasses upside down to save cabinet space to the paper towel dispenser that saves precious counter space, MultiMatic increases storage capacity up to 30%.

While MultiMatic organizes life behind closed cabinet doors, the SieMatic onWall system attractively showcases organization. onWall makes use of wall areas above the kitchen countertop. The onWall rail supports hanging kitchen utensils for easy access and functional niche accessories, including cutlery block holder, spice and oil shelf, onion basket and message board.

In addition, decorative niche accessories display photos, vases and plants. For ambiance, the onWall light carrier with energy-saving Halogen swivel spot lamps or fluorescent tubing can mount under cabinets. Or, for individual lights, the onWall contact rail with optional remote control allows you to slide the rectangular, satin-glass-encased lamps along its rail for pinpoint accuracy. The optional onWall carrier board, available in SieMatic's laminate or laminate gloss colors, wood, two veneers and satin glass add an attractive backdrop.

SieMatic offers **+PlusPoints** to make life in the kitchen easier from a functional standpoint, in addition to MultiMatic and onWall, which focus on organization. The toe-kick drawer, which stores items beneath cabinets and keeps dust out with a special seal, helps maintain uninterrupted workflow. Others like the preparation sink with sloped basin for reduced water consumption and an integrated waste bin for organic refuse makes working on the wooden chopping block above more efficient. +PlusPoints also displays luxurious eye appeal as in the three-tiered, beautifully felt-lined wooden pullout that neatly organizes silverware.

Currently available in over 52 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: The onWall system attractively displays dried foods and cooking oils; Below: onWall holds a range of functional and decorative elements

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