

For Immediate Release

SieMatic 6006 – Forward into the Past

The newly introduced kitchen recaptures the popularity of the SieMatic design of 1960

(Feasterville, PA, July 29, 2010) SieMatic, the high-end kitchen cabinetry and accessories manufacturer that brings you “the future of the kitchen,” gives us a glimpse into the past with the new, retro-inspired SieMatic 6006 kitchen. Part of the Pure Design Collection, the SieMatic 6006 kitchen was enthusiastically received in April when it was introduced at Eurocucina 2010 in Milan, Italy. The design’s streamlined, contemporary styling is based on the blueprint of the original 6006, the world’s first handle-free kitchen, produced by SieMatic in 1960.

When the SieMatic 6006 series made its debut in 1960, it was an immediate sensation, becoming one of the most popular kitchen designs of its time. Characterized by the sleek, streamlined strip handle that runs the length of the counter and wall cabinet fronts, the 6006 series of yesteryear was a global design innovation. Today, 50 years later and a decade after its relaunch, the enduring style of the 6006 remains a favorite among those with an appetite for timeless design. The signature strip handle – now integrated and available in matt aluminum or matt black – along the perimeters of drawers and cabinet doors continues to define the minimalist styling of the SieMatic 6006 kitchen, earning it instant recognition as a classic with contemporary design aficionados. Another recognizable design element that gives the SieMatic 6006 its retro flair reminiscent of the retired 1960s series is its unique, curved counter and tall cabinet base, which now includes an optional stainless steel toe-kick grill with black grating for an ultra-contemporary look.

A Fossil Brown Limestone countertop was also among the new features displayed with the SieMatic 6006 at Eurocucina 2010. While not exclusive to the collection, the organic countertop surface with one-centimeter edge presented a complementary, yet bold contrast to the soft greige matt laminate of the cabinet door fronts. Likewise, the new streamlined, floating shelf with chamfered bottom beneath the handle-free wall cabinets offers contrast by accentuating the linear, minimalist design theme, while keeping with the curved counter base for continuity. As a result, the SieMatic 6006 has recaptured the groundbreaking revolutionary design of the 1960s SieMatic kitchen transcending into the 21st century.



**Above: SieMatic 6006 then;
Below: SieMatic 6006 now**

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Like all SieMatic kitchens, the SieMatic 6006 – and its sister program, the SieMatic SC 66 – allow for creative freedom with a generous selection of materials, finishes and accessories. Choices from woods, stainless steel, glass, and natural stone round up the selections that add personal style. Finishes for the SieMatic 6006 include magnolia white matt, greige matt, greige laminate, white ribbed and aluminum-color ribbed, and lacquer gloss. The SieMatic SC 66 comes in a wide selection of matt and gloss laminates, in addition to wood and wood reproductions. Materials are manufactured to durability standards to withstand heat, humidity, cold, and robust, everyday use.

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: SieMatic 6006 in magnolia white velvet matt; Below: SieMatic 6006 AL in ribbed aluminum color

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