

For Immediate Release

SieMatic Adds 15 New Wood Veneers

Expanded veneer line for the S2, SL, and SE kitchen collections enhances broad selection of surface options that includes 1,950 colors from SieMatic ManufakturDesign

(Feasterville, PA, January 21, 2010) SieMatic, one of the world's leading high-end kitchen furnishings manufacturers headquartered in Löhne, Germany, recently announced the availability of 15 new wood veneers to its selection of surface options for the S2-H, SL 505, and SE 4004 kitchen collections. The addition of the new veneers more than doubles the choices SieMatic previously offered in its wood veneer line. Moreover, the expanded veneer line enhances SieMatic's vast selection of finishes, which includes lacquers and laminates in matt, textured, and gloss and come in 1,950 Natural Color System® (NCS) hues from SieMatic ManufakturDesign.

New Wood Veneer Collection

The expanded selection of SieMatic wood veneers feature new colors and wood species that include different shades of oak, cherry, and walnut in addition to teak, rosewood, pine, wenge, and a black fineline multilaminar wood veneer. The new, high-quality veneers are available with horizontal or vertical wood grain. Multilaminar wood veneer uses plantation wood to reproduce decorative effects typical of quality wood species that are often protected and rare. The manufacturing process aids in the preservation of biodiversity and complies with the principles of eco-friendly Sustainable Forestry Management. SieMatic's part in helping to reduce the depletion of rare wood speaks to a long history of corporate culture that is deeply rooted in environmental responsibility. SieMatic continually exceeds standards for the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™. From its eco-friendly manufacturing plant that operates under a "zero waste" mandate where all waste is converted to zero-emission energy, to sea-container shipping, which significantly reduces the carbon footprint, SieMatic kitchens are certifiably green.

SieMatic ManufakturDesign

SieMatic ManufakturDesign has an abundance of color-tone options for those looking for an alternative to the standby white kitchen. With a palette of 1,950 Natural Color System® hues of matt and gloss lacquers, the internationally recognized Scandinavian color system is highly regarded by architects and interior designers worldwide, as it allows for a broad scope of creative freedom. The wide array of color hues in the NCS palette, along with ten shades of white for those who prefer to stick with tradition, offers a myriad of ways to express personal style. "The new selections in our wood veneer line considerably expands our available options, and together with our ManufactureDesign palette, adds to the vast design choices SieMatic offers," says Hans Henkes, General Manager Marketing & Sales for SieMatic Möbelwerke USA, adding that creative freedom speaks to today's customizing design spirit in the kitchen.

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.

#



Above: Samples of SieMatic's 15 new wood veneers featuring new colors and wood species; Below: 1,950 color shades of SieMatic ManufakturDesign allow for creativity of nearly unlimited scope

CONTACT

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