

## For Immediate Release

### **SieMatic Unveils Innovative SieMatic S3 Handle-Free Kitchen within its SmartDesign Collection**

SieMatic S3 combines European premium quality and affordability

(Feasterville, PA, September 14, 2011) SieMatic, innovative manufacturer of premium kitchen cabinetry, has introduced the SieMatic S3 as the latest addition to its line of handle-free kitchens. The new generation SieMatic S3 stands out with clean, vertical lines and pricing that is refreshingly affordable. Featuring unique recess channels, taller wall cabinets, and SieMatic's newly engineered SelectSurfaces, the streamlined SieMatic S3 has customized, intelligent design solutions that integrate aesthetics with efficiency for today's open-plan kitchens.

SmartDesign also offers the ultimate in functionality, with extraordinary interior storage for optimal space usage. Minimalist details, such as recessed channels with grip slots and unique 1-cm countertops, give the SieMatic S3 a sophisticated, yet simple appearance. Its SelectSurfaces allow for an eco-friendly, durable, and functional alternative to wood veneer and lacquer, while maintaining an aesthetic presence. SieMatic S3 is available in 22 finishes, including matte and gloss options with premium laminate or lacquer. Recess channels are available in stainless steel or white finish. The patented dust-seal and vertical recess channel further expand design configurations and possibilities by providing a clean, functional, and aesthetic environment that intuitively lends itself to kitchen interior design.

As part of the SmartDesign collection, SieMatic S3 makes effective use of compact spaces with its MultiMatic storage system. The award-winning MultiMatic tracking system is embedded into cabinet interior walls and doors, allowing the homeowner to customize storage with 26 accessories that can be added and moved as needed. MultiMatic increases storage capacity up to 30 percent with racks for glasses, paper towels, spices, coffee filters, napkins, lids and more.

The SF10 drawer by SieMatic is manufactured according to high quality and durability standards. The plastic and optional light oak interior accessories are easily maintained and cleaned, assuring a high level of hygiene. Clever anti-slip mats prevent pots and containers from clattering. All SieMatic cabinetry and components are manufactured to the strictest



**SieMatic S3 PG in Crystal White**

### **CONTACT**

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

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environmental standards, having been certified by GS symbol, ISO 14001, and the Forest Stewardship Council (FSC), in addition to being awarded the Golden-M seal by the German Furniture Association. SieMatic cabinetry is now also compliant with the California Air Resources Board (CARB).

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: Streamlined SieMatic S3 newly engineered SelectSurfaces;  
Below: SieMatic S3 recessed channels with grip slots and unique 1-cm countertop**

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Tel 760.918.5622  
[marybeth@duehrandassociates.com](mailto:marybeth@duehrandassociates.com)