

For Immediate Release

Introducing SieMatic ZeroMatic Seamless SelectSurfaces

The joint-free laminates with the look and feel of real veneer and lacquer via the latest in laser technology

(Feasterville, PA, July 11, 2012) SieMatic, manufacturer of premium kitchen cabinetry, has introduced ZeroMatic SelectSurfaces, its new seamless cabinet panels. SieMatic ZeroMatic SelectSurfaces are high-quality laminate finishes that look and feel like genuine wood veneer or lacquer. A special manufacturing process makes them virtually joint-free, giving them a seamless appearance. The process involves the latest in laser technology, through which edging and surface materials are fused together to create a single smooth and uniform piece.

SieMatic offers ZeroMatic SelectSurfaces as an aesthetically appealing, easy-care alternative to lacquer and veneer finishes. ZeroMatic technology is a unique, perfectly consistent surface that is visually flawless, as well as environmentally friendly. While conventional laminate panel surfaces undergo a gluing process that leaves visible joints where edging material is joined, which invariably results in yellowing from adhesive layers, ZeroMatic SelectSurfaces are free of visible manufacturing telltales. "ZeroMatic SelectSurfaces are a revolutionary concept in laminates that introduce another element of perfection to SieMatic cabinet finishes," says Hans Henkes, general manager of SieMatic Möbelwerke USA. SieMatic ZeroMatic panels are constructed of durable, environmentally friendly materials and come standard with SieMatic SelectSurfaces on various SieMatic S2, S3, and SC collections.

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: ZeroMatic special manufacturing process gives them a seamless appearance

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