

For Immediate Release

SieMatic BeauxArts.02 Debuts in Canada

The new interpretation of the classic kitchen kicked off with a strong showing at the Toronto Convention Center

(Feasterville, PA, February 26, 2013) SieMatic, German manufacturer of premium kitchen cabinetry, has launched SieMatic BeauxArts.02, its latest interpretation of the classic kitchen, in Canada. The Canada debut commenced with the *Interior Design Show 2013 (IDS13)* at the Toronto Convention Center, held January 24-27. SieMatic BeauxArts.02 was introduced to an enthused crowd of design professionals, design-savvy consumers, and media members at IDS, which has attracted 600,000 attendees since the first show in 1999.

“Support from our Canadian partners has been tremendous,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. According to Henkes, the strategic expansion of SieMatic BeauxArts.02 into the Canadian marketplace relies heavily on the support of the country’s showroom partners and their role in growing exposure of the BeauxArts.02 collection throughout their respective regions. “The exuberant participation displayed to date by every single showroom partner is a positive indicator that the rollout of the SieMatic BeauxArts.02 collection is sure to be a sweeping success among our friends to the north.”

The SieMatic BeauxArts.02 display at IDS was hosted by Binns kitchen + bath design, which furnished the booth with cabinetry supplied by SieMatic. SieMatic Canada retailers, including Bow Valley Kitchens, Design First Interiors, SieMatic Montreal, Heart Kitchen and Bath, Redl Kitchen Studio, and Binns kitchen + bath design, led the way to an outstanding turnout of attendees eager to experience the much celebrated SieMatic BeauxArts.02 kitchen. SieMatic BeauxArts.02, the latest addition to the iconic design that took root in 2006 with the collaboration of Chicago-based designer Mick de Giulio, was first introduced at the company’s headquarters in Löhne, Germany during SieMatic Forum 2011 in the fall, before launching in the US later in the year. Displayed at IDS was a combination of Sterling Grey gloss lacquer, polished nickel, and ebonized walnut gloss.

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 BeauxArts.02 displayed in Sterling Grey at IDS13 in Toronto; Below: SieMatic BeauxArts.02 in Sterling Grey gloss lacquer, polished nickel, and ebonized walnut gloss at IDS13

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