

For Immediate Release

SieMatic Unveils New Interior Accessories System and Cabinet Enclosures at HausFair 2013

Modern design and functionality was the theme of the redesigned interior accessories system and refined cabinet treatments

(Feasterville, PA, November 14, 2013) SieMatic debuted its redesigned interior system and cabinet surfaces at Forum 2013 in Löhne, Germany this fall. The flexible new accessories system, featuring redesigned drawers, was the centerpiece of the event, along with pullouts and interior accessories that offer the ultimate in organization and streamlined minimalist design. SieMatic's cabinet enclosures were also completely revamped, and together with the new cabinet interiors, speak to a timeless elegance that endures by virtue of its quality. The new cabinet exteriors cater to individual preferences with more custom options and functional innovations than ever before. Together with the cabinet enclosure surfaces, the interior accessories system illustrates the harmonious detailing that touches every aspect of SieMatic's cabinetry, inside and out.

"The new products at this year's SieMatic HausFair event focused on the interiors of the kitchen, with special attention on cabinet drawer systems and interior accessories, which complement the exterior perfection," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "In further refining this myriad of details that touch everything from the cabinet's surface to the drawer glides and interior accessories, we're providing a distinctively designed product that serves our customers with the best in style and design, as well as precision functionality."

Reengineered Drawers, Pullouts, and Interior Accessories

It's the design of the exclusive, patented interior features and accessories within the sliding drawer system that brings organization and functionality to the highest level. All drawers offer the ability to subdivide and accessorize compartment spaces to meet individual tastes. Among the most noteworthy is a drawer that is designed for technology-minded consumers, with a USB port that serves as a docking station for smartphones and tablets. Another unique and exclusive SieMatic innovation is the Flock2Block anti-slip feature. The velvet-like liners allow completely slip-proof placement of kitchen utensils, as well as the inserts and porcelain elements included in the uniquely designed organization system. The drawer system also features an extra-deep, king-size compartment that provides 50 percent more storage height. This detail is achieved by lowering the drawer bottom in the compartment to give large ladles and other longer utensils ample space.



Above: Flexible new accessories system; Below: Redesigned drawers

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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Meticulous attention to aesthetics is evident in the interiors of drawers and pullouts, which combine innovative materials, including anodized aluminum, fine porcelain, soft textures, and woods in oak or chestnut. SieMatic's material choices were made with appearance and function in mind. For example, porcelain was chosen for spice jars, as it is easy to clean and hygienic, while complementing the materials used for the drawer interior compartments and accessories. "This ingenious system is comprised of a few basic elements," Henkes points out, "but as a set, it affords a plethora of configuration possibilities."

SieMatic's interior accessories are offered in aluminum, wood, or a very hygienic, molded insert. All three can be combined, as well, to meet individual preference. Moreover, since the drawer glide runners are arranged invisibly under the drawer bottoms, the aluminum or steel frames seamlessly dovetail with the cabinet's end panels and countertops to harmonize with the minimalist aesthetic of the cabinets.

New Cabinet Enclosures

SieMatic HausFair 2013 also saw the unveiling of new cabinet enclosures. Featured in an even purer, more radiant white, the completely redesigned enclosures have a more modern and minimalist look with a new option to include aluminum-colored edges for the cabinet enclosure and shelves.

Among the outstanding features is a redesigned linear hinge with integrated soft-close dampeners and hinge caps devoid of visible screw connections. The hinges, marked with the exclusive SieMatic "red dot," offer a superior level of functionality—25 percent more durable than industry standard (DIN)—resulting from extensive tests performed in SieMatic's test labs.

Also completely reworked is SieMatic's multifunction tracking system. The long-standing successful, patented design now has a fine 16-millimeter grid, and is more angular and thinner. Additionally, the new tracking system is stronger, and now supports heavier, more spacious shelves within the cabinet enclosure, which equates to 30 percent more storage space. The new enclosure also features new dust seals in white or dark gray, which protect cabinet contents against dust and odor.

Distinctive Veneers

Distinctive new veneer solutions were also introduced at this year's HausFair. The new planning options now allow grain matching to create a more streamlined and harmonious aesthetic. Whether wide wood grains for



Above: Docking station for smartphones and tablets; Below: Flock2Block anti-slip liner

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cabinet doors, or more narrow grains on a cabinet front, SieMatic kitchens can be tailored to design specifications. SieMatic wood types and colors for veneers range from the soothing, yet textural look of Ecrú White to a luxuriously rich Ebony Walnut.

Currently available in over 62 countries on five continents, SieMatic is an industry leader in the premier kitchen segment with an 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 synonymous with unparalleled luxury.

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Above: New cabinet enclosures;

Below: New veneer solutions

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