

For Immediate Release

SieMatic Montréal Celebrates Grand Opening

New showroom introduces Montréal to the European kitchen brand's engineering excellence on the heels of the SieMatic BeauxArts.02 debut in Toronto

(Feasterville, PA, May 23, 2013) SieMatic Montréal celebrated its grand opening in the Canadian province of Quebec's largest city on March 27, 2013. With over 100 guests in attendance, including architects, designers, and consumers, the event introduced the Montréal market to the company's customizable kitchen concepts that have garnered mass appeal and global recognition. The grand opening was ushered in by the debut of SieMatic BeauxArts.02 at the Toronto Convention Center earlier this year, which first exposed the Canadian market to SieMatic's newest modern interpretation of the classic kitchen.

Along with SieMatic BeauxArts.02, the new, lighter version of the iconic original, SieMatic Montréal showcased innovations, such as FloatingSpaces panel system, and SieMatic SC10, part of the company's SmartDesign compact kitchen concept, which employs ZeroMatic seamless SelectSurfaces. "Montréal has a very European influence, which leans toward contemporary taste," explains Jean-Martin Lapointe, SieMatic Montréal sales manager. "But a strong sense of traditional style is still deep-rooted in our culture. For this reason, the SieMatic BeauxArts.02 kitchen, with its mix of modern and traditional elements, elicited a particularly enthusiastic reaction from our grand-opening day visitors."

"The quality of design and product synonymous with SieMatic will resonate well in Canada's second largest economy," said Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "We are very pleased so far with the results in Montreal."

The SieMatic Montréal showroom displays featured kitchens from several different SieMatic collections, each highlighting different elements of the German brand's distinctive design characteristics and innovations. The SieMatic S2 minimalist, handle-free design exemplified the company's marriage of aesthetics and functionality, while exuding the notion of a modern kitchen. SieMatic SC10 introduced the French Canadian market to some of the brand's technical innovations, including the award-winning MultiMatic, a customizable interior fitting system for cabinets that increases storage space by thirty percent, and a LED lighting system with brightness and color modulation controls for ambiance. The star attraction was SieMatic BeauxArts.02, the latest addition to the collection designed in collaboration



Above: SieMatic BeauxArts.02 showcases at grand opening of SieMatic Montréal; Below: SieMatic BeauxArts.02

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with Chicago-based designer Mick de Giulio, which features matt metal fronts with beveled frames that contrast with its furniture elements and stone countertops.

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: FloatingSpaces panel system integrates the kitchen into the living area

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