

## For Immediate Release

### **SieMatic Interior Accessories—Innovation for Inside the Kitchen Drawer**

Award-winning interior accessories system, featuring versatile aluminum elements, along with GripDeck and Flock2Block anti-slip technology creates order and aesthetic harmony

(Feasterville, PA, August 5, 2014) SieMatic brings its patented new aluminum interior accessories system to the US after a successful debut at HausFair 2013 in Löhne, Germany this past September. Winner of the coveted iF product design award and Red Dot Award, SieMatic's modular and versatile aluminum interior accessories system brings intelligent solutions to organization, as well as aesthetics, to the kitchen drawer. The highly functional system was created to put the fun back into organization. Unmistakable in appearance, the system is customizable with unique features that include an in-drawer, angled knife block, a king-size compartment that provides 50 percent more storage-space height, integrated USB connection, and GripDeck anti-slip inserts for heavier items, such as pots, which was developed on the principles of a yacht deck. The objective of the system is to keep everything in its place with innovative aluminum inserts, which allow compartment configuration adjustments, integrated with non-slip surface technology that solves the age-old problem of contents shifting when drawers are opened and closed.

Hans Henkes, president and CEO of SieMatic Möbelwerke USA points out that the foundation of the system is superior engineering in the design of three components: Aluminum Elements, GripDeck, and Flock2Block. "The system is brilliant in that it addresses and provides a precise solution to an afterthought in the kitchen—maintaining organization," says Henkes, noting the interior drawer system of organization is unrivaled in terms of innovation and aesthetics. "SieMatic has thought of every last detail with this new system," he says citing GripDeck and Flock2Block, which are designed to prevent objects from slipping, a detail few think about until their drawer contents slide around and become disorganized.

Because everyone has different taste and personal preferences, the system makes it possible to organize and arrange kitchen drawer contents in a very individual and functional manner. Whether a place to collect wine corks, keep pens and reading glasses within reach, or have your smartphone or tablet nearby, everything has its place. The fundamental principle of the system begins with the aluminum elements, GripDeck, and Flock2Block, to which supplemental elements are added to accommodate a knife block, spice mills and jars, USB port, or numerous other possibilities that create a personal living space in the kitchen.



**Above: Drawer and pullout with aluminum elements, light oak wood, and Flock2Block, including knife block, spice jars, and USB connection; Below: Drawer and two pullouts with smoked chestnut wood, including GripDeck**

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### Aluminum Elements

The aluminum elements are extremely versatile. Nearly limitless utensil compartment arrangements are possible through supplemental inserts that can be simply removed and reconfigured as personal preferences and needs change. The elements are precision engineered for a perfect fit. Extra care was taken, for example, with a 0.7-millimeter overhang of the insert wood bottom to prevent metal-on-metal scratching when dividing and subdividing compartments. Compartments can contain a knife block, housing for spice mills and jars, smartphone or tablet, and much more than cooking utensils. Aesthetically, the clean lines of the element edges harmonize with the linear appearance of the drawer frames, while the light, cool look of the aluminum enhances the warm feel of the dark grey flock, and light oak or dark, smoked chestnut wood.

### GripDeck

GripDeck is aesthetic and functional. It prevents pots, pans, and plates from rattling around in drawers and pullouts and ensures these large objects stay in place. Its design was modeled in appearance and functionality after the wood plank deck of a sailboat. Dark grey rubber is used in between wood slats in light oak or dark smoked chestnut to match the drawer interior color theme. The result is a drawer-bottom surface that is attractive and provides a similar “grip effect” to boat shoes on a sailboat deck. The heavier the content, the more holding power GripDeck provides. GripDeck is also available with alternating rubber and flocking for extra grip and a soft feel.

### Flock2Block

Flock2Block is a patent-pending SieMatic feature that uses soft, non-scratch flock to prevent objects within the kitchen drawer from shifting and sliding. The dark grey velvety insert mats are placed atop the drawer bottom and in between aluminum elements, and they are easily removed and washable. Flock2Block is doubly effective when applied to the underside of porcelain and other slick objects to create a flock-on-flock secure hold, also providing a gentle, quiet buffer when placing these objects on a StoneDesign countertop, for example.

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: Cool aluminum combined with warm, velvety flock, light oak, and porcelain**

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