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SieMatic Forum 2014 Visitors Experience Innovative New Designs

Forum unveils the SieMatic SE 3003 R kitchen and MultiMatic Aluminum system in a new brand identity

(Feasterville, PA, November 7, 2014) SieMatic unveiled its new SE 3003 R kitchen along with the MultiMatic Aluminum interior system in a new brand identity at SieMatic Forum 2014. The event took place on more than 17 thousand square feet of exhibition space at the company headquarters in Löhne, Germany in September. SieMatic Forum 2014 showcased the new kitchen, featuring redesigned front panels with elegantly thin frames and a combination of colors and materials before an enthusiastic crowd from around the globe. Visitors were also introduced to the new MultiMatic Aluminum interior storage accessories system for cabinets, which takes on a fresh new aesthetic and superior functionality.

“This year’s Forum harmonizes our kitchen cabinet interiors with our aluminum accessories system for drawers and pullouts,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA, pointing out the MultiMatic redesign brings design uniformity to SieMatic’s kitchen cabinet interiors and exteriors. Henkes notes that the debut of the new SieMatic SE 3003 R kitchen was also very well received at the Forum. “The streamlined front panel metal frames take minimalist design to the next level, striking a chord between the traditional and ultra contemporary,” he adds. The new SieMatic brand identity is comprised of themes that speak to customers’ lifestyles, while inspiring them to create their individual vision of their dream kitchen. According to Henkes, the “Pure” style theme focuses on a blend of kitchen functionality and minimalist design bolstered by quality materials and workmanship, while the “Classic” theme unites modern and traditional design sensibilities to broaden the scope of kitchen planning options well beyond the conventional. A third theme—“Urban”—will be introduced along with the new SieMatic S2-R kitchen at [LivingKitchen®](#) in Cologne, Germany, January 2015.

SieMatic SE 3003 R

The new look of timeless elegance

The new SieMatic SE 3003 R kitchen features framed front panels in a variety of materials consisting of metal and wood in matt finishes. The



Above: New SieMatic SE 3003 R kitchen features framed front panels of metal and wood in matt finishes; below: SieMatic SE 3003 R in gold bronze, titanium white and umbra

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newly developed front panels, which are distinguished by combinations of exceptional colors and materials framed in streamlined 6.5 mm aluminum, are a modern extension of SieMatic's existing range of kitchen cabinet designs, and are available with or without handles.

Variety that inspires

A selection of combinations of materials allows for a variety of design concepts, ranging from cool and high-tech to warm and homey. The new elements are available in all shades of the SieMatic ColorSystem, including 1,950 special shades of the Natural Colour System® (NCS). Metallic materials in gold bronze, nickel and black matt have been added to the portfolio. The amalgam of gloss, silk gloss, or brushed matt surfaces creates a dramatic contrast between cabinet metal doorframes and center panels. The new doorframes are available in elegant titanium white, muscat and umbra, in addition to all the matt colors of the SieMatic ColorSystem, and NCS. Framed front panels are also available in three new wood tones—sand oak, matt black oak and walnut.

Carefully thought-out details

SieMatic StoneDesign countertops are now offered in a streamlined 6.5 mm profile to complement the framed front panels of SieMatic SE 3003 R. Two new distinctive handle choices underscore the new aesthetic of the SieMatic SE 3003 R kitchen. One thin handle style mirrors the streamlined frames, while the other thicker handle creates a contrast. Both are available in the metal-frame look, while the streamlined variation is also available in the 11 shades of the SieMatic ColorSystem. Adding another distinctive design dimension are new glass cabinets with vertical slats available in three metallic colors to match the center panels of the metal frame doors. The new accents combine in a variety of ways to elevate aesthetic appeal and bring more flexibility to kitchen planning.

MultiMatic Aluminum

A new take on the award-winning organization accessories

The new MultiMatic Aluminum interior fitting system has taken on the new SieMatic brand identity. The in-cabinet system is versatile, flexible and easy to use: Storage accessories can be easily added or moved for better, personalized organization. Building on the success of the award-



Above: Front panels feature streamlined 6.5 mm frames; below: Glass cabinets with vertical slats

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winning original MultiMatic system launched in 2003, the redesigned MultiMatic Aluminum system includes compelling new aesthetics, materials and features throughout making it easier than ever to keep kitchen cabinets neat and organized.

New design, new materials, improved functionality

The MultiMatic Aluminum system now provides designs, combinations of materials, and functionality for all SieMatic kitchen cabinets—tall, wall, and base—consistent with those of the aluminum accessories system for drawers and pullouts introduced in 2013. Based on the same design philosophy, the highly versatile, easy-to-use system includes aesthetically pleasing aluminum trays and frames of various heights and widths suspended in SieMatic-patented 16 mm-wide multifunction tracks without visible attachments. The tracks accommodate a variety of newly developed accessory elements in light oak or dark smoked chestnut that attach simply and securely for even greater convenience.

Versatile convenience

The SieMatic Aluminum accessory elements allow for optimal organization of spice jars and fine porcelain storage containers, as well as cooking utensils, cutting boards, and other small elements. The system makes it simple to find needed items quickly and easily, while it increases storage space availability by 30 percent. The system's other accessory elements include spice-mill sets, Nespresso® capsule holders, magnetic boards and hooks for dishcloths or keys. For even greater convenience, the cabinets can contain elements such as matt-aluminum containers, as well as racks from which wine and champagne glasses can be suspended.

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: MultiMatic Aluminum system allows optimal organization; below: MultiMatic Aluminum system consistent with aluminum accessories system for drawers and pullouts

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