

## FOR IMMEDIATE RELEASE

### SieMatic Proudly Sponsors America's Test Kitchen on Public Television

Specially designed cabinets and innovative storage products featured in SieMatic's sponsorship spot

(Feasterville, PA, May 7, 2015) SieMatic, designers of elegant, highly-functional kitchen cabinets and storage solutions is proud to announce a two-year sponsorship deal with **America's Test Kitchen**, the highest-rated instructional cooking show—now in its fifteenth year on public television.

The creators of **America's Test Kitchen** collaborated with SieMatic to produce a visually stunning sponsorship spot for public television, acknowledging SieMatic's support of the show. SieMatic provided its German-made cabinetry along with wood and aluminum inserts and accessories for the spot, demonstrating a range of beautiful finishes and practical, beautiful options for organizing in the kitchen.

More than two million viewers tune in each week to watch host Christopher Kimball and various test chefs deconstruct, test and retest America's favorite recipes until they find the right recipe that will work every time for the home cook. SieMatic's meticulous attention to detail and quality craftsmanship makes it the ideal sponsor of *America's Test Kitchen*.

"SieMatic is a natural fit for sponsorship of *America's Test Kitchen*," Kimball says, adding, "Their award-winning designs are both elegant and eminently practical for even the most enthusiastic home cook. SieMatic also offers a wide variety of storage and design options for overhead shelving, cabinets, and cubbies that made it easy to produce a wonderful TV spot that recognizes SieMatic's support of the show."

"SieMatic is honored to sponsor *America's Test Kitchen*," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "SieMatic clientele and viewers of *America's Test Kitchen* share sophisticated tastes and a preference for quality. Fans of the show are educated and inquisitive. They watch to learn the best tested ways to cook for friends, family, and themselves—a mindset we value in our own approach to the design and craftsmanship of SieMatic kitchens, to make them both beautiful and functional."



**Above: Custom-built SieMatic cabinets provide ideal backdrop for *America's Test Kitchen*; below: SieMatic cabinets in newly remodeled *America's Test Kitchen***

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SieMatic's TV spot features a transitional kitchen design with uniquely contemporary, sterling grey faceted-frame doors complemented by streamlined cabinets in titan pine horizontal. The spot also features cabinet and drawer interiors, abundant with versatile accessories, such as spice jar and spice mill inserts in light oak, and an angled knife block from the **SieMatic aluminum interior accessories system** in smoked chestnut. From the **MultiMatic** interior fitting system, both wine bottle and wine glass storage elements add the final touch to the well-organized space.

Check your local public television station **listings** for Season 15 dates and airtimes of *America's Test Kitchen*.

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: Aluminum accessories in smoked chestnut with flocking mat keep busy kitchen organized; below: SieMatic BeauxArts.02 in sterling grey**

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