

## SieMatic Montréal Celebrates Grand Opening

**Under new ownership, the new Westmount location showcases SieMatic's most innovative, yet timelessly elegant collection, SLX**

(Yardley, PA, October 17, 2023) **SieMatic Montréal** celebrated the grand opening of its new location at 1327 Green Ave. in Westmount on October 4. Now under new ownership, the showroom is nestled among the exclusive area's boutiques, fine restaurants, and art galleries. On opening day, the showroom welcomed VIP guests from distinguished architects and designers to representatives from renowned local companies. The illustrious guests mingled over champagne and hors' d'oeuvres with press members and local consumers for the unveiling of SieMatic's latest interpretations of timeless and elegant kitchen design.

"Westmount's chic suburban atmosphere is an ideal location for SieMatic Montreal," says Hans Henkes, President and CEO for SieMatic USA. "The new showroom conveys well the design styles that typify SieMatic as well as the unique product features and elements that are second to none from a technology, design and quality standpoint," he relays, pointing to the award-winning **SLX** kitchen as a key highlight.

Playing a starring role in the new showroom, the **SLX** kitchen is featured in **Black Smartlaque**. "SLX is the premium echelon of SieMatic's signature handle-free kitchen design concept, making it the natural choice for our feature kitchen," explains SieMatic Montreal's new showroom owner Kevin Napert.

SieMatic is the inventor of handle-free kitchens, and as part of the **PURE** style collection, **SLX** is a new interpretation of the ergonomic recessed grip. LED lighting strips integrated into the sophisticated contours of the grip channel create the subtle effect of weightlessness. The channel lights make the delicately proportioned six-millimeter countertop appear to float in midair.

"The concept works like a vitrine. Passersby on the street can see the **SLX** as well as all SieMatic styles, thanks to the large screen integrated into the showroom as an architectural concept," explains Kitchen Designer Caroline Bertaux, who designed the Montreal showroom.

### About SieMatic

SieMatic is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company's constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit [siematic.com](http://siematic.com).

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SieMatic Montréal celebrated October 4th grand opening of Westmount showroom at 1327 Green Avenue

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