

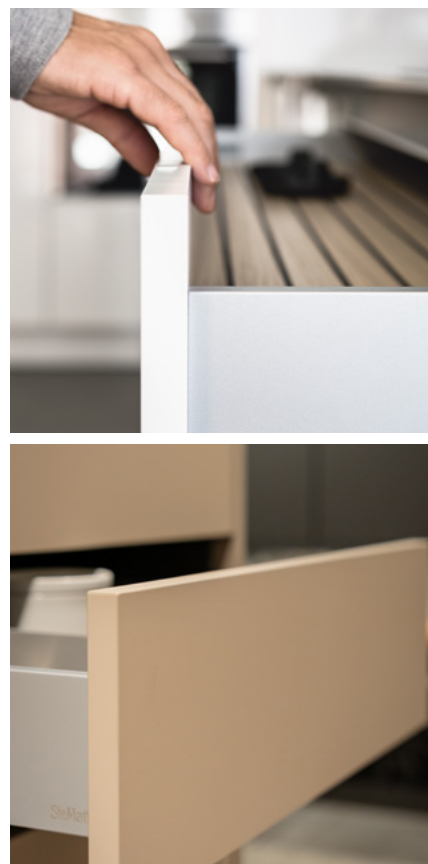
SieMatic Introduces SimiLaque^{plus} – A Velvety Matt Surface Redefining Performance and Design

The exquisitely matt, tactile finish pairs luminous depth with advanced oleophobic and antimicrobial technology to reinterpret modern luxury

(Yardley, PA, April 16, 2026) SieMatic introduces **SimiLaque^{plus}**, a next-generation surface defined by its velvety matt elegance and unmistakable luxurious feel. Visually subtle, yet deeply expressive, its super-smooth, low-sheen finish interacts beautifully with wood, stone, and metallic accents—while its ultra-smooth surface invites touch while resisting fingerprints. Designed to engage both eye and hand, SimiLaque^{plus} transforms cabinetry into a refined sensory experience, making every touch feel deliberate and satisfying.

As practical as it is elegant, SimiLaque^{plus} is engineered for real-world performance. With an advanced oleophobic coating, the surface repels oil-based substances with ease. Built-in antimicrobial protection promotes a more hygienic kitchen environment, while fingerprint-resistant technology preserves a flawless, uninterrupted finish. Effortless to clean and highly dirt-repellent, SimiLaque^{plus} is also durable enough to serve as a worktop. Inviting interaction while retaining its flawless appearance, SimiLaque^{plus} is an ideal choice for kitchens where beauty and practicality coexist.

Featured in ten refined colors, SimiLaque^{plus} is offered in a palette of timeless shades including Lotus White, Sahara Beige, Agate Grey, Stone Grey, Graphite Grey, and Black. Four new tones—Silk, Elephant,



Above: SimiLaque^{plus} in Lotus White velvet matt; below: SimiLaque^{plus} in Agate Gray velvet matt

“SieMatic is known for forward-thinking engineering and innovative design—qualities that translate into high-performance solutions. SimiLaque^{plus} reflects our commitment to producing design-driven and practical kitchens.”

—Hans Henkes, President and CEO, SieMatic USA

SieMatic

Mocha, and Shadow—further expand the design possibilities in both warm and cool tones. This curated palette allows designers and homeowners to create sophisticated contrasts and harmonious compositions that complement contemporary kitchen interiors.

To preserve the integrity of its velvet smooth surface, every finishing detail of SimiLaque^{plus} is engineered with precision. The proprietary finish technology is paired with SieMatic's ZeroMatic laser edge to create smooth, flawless transitions with no visible adhesive or joints where dirt can collect or discoloration can develop over time. The result is a uniform, refined appearance that remains consistently smooth and seamless to the touch, reinforcing both its visual purity and long-lasting durability.

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 four style collections: **PURE**, **CLASSIC**, **URBAN**, and **MONDIAL**. 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](https://www.siematic.com).

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Above and below: SimiLaque^{plus}
in Agate Gray velvet matt and
Graphite Gray velvet matt