

SieMatic

Press release

The SieMatic PURE style collection Subtle and understated styling

Löhne, August, 2015. Based on a new design principle, SieMatic has launched three new kitchen style collections: PURE, URBAN and CLASSIC. CLASSIC reflects the world of classic design. URBAN has a cosmopolitan feel and combines various styles. PURE is all about modern style. The SE3 3003 R and S2-R cabinet lines in the PURE style collection were recently unveiled, featuring elegant metal, wood, and matt lacquer door fronts. Each and every SieMatic design meets the highest interior design standards and satisfies individual desires. One of the highlights in SieMatic design: new and exclusive in-cabinet accessories featuring innovative materials and functions, which have already won a number of international awards.

Seamlessly integrated

Generously designed forms, intelligently selected colors, and restraint that avoids purely decorative elements represent the essence of the PURE style collection. It creates an ambience of balanced well-being and a basic simplicity that is uniformly understood worldwide. Kitchen functions are integrated into the overall decor via subtle forms, thus opening up a wealth of possibilities. PURE conveys what really counts – namely, the quality of the materials used in the cabinets, and the precise workmanship that goes into them.

Elegant designs

The recently launched SE 3003 R and S2 R cabinet lines featuring 6.5 mm frames are available in the metallic gold bronze, nickel and black matt shades, in all hues of the SieMatic ColorSystem, and in 1,950 other special colors. The available wood tones – Sand Oak, Matt Black Oak and Natural Walnut – are warm and natural. Carefully planned details, such as striking glass doors with vertical slats and handles in various shapes, make for exquisite designs.

Award-winning designs

Among the design awards that SieMatic kitchen cabinets have won is the Red Dot Best of the Best Award, for four specific details of the understated design of the S1 from the PURE style collection.

Further information :

SieMatic Möbelwerke
GmbH & Co. KG
Jörg Overlack
Phone: +49 (0) 57 32 / 67-309
j.overlack@siematic.de

SieMatic

Press release

Clear lines, generous proportions, and superb materials likewise characterize the elegant SieMatic S2, which stands firmly in the tradition of SieMatic's understated, handle-free kitchen cabinets.

Compatible with cutting-edge technology

Like all SieMatic style collections, PURE allows for the integration of high-end audio-visual systems, Internet access, and smartphone/tablet chargers. To this end, the SieMatic media system provides optimal data-transfer quality, via modern Bluetooth technology – realized in partnership with the German audio-equipment manufacturer T + A.

Preferring the best

SieMatic is a premium brand with a long history, and has gained an international reputation for excellent design, timeless elegance and a high level of functionality. Exclusive SieMatic showrooms and quality retail specialists showcase the design principle behind the company's three design style collections - URBAN, PURE and CLASSIC - in constantly evolving reinterpretation in more than sixty countries. Since its founding in 1929, SieMatic has dedicated itself to the quest for perfection and to the elaboration of ever more distinctive solutions. The company, which is headed by CEO Ulrich W. Siekmann, has always prioritized corporate social responsibility in all of its activities. To this end, the company's products are manufactured in Germany under eco-friendly conditions.

SieMatic

Press release

Captions for the PURE style collection

1, 2 and 3: Timeless elegance with a new look

The newly launched SE 3003 R from the PURE style collection is notable for its narrow 6.5 mm frames, metallic materials, and subtle colors. In the sample configuration shown here (in gold bronze), the floating installation of base cabinets, as well as base cabinets with a decorative compartment, round out the new look for kitchen cabinets.

© Copyright SieMatic

4. Timeless elegance with a new look

The newly launched SE 3003 R from the PURE style collection is notable for its elegant frames, metallic materials, and subtle colors. In the sample configuration shown here (in Umbra), glass doors featuring vertical nickel slats create striking design accents. The SE 3003 R can be combined with other kitchen elements in a wide variety of ways, and lend an extra measure of elegance to kitchen decor.

© Copyright SieMatic

5. Superb design accents

Two beautifully-shaped handle options with different styles underscore the elegant aesthetic of the new SE 3003 R, or provide appealing contrasts. These handles are available in both narrow and wide versions that match metallic frames; the narrow version is also available in all SieMatic ColorSystem shades.

© Copyright SieMatic

6. Award-winning designs

Among the design awards that SieMatic kitchen cabinets have won is the Red Dot Best of the Best Award, for the SieMatic S1 – which in this example, creates a modern and cozy effect in an elegant kitchen with SQ matt lacquer in Lotus White.

© Copyright SieMatic

7. Classic meets modern

The striking beauty of the SieMatic PURE style collection is in evidence in this kitchen featuring SieMatic SE in SQ matt lacquer in Graphite Gray, from SieMatic's ColorSystem. The understated design contrasts strikingly with the white color, and with the warm tone of the wood floor.

© Copyright SieMatic

SieMatic

Press release

8. Elegance supreme

The linear and cubic design of the S2, from SieMatic's PURE style collection, stands firmly in the tradition of the understated designs of SieMatic's handle-free kitchen cabinets. The unmatched quality of the materials used in these cabinets, and the precise workmanship that goes into them, are clearly in evidence.

© Copyright SieMatic

9. Exclusive aluminum in-cabinet accessories

The new SieMatic aluminum in-cabinet accessories (which have won a number of design awards) are available in light oak and dark smoked chestnut. The flocked alternative surface of the grip deck allows for completely slip-proof placement of pots, pans and cutlery.

© Copyright SieMatic

10, 11. Convenience on two levels

The new SieMatic aluminum in-cabinet accessories feature exclusive functional elements in porcelain, flock, light oak and dark smoked chestnut. Apart from the Flock2Block anti-slip system, USB port and king-size compartments, these drawers also feature two storage levels.

© Copyright SieMatic

If you publish any of our PR materials, please kindly indicate that SieMatic is the copyright holder and be sure to write the brand name exactly as it is written here. All texts, information and materials are intended solely for use in editorial content. Any commercial use of these elements, particularly for promotional/PR/advertising purposes, is prohibited.