

# SieMatic

Company Profile

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Al Gurg  
Living





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# WHO WE ARE

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Since the founding of our family business in 1929, we have been driven by the same idea: to develop exemplary kitchens. We strive to not only set the standard in variety of individual planning options, elegant design, or precision workmanship and high-quality materials, but also in our inner values.



# The story of German kitchen is also the story of SieMatic

The kitchen is a place where personal taste can be celebrated to your heart's content, and not just in culinary terms. For planning, design, and furnishing, it also provides great latitude for creativity. For more and more people all over the world, the kitchen is the most important and most frequently used room today. For them, we are working hard every day to reinterpret the kitchen, and develop solutions that give just as much importance to emotions as functions. SieMatic should make your life easier, and give and enrich what you desire most: something that brings delight - every day.

**Ulrich W. Siekmann**

Managing Director & CEO of SieMatic Möbelwerke





## About SieMatic UAE

Our flagship store offers every kind of service you would expect from SieMatic. Wander through award winning designer kitchen displays with inventive solutions that make cooking more fun and family gatherings even better.

These distinctive areas are based on SieMatic lifestyles - Pure, Urban, and Classic. You can view the design and get to touch and feel samples in our showroom to make an informed choice that suits your unique needs. SieMatic UAE is registered with Al Gurg Living, an entity that is part of the Easa Saleh Al Gurg Group.

## Easa Saleh Al Gurg Group

Founded in 1960, the Easa Saleh Al Gurg Group (ESAG) is a multidivisional conglomerate with 28 companies. ESAG has a range of diverse product and business interests that predominantly include retail, building and construction, industrial and joint ventures.



# WHY SIEMATIC



## Quality and curation

Your SieMatic kitchen will always look new, even after years of use. Our award winning products are insured by impeccable workmanship, premium materials and stringiest quality control system.



## Award Winning Design

Our products and kitchen style collections have won and excelled in many internationally recognized design awards and have marked their place in the history of kitchen design.



## Sustainable Beyond the Norms

It is very important to us, not only because our products are made out of wood, but because it is part of our corporate moto like no other kitchen design company; SieMatic's environmental efforts go far beyond the standard for the industry.



# KITCHEN STYLES

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Every individual is unique and so is a SieMatic kitchen. Discover which SieMatic range suits your personal style.



**PURE**



**URBAN**



**CLASSIC**





SieMatic  
PURE





SieMatic PURE is efficient and minimal. A room can be an island: an oasis of peace and ease in which you can shed the hectic demands of everyday life. Generously designed forms, sensitively selected colours, and the avoidance of anything that is all too decorative creates an atmosphere of soothing balance. Elementary simplicity that is understood the same way around the world. Relaxation with an inspirational effect.





The forms and elements in each design have a relaxing and inspirational effect. The colours and materials are carefully selected for each kitchen design to avoid imbalance.



# Purist Kitchen Designs



The designs are pure and simplistic which reflects calmness and serenity in the atmosphere.

Our complimentary design consultation provides an in-depth view of each SieMatic PURE kitchen designs.





SieMatic  
URBAN







SieMatic URBAN is current and contemporary. To those who love urban living: it's not loud but full of life; not anonymous but social; not hectic but exciting, versatile, inspiring, and colourful. Whether London or Lisbon, Berlin or Barcelona, New York or Nuremberg: Our cities are full of contrasts that the young and young-at-heart around the world find so fascinating, appealing, and productive. It is the spontaneous creativity of its inhabitants that is constantly changing the face of an urban centre and turning it into a "user-generated city."





## Bring the Outside In

Urban gardening, street art and pop up shops – it is the extempore imagination of urban dwellers that keeps changing the urban centre.



The living spaces are being celebrated by designers and architects around the world as they discover new homes they can transform. Now there is no longer a contradiction between living in a metropolitan city or in the centre of nature.





SieMatic  
CLASSIC







SieMatic CLASSIC goes with the times. To live classically, one has to be a traditionalist. Whether it is clothing, car, music, or furniture, classic fans around the world are united by their enthusiasm for craftsmanship and authenticity, for true values and timeless elegance. Originality is sought after just as much as original pieces. Those who move in different cultural circles find that classic is in the process of developing into a new and versatile style of life – and most particularly in interior design. It may be characterised by worldly elegance or minimalism, opulence or restraint. It may be conscious of tradition, or it may transcend all boundaries. No matter what, it is more individual than ever before – and is therefore experiencing an impressive renaissance.





A fusion of alternative and unorthodox juxtaposing elements - modern and traditional, decorative and minimalistic, glossy and matt, delicate and heavy.



Never Has  
Classic  
Been So  
Current



There is a graceful shimmer in the surroundings while making sure that the cooking area is highlighted.



# CUSTOMISATIONS

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You will discover a perfect new world behind every drawer: surprising material combinations unlike anything you've ever seen or felt. A fascinating harmony of form and colour - inside and out. SieMatic has completely rethought the inner life of the kitchen from the ground up. The intelligently developed and sensitively designed details combine to create an unmistakable whole: the features by which you recognize every SieMatic.



Colours & Materials



Drawers & Pullouts



Countertops



Cabinets



Appliances



Taps & Sinks



Lighting



Flooring



# Colours & Materials

Colours and choice of materials are the most significant design components of any kitchen interior, as it subconsciously makes a first impression on our mood. The selection of colours decides if a room is seen as welcoming, spacious, luxurious, cool, or comfortable. Accomplishing a nuanced blend of the various materials and door fronts in a kitchen and making the ideal combination requires a highly sensitive use of different hues as well as an effectively thought out concept.







# Drawers & Pullouts

SieMatic drawers are flawless in both performance and aesthetics. Regardless of whether in base units or kitchen islands, no technical detail comes in between the appearance of the furniture. The drawers are strong, easy to open, and come in widths from 25 to 120 cm. They give you the opportunity of planning your kitchen details.



# Countertops & Backsplashes

The appearance and nature of worktops make a big difference to the overall kitchen design. Regardless of whether the space is comfortable or practical, luxurious or simple, the character of the kitchen can be emphasised or contrasted through the different types of worktop and backsplash material. There is a big range of high quality worktop designs at SieMatic – from the material, to the thickness, to the type of edge, you have numerous options. Even the most extravagant material is refined to such an extent at SieMatic, that it can be used for even heavy duty work in the kitchen.







# Multimatic Kitchen Cabinets

With MultiMatic, the design philosophy of the SieMatic interior accessories for pull outs and drawers has been applied for all tall, base, and wall units. This profoundly versatile, award winning interior accessories system which is signature to SieMatic, offers a similar aesthetic that comes from a sophisticated combination of high quality materials such as aluminum, valuable woods, and fine porcelain as well as various other functions perfected down to the last detail.



# Kitchen Appliances

SieMatic's kitchen consultants will provide you with expert guidance to equip your kitchen with modern and smart appliances that meet your everyday needs efficiently.

In both function and design, Gaggenau is the brand for professionals and personifies the absolute high-end aspiration for integrated kitchen appliances. The Gaggenau brand has been a part of the BSH brand portfolio since 1994.







# Taps & Sinks

We work with world renowned brands to ensure your dream kitchen is both functional and delightful.

**Delta** products are designed with the human experience in mind to transform the way people experience water every day.

**Quooker** provides filtered 100 degrees boiling, cold, hot and even chilled still and sparkling water – all from a single tap. You never need to wait for water to boil.



# Lighting for Kitchens

Lighting impacts the overall kitchen ambience and mood. SieMatic's design team can consult you with appropriate lighting fixtures suited for your kitchen to create the ideal atmosphere for both a functional and ambient cooking experience

Well thought-out lighting control is a very important factor for us. Ceiling lighting in particular has a decisive influence on how the kitchen presents itself.







# Flooring Solutions

From a local wooden utility goods craftsman, in the forests of southern Sweden, to a world-leading inventor and producer of modern hardwood floors; the 160-year history of Kährs is the story of a strong passion for nature and for wood as a material, combined with innovative thinking and a commitment to highest quality standards.

Nordic Homeworx was established in 2006 by Swedish native Pauline Madani and is today the exclusive agent of Kährs of Sweden in the UAE and Middle East, offering turnkey supply and installation services of Kährs wood flooring for both residential and commercial clients.



# KITCHEN PROJECTS

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We invite you in to come and take a look at some of our projects in the United Arab Emirates.

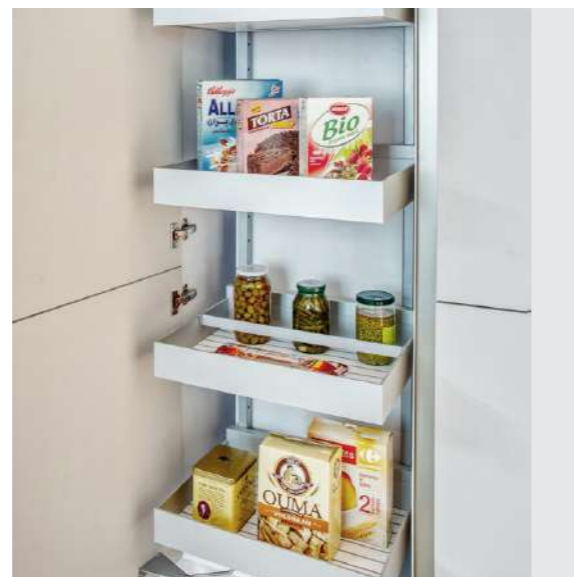


Whether it is a small kitchen in an apartment or a big show kitchen in a villa, we have images of these projects to demonstrate our attention to detail.



# Acacia Villas, Dubai

One of SieMatic's projects spotlights the exceptional German craftsmanship within a Dubai kitchen. The bespoke elements include pure white laminate paired with stainless steel trails and ambient lighting fixtures that stand out. The centerpiece table and counter stools offer a functional and relaxing space for meal preparation and intimate dining experiences.



Bespoke  
Modular  
Kitchen





TH8  
Kitchen

# Palm Jumeirah, Dubai

Siematic's TH8 bespoke kitchen concept draws inspiration from the latest in kitchen design. The fully-equipped custom made kitchen was installed at Palm Jumeirah. The design is refined with selectively chosen earthen brown exterior matt finish which effortlessly blends with exquisite wooden flooring.







# District One, Dubai

SieMatic's design team crafts a mesmerizing minimalistic kitchen for a project in District One, Dubai. The centerpiece kitchen counter features a veined marble worktop with an inbuilt induction hob. High-end appliances and equipment are installed in a multifunctional unit for all cooking requirements.



Minimalistic  
Kitchen





Pure  
Kitchen



## Sidra Villa, Dubai

SieMatic's design team creates a stunning statement kitchen in classic black & white for the Sidra Villa project in Dubai. Stark contrast between black matt finish furniture, cabinets and the pure white counter table renders a visually aesthetic concept. The wall-mounted storage cabinets feature glass shutters, delicate lighting sconces and fixtures for enhanced functionality.



# Jumeirah Golf Estates, Dubai

Siematic's latest bespoke kitchen concept crafted in the UAE features a combination of premium colours with metallic golden accents. It is meticulously planned to offer a spacious layout whilst keeping the look classic. The stark contrast between the black and white exterior finish, with luxury gold-coloured fittings creates an ornate style statement.



Metallic  
Accent  
Kitchen





S2  
Kitchen

## Emirates Hills, Dubai

SieMatic constantly raises the bar when it comes to quality and aesthetics. The new SieMatic S2 German kitchen was installed at Emirates Hills Dubai with a Carrara Vein countertop, cutlery inserts and wall units for full functionality. The kitchen is equipped with integrated Siemens appliances which provide a sleek and modern look.





# OUR DESIGN PROCESS

Step 1

## First discussion

Minimalist or elegant, urban modern or timeless classic? We are happy to guide you through our award-winning designs to roughly define the style, colours and materials that suit your taste and lifestyle. In addition to style advice, we also recommend clarify functional aspects and wishes, such as optimal which appliances should not be missing in for your household.

Step 2

## Room concept

Different depths create an exciting space, which is why we work a lot with drywalls. So be sure to bring a floor plan with you to for the your first meeting. The rough layout of the room results on the one hand from the so-called magic kitchen triangle, which provides for short working distances.

Step 3

## On-site appointment

Starting with the design of the ceiling, the wall and the floor, your new kitchen should fit seamlessly into the rest of the living space. During an appointment with you on site, we will get an idea of your furnishing style, note architectural features and take exact measurements.

Step 4

## Cooperation

Our primary goal is to produce a perfect result. For us, this also includes close cooperation with your interior designer or architect, with whom we exchange ideas, for example on the colour scheme of adjoining rooms and to coordinate it with the look appearance of the kitchen with it. The result: an all-round harmonious appearance overall picture.

Step 5

## Presentation

As soon as we have developed our kitchen designs based on your wishes, ideas and explicit specifications, we will present them to you. The visualization will be done by modern planning tools, which produce outstanding and photorealistic representations. On the basis of your change requests, we break down our concept into further steps down to the smallest detail.







Step 6

## Light and floor design

Well thought-out lighting control is a very important factor for us. Ceiling lighting in particular has a decisive influence on how the kitchen presents itself. On request, we can create lighting plans for you or recommend a lighting designer. We also place high demands a premium on the floor design.

Step 7

## Electrical appliances

Once the concept is in place, it's time to select your electrical devices. In this area for this aspect, we increasingly mainly work with brands such as Miele, Gaggenau and Siemens, but also with manufacturers such as Zanussi and Elka. We will be happy to advise you at the showroom location in the respective manufacturer showrooms.

Step 8

## Fittings & sinks

The SieMatic brand attaches great importance to sustainability. In the fittings sector, we also offer products from Kulka: filtered, bubbling and boiling water straight from the tap. We also work with Hans Grohe and Franke, with the latter in the sink area as well as Teka. As always, your wishes are the guiding principle when it comes to the final selection.

Step 9

## MEP-Drawings

This is also part of our all-round carefree package: After an order has been placed, we create the MEP-Drawings on an Auto-CAD basis and make them available to your contractor. As soon as the contractor has completed implemented all the installation plans, we finally check each individual electrical point on site.

Step 10

## Delivery & assembly

After a production period of up to eight weeks in Germany and subsequent shipment, the time has come: your desired kitchen can be delivered and assembled. This part is carried out by our experienced and trained fitters. Then the professional production and installation of your worktop takes place directly on site. Within one week from delivery - but also depending on

Step 11

## After-sales Services

Upon request, we will organize a briefing with the respective equipment manufacturer after installation. This training helps you to quickly familiarize yourself with any new functions and to make optimum use of your kitchen. Since it is possible that the new doors and hinges will initially warp minimally due to use, we also offer you free readjustment.





# SIEMATIC EXPERIENCE CENTRE

## Address

Eiffel 1 Building, Umm Al Sheif  
Sheikh Zayed Road, Dubai

## Timings

Mon - Fri: 8:30 AM - 8:00 PM  
Sat: 10:00 AM - 8:00 PM

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**SieMatic**



AI Gurg  
Living 

AI Gurg Living is a member of Easa Saleh AI Gurg Group