

“ Step in to the heart of every home - kitchens that stimulate,
with design and innovation.”

SieMatic

Company Profile





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WHO WE ARE

Not only for our customers and partners, but also for ourselves.

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 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

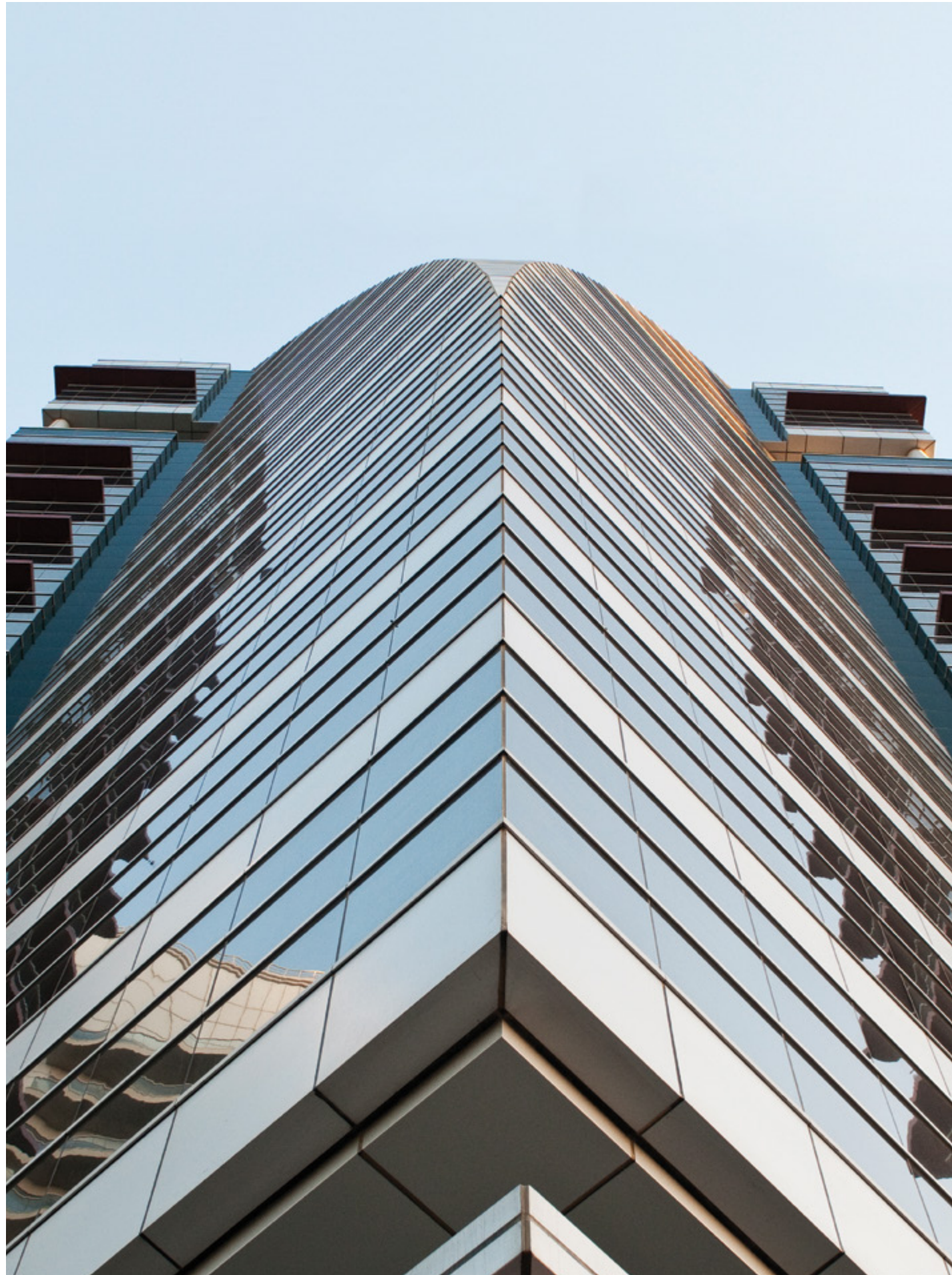
SIEMATIC UAE

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 LLC.





OUR GROUP

Easa Saleh Al Gurg Group LLC (ESAG) was founded in 1960 by H.E. Easa Saleh Al Gurg, KCVO, CBE. 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.

The Group has an active presence throughout UAE, Oman, Saudi Arabia, Iraq and Qatar. It's reach stretches across Asia, Middle East and African continent, parts of America, Australia and New Zealand.



EASA SALEH AL GURG GROUP



WHAT WE OFFER

Quality has always been our philosophy

And that's why even after years of daily use, a SieMatic will still look like new. This is insured by top quality materials, highest precision workmanship, and a stringent quality control system before, during and after the manufacturing process.

At SieMatic we inspect production stages even more rigorously than industry standards, and we will only offer elements approved for the market if they meet our quality and safety standards.

The reasons for this typical SieMatic high quality are not only due to the high qualification of our employees or a state-of-the-art production technology, but especially due to the rich experience and know-how of our company: SieMatic has built first-class kitchen furniture – and nothing else – since 1929.



WHAT WE OFFER

DESIGN, PLANNING, CONSULTATION, ONSITE MANAGEMENT & AFTER SALES SERVICE

Forms, colors, materials and sizes of the individual elements that make up the kitchen island is the scope of choice you have to create your personalized SieMatic kitchen.

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.



THE KITCHEN IS LIKE A CITY:
FUNCTIONAL SITES OF PRODUCTION
SIDE-BY-SIDE WITH CREATIVE SPACES
IN WHICH NEW THINGS THRIVE,
CULTURES MELD, AND PERSONAL TASTE
HAS ROOM TO DEVELOP FREELY





SHOWROOM

In the UAE, there is a whole new way to craft the master design for the centre piece of every home. Wander through award winning designer kitchen displays in our Dubai flagship store that stimulate the senses with inventive solutions.

Enjoy a freshly brewed coffee in our Design Room while discussing your style and interior design tastes with our kitchen specialists. Simple, sophisticated, elegant or classic, whatever your preference, SieMatic presents a totally new concept of kitchens that will fit your lifestyle.





KITCHEN STYLES

Each person is different; each SieMatic is, too. Discover a new scope for all your ideas. With the exceptional options offered by SieMatic, you can design your kitchen to your personal taste: purist, urban or classic.

Ulrich W. Siekmann,
CEO SieMatic

CLASSIC

URBAN

PURE

CLASSIC





KITCHEN FOR A NEW EPOCH

THE CLASSIC KITCHEN IN A NEW COMPOSITION

Composing is an art – and that also applies to interior design. With this in mind, SieMatic cooperates with renowned international designers to develop room planning concepts for the style collection Classic, whose options go far beyond traditional kitchen planning and offer broad latitude for interpretation.

These concepts make it possible to play with styles and to utilize seemingly contradictory design elements to compose a harmonious whole, to the delight of all who seek to elegantly combine the old values and the new. And those whose demanding sense of aesthetics does not fit into classic “pigeonholes.”

Get to know the world of SieMatic Classic, and discover the most beautiful furnishing style for the kitchen: your own.



URBAN





DESIGN WITHOUT DICTATES

KITCHEN DESIGN WITHOUT DICTATES

What makes SieMatic style collection URBAN so versatile and unique?
It is the unconventional, intuitive juxtaposition of carefully selected objects and thematic contrasts: exciting and peaceful, strange and familiar, modest and ostentatious, flea market find and design classic.

It is the individual aesthetics that tell a story of the experience, values and contrasts of a unique personality.

It is "solitaire" planning in which each object has a relationship with its neighbor.



PURE



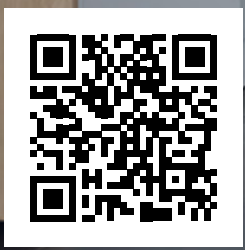


DESIGN TO YOUR HEART'S CONTENT

THE KITCHEN AS AN OASIS OF CALM

Give enjoyment more space in your life. The SieMatic Pure style collection opens up a cornucopia of creative options, with room concepts integrating the functions of the kitchen with the architecture, perfectly and unobtrusively.

The elegant minimalistic language of form of the furniture elements from the SieMatic Pure style collection places the focus on what really counts: the lasting values of the exquisite materials and the precision of their workmanship down to the smallest detail.



www.siematic.com/pure



PROJECTS

WHAT WE OFFER

Whether the project is a detached home or a terraced house, a housing estate or holiday centre, regardless of whether it is situated in Europe, Asia, the USA or the Middle East, SieMatic is at home all over the world.

Long years of experience coupled with the wide performance range that SieMatic can contribute towards a building project will serve to enhance its property, profile and profitability.



DESIGN & PLANNING

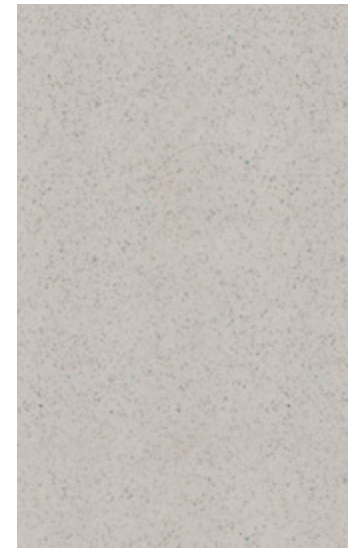
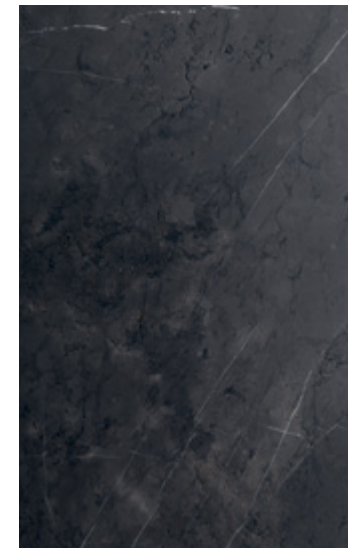
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VISUALIZATION & PRESENTATION

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LOGISTICS & COORDINATION

Based on site requirements we provide the complete schedule for production and delivery to the site – just in time to avoid any unnecessary storage or coordination work on site.

We have trusted cooperation with the most experience forwarders in the region using innovative transportation and logistics technologies that optimize the complete supply chain and enhancing flexibility and profitability.

AFTER SALES SERVICE

Our full service package continues even after the installation. SieMatic offers a five year warranty for manufacturing quality and functional safety on all the cabinetry manufactured by the company.

Through our showroom network and direct presence in the region we are able to respond very quickly to customer requests and provide replacements if required.

ON SITE MANAGEMENT

On site our experienced project management team headed by German site supervisors ensures project specific just in time deliveries and a professional and smooth installation of the kitchens.



“Perfection is achieved,
not when there is nothing more to add, but
when there is nothing left to take away.”

ANTOINE DE SAINT-EXUPERY

PROJECTS

WHAT WE HAVE DONE

Whether the projects are high end Villas, Townhouses or large apartment developments, SieMatic UAE has years of local experience which coupled with excellent performance will serve to enhance the properties profile and probability.

- Citywalk 99% kitchens
- Al Barari
- Ashjar & Seventh Heaven (Al Barari)
- Limetree Valley
- 118 Downtown
- Al Gurg Villas
- Al Gurg Building
- Acacia Villas



Citywalk 995 kitchens

A large scale Urban Living Destination by Meeras with SieMatic contemporary open plan kitchens.

Al Barari

505 luxury Villas with 2 unique different styles, classic and contemporary.

Ashjar & Seventh Heaven (Al Barari)

Seventh Heaven includes 157 chic homes with a modern open plan kitchen.
Ashjar includes 500 elegant homes in 5 distinctive styles designed with SieMatic pure line kitchens.

Limetree Valley

Luxurious golf development with 121 Villas around the fairways of Earth Golf Course at Jumeirah Golf Estates. These classic Villas include kitchens from the SieMatic classic range.





118 Downtown

The most prestigious square kilometer of real estate in the world in Downtown Dubai has 28 apartments with bespoke classic & contemporary SieMatic kitchens.

Al Gurg Villas

22 High end Villas base in Jumeirah. All Villas are equipped with modern, contemporary kitchens.

Al Gurg Building

74 kitchens for an apartment complex located at the Maktoum Bridge equipped with contemporary kitchens from the Pure Line.

Acacia Villas

50 luxury Villas in the heart of Jumeirah designed around the contemporary Pure line kitchens.





SieMatic ColorSystem

سيميستيك
للصالح

Matte white
Gloss white
High-gloss white
Grey

CERTIFICATIONS

OUR POSITION REGARDING THE ENVIRONMENT

Our goal, through a growing number of effective measures, is to make consistent and exemplary use of the latest ecological findings in every area of the company and to get confirmation of these measures and their results from a neutral party.

But that also means testing the testers! After all, not all environmental certificates are as serious, transparent, and meaningful as those that have been awarded to the company SieMatic and its products. True to our corporate motto, "Preferably the best", we also strive to do our best for our environment.

That is why SieMatic's contributions to the environment go far beyond the industry standard.

At SieMatic there is a fully integrated quality and environmental management system on the basis of the internationally applicable DIN standards EN ISO 9001:2008 and ISO 14001.

For the products of our suppliers, we give preference to those that are produced within the jurisdiction of Europe and are thus subject to the highest legal standards and requirements.

We consciously do more than is required by law in limiting the use of harmful substances.





FIND US

SieMatic Studio, Al Gurg Living

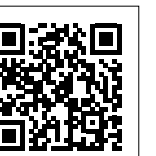
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Al Gurg
Living



A MEMBER OF
EASA SALEH AL GURG
GROUP