



The world's finest  
with SieMatic, Interlübke, COR and Draenert



**A YEAR AGO** this month, we featured the launch of the luxury kitchen brand SieMatic in South Africa.

To mark the anniversary, SieMatic clients who placed orders between July 2008 and July 2009, were invited for a five-day all-expenses-paid trip to Germany where they were the first to personally preview the exclusive brands which will be complementing the high-end kitchens in SA from September 2009. Says CEO Zaheer Adam: "Having invested in a high quality product like SieMatic, our clients found it difficult to settle for anything less for the rest of their home.

In consultation with SieMatic in Germany, we identified the world leaders in wardrobes, storage solutions, upholstered furniture, dining and coffee tables and sofas and chairs. With the introduction of Interlübke, COR and Draenert to our brand portfolio, we are now able to offer our







clients the world's best in home interiors, brands that complement SieMatic and one another perfectly, providing our clients with a full lifestyle solution." Interlübke, COR and Draenert are interna-

tional icons and synonymous with design and quality, leaders in their spheres. "In a time where the world makes no sense and the economy is unpredictable, the only valuable investment

is an investment in your home. It is your sanctuary where you can close the door and forget about the stress of the outside world, enjoy comfort in the lap of luxury which can only increase









in value as the years go by – provided you spend wisely and with foresight in products which will stand the test of time. All these brands reputations' are cemented internationally and are recognised as ambassadors of quality," says Zaheer.

The products are available immediately, but will only be on display at the Kramerville showroom from September 2009. To ensure that the brands are placed under a suitable umbrella, Zaheer's company, which holds the exclusive rights to these brands, has announced its name change from "German Kitchens and Appliances" to "Avant-Garde Prestige".

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