

**Press Release:** Trade Media  
**Client:** Curve Craft  
**Subject:** Curve Craft at KBB – March 2016  
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*Curve Craft*  
solidwood curved doors



## ***Curve Craft Geared Up for KBB Birmingham***

**Every time Curve Craft attend KBB their stand grows in tune with an ever expanding product portfolio and the forthcoming March 2016 KBB promises more of the same!**

The 5 x 5 metre stand will be split in two with one half showcasing KBB furniture components and the other half, for the first time on a Curve Craft stand, a whole in-frame kitchen display.

The doors and components side of the stand will reflect the levels of product development and investment in new manufacturing plant that have taken place at Curve Craft in the last 12 months.

Whilst there will be a broad range of curved doors of all shapes and sizes; clearly demonstrating Curve Crafts bespoke manufacturing capability and market leading levels of curved door quality and stability, there will also be a wide selection of flat door examples. Paul Murray, Curve Crafts Managing Director explains *"The quality of our curved doors and the reliability of our supply is such that we're getting more and more requests from our customers to supply flat doors too; particularly if they're busy. This makes perfect sense since they are assured of a consistent quality as well as the ease of ordering from one single source."*

Accompanying the doors will be examples of drawer fronts, panels, skirting, cornice and plinth in both flat and curved form.

Dovetailed timber drawer boxes are another new offering for 2016. *"Whilst we can be competitive on price, we recognise that we will never be the cheapest. However, that's not and never will be the basis of our offering."*

*"Our aim is always to offer true bespoke manufacturing flexibility of the highest possible quality along with the little touches that really matter to our customers selling premium quality furniture. With this in mind, we can produce drawer boxes in any timber, with dovetails configured to their recipe and with their branding laser etched into the drawer box sides."*

The kitchen on the other half of the stand will be of an in-frame construction and will feature a natural oak and painted finish combination. The full kitchen furniture supply is a trade only service as Paul explains *its one thing to say to our customers that we can produce their cabinets too should they find themselves at full production capacity and another thing entirely to demonstrate it.*

*"We believe that by showing a full kitchen confidence in the extent of our capabilities will grow. Just as with the doors, drawer fronts and drawer boxes, we are completely flexible and can make cabinets to any shape or size and to any recipe. Veneered plywood, veneered MDF, 'Egga Board' or solid timber; anything is possible."*

The kitchen will include a large mantel, an island unit and of course – will feature plenty of curves!

**See Curve Craft at stand L110 / KBB Birmingham – March 6<sup>th</sup> to the 9<sup>th</sup>.  
Call 028 4483 2828 / email [curvecraft@live.com](mailto:curvecraft@live.com) / [www.curvecraft.co.uk](http://www.curvecraft.co.uk)**