

## Curve Craft: Demand Increases for High Quality, Ready to Paint Curved Doors and Accessories

**Curve Craft, the lay on and in-frame curved door and curved accessory specialists are experiencing a huge increase in demand by high end kitchen furniture brands for ready to paint curved doors and accessories.**

Curve Craft are experiencing increased demand, particularly within the in-frame sector, for ready to paint curved doors and accessories.

Paul Murray, Managing Director comments "Our bespoke flexibility enables us to supply curved doors that match exactly our Customers flat door range."

Due to our specialist knowledge, we are being asked to help out on rectification jobs that encompass both flat and curved doors where paintwork on both the frames and door panels has cracked to a point where it is no longer acceptable by the customer.

For painted solid timber doors, the doors we produce are constructed in such a way as to offer maximum stability, minimizing the potential for movement and the cracking of paint work and it's the same story for our frames and accessories."

Curve Craft most commonly use either Tulip wood or high grade maple for a super smooth painted finish. However, Ash is requested more and more since not only is it extremely stable, but also, it allows the wood grain patina to be seen through the painted finish, giving the end user a greater sense of awareness that natural materials have been used in the construction of their furniture.

Recent 'field' marketing research, conducted by Curve Craft, established that manufacturers were spending on average 4 times the amount of time to make a curved door compared to a flat door. In some instances, curved door manufacture was taking considerably longer. "Manufacturers can make their own curved doors to varying degrees of success. The point is, with curved doors becoming ever more popular, the production 'bottlenecks,' resulting from in house manufacture and the resources that are swallowed up means that in house manufacture is just not economically viable.

Furthermore, our doors, frames and accessories are finished to such a high standard that they require no additional finishing by our customers and can go straight to the spray booth" Comment's Paul.



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*Curve Craft*  
solidwood curved doors



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