

Creative with Curves

High specification curved door specialist Curve Craft has seen an increase in sales of 40% on the previous year having just completed its financial year end

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With re-investment in the development of production techniques, additional manufacturing facilities and a hard-hitting trade marketing campaign, growth seems set to continue at a fast pace for the year ahead.

2013/14 was the turning point for Curve Craft, which saw a steady increase in demand suddenly rocket after its well-publicised appearance at KBB Birmingham. Field research, conducted by Curve Craft, proved to them that it had exactly what the UK KBB furniture manufacturer wanted.

With curved doors and accessories as popular as ever combined with the knowledge that it takes manufacturers, on average, four times longer to create a curved door compared to a flat door (along with the obvious production ‘bottlenecks’ that curved doors can create), the brand knew that there would be a ready demand for its services.

However, what has also contributed to Curve Craft’s success is its flexibility. Paul Murray, Managing Director and Founder of Curvecraft, says: “People’s

perception of Curve Craft was that we only catered for the very high end, in-frame market. A continued investment in technology and production techniques means that we can now be competitive within the mid-market, lay on door sector.

“The other advantage for this market sector is that manufacturers don’t have to order huge batches at a time and suffer long delivery lead times; both problems associated with sourcing doors and accessories from mainland Europe. We can also offer this market sector product that ordinarily would be difficult – if not impossible – to source such as raised and fielded doors and curved glazed doors.”

It would seem that Curve Craft is a one-stop source for curved doors and accessories for both the high end bespoke manufacturer and the mid-market, mass producer; orders of one or two doors or batches of 30 to 100 are now possible with their ability to match any door style or profile. Five new, highly skilled craftsmen have been taken on (along with other

additional staff), as part of a planned 2015 factory expansion.

The broad skill base and flexibility that enables the brand to transcend market sectors is demonstrated by the nature of the projects it is presently handling. Curve Craft is currently working with a developer to produce 70 ornate, ‘Louis style’ twin vanity units for a prestigious London hotel. These in-frame units feature curves in abundance as well as ornate detailing and veneers and are being manufactured alongside regular orders from renowned high-end kitchen brands.

By pure contrast, projects are being priced up for several large scale, lay on door, kitchen and bathroom manufacturers for whom the inflexibility of mainland European suppliers is proving too difficult to cope with, given an ever changing consumer tastes and product portfolio. **d**

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