



CURVER STYLE: The heart of creative plastics going « all natural »

The new Storage STYLE range from Curver provides the perfect mix between the attractiveness of a natural fiber look and the convenience of plastic storage boxes. Curver has taken the best from the traditional rattan box to bring this decorative plastic storage range to market, providing higher resistance and protection of products at home, all at a reasonable quality price.

The natural message is reinforced in the home design market. Consumers seem to value authenticity, ethnicity and the need for non altered products with simplicity. They want to buy something real, with increased environmental awareness. This has led to the increased presence on shelves of natural storage products made of bamboo, rattan, wicker, and seaweed, all in different formats, sizes and prices. The new Curver STYLE storage range made of plastic with a natural rattan appeal precisely provides an opportunity for a complete rethink of storage design.

To meet consumers needs, the new STYLE storage range is available in four rectangular shapes (S/284x193x129 mm ; M/385x290x172 mm ; L/436x326x228 mm ; L with a lid/442x332x236 mm) and is available in a wide range of colors: Translucent, Mocha, Dark Grey, Vintage, Dark Brown, Dark Mocha. The variety of shapes and colors really makes stylish products match with interior and around the house (home office, bathroom, bedrooms, living room). Of course, Curver puts forward the interests of its plastic rattan box compared to traditional rattan. First, the STYLE storage product range shows long expectancy for its products, which are **easy to clean inside and out**. The range is « design protected » and has the food approval. In addition, the multi-use storage boxes do not damage goods and present excellent stackability (modular system) to facilitate storage, at home or on shelves.

Join us at www.curver.com



Another consumer benefit deals with the STYLE storage range premium which attracts attention on shelves and enhances product positioning.

Last but not the least, the development of the STYLE storage range represents a major technical breakthrough for Curver and the market. The Curver R&D team has been working for nearly one year, a tremendous amount of time, in the adaptation of their industrial moulds to deliver this new plastic rattan value to consumers. Curver commitment is always to provide consumers with convenient items featuring higher quality. In that respect, the new STYLE storage range is already available with additional Natural STYLE laundry line, especially hampers and baskets.

The practicality of products has always been a priority field of innovation for Curver, in line with offering functional and stylish products for home design. With the new storage STYLE brand with 'natural appeal', Curver is also taking a firm position on the next generation with a full profitable range of rattan like products. This reinforces its leadership in storage and in the design of higher performance solutions for both consumers and distribution shelves.

End

Find you local contact on www.curver.com



Corporate contact:

Pascal LEROY | Marketing Communication Manager
European Plastic Group Headquarters

Tel. + 33 (0) 1 49 38 66 73 | GSM + 33 (0) 6 83 15 10 98 | Email: pascal.leroy@euopl.com

EPG
26 janv., 13:13
Texte ajouté

EPG
26 janv., 13:13
Texte ajouté

Join us at www.curver.com