



Brand history

MAY 1949

Its story began some 60 years earlier when, in May 1949, it was founded by Peter CURTIS and Ad VERschuren in Tilburg, The Netherlands, as a glass container production company. The family business was named CURVER, a combination of the two surnames of its founders. Three years later the company moved to near Rijen (NL).

1960'S

In the 1960s, Staatsmijnen NV (now DSM) held 40 percent of CURVER. During this period, CURVER decided to go against the tide and focus exclusively on plastics. The shift was carried out whilst the competition moved closer to traditional materials like wood, metal and glass. The crisis in the coal mines in South Limburg helped CURVER to realize its full transition from glass to plastic by starting a new plastic production factory in Brunssum. Since then, its business activity has quickly expanded to producing plastic boxes for household applications including storage boxes, laundry baskets, bins and packaging materials for industrial applications. In 1972, DSM now owned 100 percent of CURVER and positioned CURVER as a plastic design company once and for all.

1966

NV Staatsmijnen (now DSM) takes 40 percent of CURVER.

1972

DSM becomes 100 percent owner of CURVER.

1980'S

In the 1980s, CURVER experienced tremendous growth by becoming the designer brand of choice for the home across Europe. The expansion strategy focused on the external growth of the company aiming particularly toward Spain and France. CURVER has now become a company firmly committed to the international markets, specialising in the production and sale of plastic household products for home and leisure.

1990'S

In the 1990s, Rubbermaid Inc. in the United States acquired CURVER. Since 2005, the European operations of CURVER Rubbermaid have been transferred to the European Plastic Group (EPG), which is part of the Keter Group, an Israeli company, which is the leading manufacturer and global supplier of consumer products in plastic. Other companies that belong to the group include Garden Keter, Keter, Allibert Home, Jardin and Hovac. The Keter Group has decided to build on CURVER's business with its high growth potential and strong design positioning.

2005

The Keter Group acquires CURVER.

2007

CURVER went one step further offering the first designer plastic ware (Deco boxes and bins) to display throughout the house

2009

World first: CURVER launched its new line devoted to pets, PetLife

2010

CURVER presents “CURVER Style ” the natural rattan style hampers and baskets

2011

Revolution in the world of household products: CURVER launches EcoLife, a new range of sustainable products, all made of 100% post-consumer recycled plastic. In 2011, European Plastic Group has a turnover of about 200 million € with nearly 1,500 employees, seven production plants and sales offices in Europe: Belgium, France, Hungary, Luxembourg, Poland, Spain, The Netherlands, and the United Kingdom.

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