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SHELL WOODCRAFT™
Decorative Hardwood Niches

PRESS RELEASE

Shell Woodcraft Announces Availability of Custom, Curved Wood Veneer Components to the Trades

Hardwood Shell Dome Enables 'Old World' Bookcases and Corner Cabinets.

Carrollton, TX, July 21, 2014: Shell Woodcraft, a specialty wood products manufacturer, today announced the availability of their Bellissimo hardwood veneer shell to the trades. Hand-carved wood shells have been utilized for centuries to visually enhance and add architectural interest to furniture. Our Bellissimo Shell can be incorporated into the top of bookcases or corner cabinets for the most discerning customers. They will add old world charm and texture to an otherwise un-utilized space.



The Bellissimo Shell is composed of twelve or fifteen hardwood veneer segments, when assembled together mimic the look of a shell. The shell can be made with an opening of 20" to 30" depending on the needs of the customer. The depth of the shell can be made from 5 ½" to 12". It comes with a hardwood rosette which can be attached once the shell is in place. The Bellissimo Shell is only offered to the trades, made from Cherry, Red Oak, Maple, and Alder veneers. Other woods can be utilized upon request.

"The scallop shell has appeared in architecture and furniture over the centuries. This look has been reproduced in our Bellissimo Shell," Frank Sigmund, owner of Shell Woodcraft noted. "Cabinet shops

have had few ways to differentiate and get value added for their bookcases and corner cabinets in the past. Now, with the Bellissimo Shell, they can have the look of a unique, hand-carved piece. Your most discriminating customers will be truly impressed."



The Bellissimo Shell is made in the USA, is offered in custom sizes with a leadtime of 1 to 2 weeks after drawings have been approved. To learn more about this exciting new product, go to shellwoodcraft.com or contact Shell Woodcraft at (972) 460-6207.