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SHELL WOODCRAFT™
Decorative Hardwood Niches

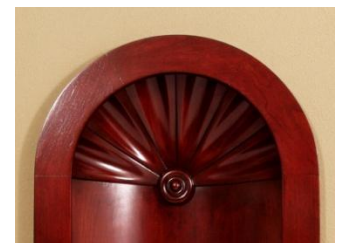
PRESS RELEASE

Shell Woodcraft Introduces Two Families of Hardwood Wall Niches

Bravo and Bella Hardwood Wall Niches Add Architectural Interest and Make a Dramatic Impact.

FOR IMMEDIATE RELEASE

Carrollton, TX, July 21, 2012: Shell Woodcraft, a specialty wood products manufacturer, today announced the introduction of two families of hardwood wall niches at affordable prices. These niches can make a dramatic impact to a foyer, hallway, stairway landing or any room they are placed in, not only adding architectural interest, but can be used to proudly display a most prized possession. Recessed into the wall, they have many uses and decorative functions, adding historical elegance and texture to an otherwise blank space.



Bravo Wall Niche



"We have all been intrigued with the beauty of shells, admiring the symmetry created by nature," Frank Sigmund, owner of Shell Woodcraft noted. "We have reproduced this look in our Bravo Niche collection with a dome that has individually milled ribs with deep grooves. The scalloped shell hardwood dome, rosette and the curved back veneer with decorative grains draw the eye to your most prized possessions." Pieces like this have been hand-carved in the past and only found in luxury homes. The Bravo Niche collection is offered in Cherry, Red Oak and Alder woods.

Bravo Wall Niche

The Bella Niche collection has a six segment hardwood veneer dome which mimics a shell, rosette and a curved back veneer. This niche collection is offered in Cherry, Red Oak, Maple, Knotty Alder and Alder woods with Suggested Retail pricing starting at \$680.

The Bravo and Bella Niche collections are designed to fit between standard 16" on-center 2x4 construction, most homes are built this way. Recessed into the wall, they do not significantly impact the living space. Both collections have an opening of 23" H x 12" W, a shelf depth of 5 1/4" and outside dimensions of 26 3/4" H x 18 1/2" W x 5 3/4" D, extending only 1 3/4" from the wall.



Bella Wall Niche

Shell Woodcraft is searching for merchants and dealers to offer these elegant products to the market place. To learn more about these exciting families of niches, go to shellwoodcraft.com or contact Frank Sigmund at (972) 345-7648.